WEB-BASED ELECTRONIC SALES INFORMATION SYSTEM AT THE ENGGAL SOURCE SHOP, CIREBON REGENCY

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ABSTRACT

E-commerce web design on electronic sales aims to make it easier for people to obtain shopping information (online) which was previously known orally, so it does not save time, here I make it easier for people to do shopping online (online), so that it can be efficient and effective.

This final project aims to build an online sales system. The design system in making e-commerce websites on electronic sales was developed using several software namely Macromedia CS6, XAMPP which is a combination of Apache Web Server, PHP and MySQL. By using Macromedia CS6, website work will be faster and easier. The tables used in making e-commerce in electronic sales are the category table, product table, admin table, city table, customer table, order table. All of these tables will later be used to accommodate the data needed in the construction of an e-commerce website on electronic sales.

Keywords: Electronic Sales, WEB, Enggal Store

INTRODUCTION

The development of computers today is indeed felt to play an important role in information technology, because with our computers it will be easier to obtain the information we need, with the development of the computer world today, all government and private agencies are already using computerization.

Various computer applications are currently emerging, ranging from applications that simplify calculations to applications that provide data processing facilities. These applications have the same goal, namely to make the work of work units easier.

Enggal Sumber Store, Cirebon Regency is a shop that sells electronic goods. Enggal Sumber Store, Cirebon Regency is one of the shops whose sales process is still using a manual system, so marketing and production are still limited. In the process of selling goods, it is usually still written in the sales book or memorandum. In the process of knowing the stock of goods, you also have to check one by one and store data that is still in the form of an archive, namely recording into a book. Therefore it is necessary to create an information system for the Enggal Sumber Store, Cirebon Regency.

The system is made in order to help speed up the process of completing work. Broader marketing, thereby increasing sales turnover. Make it easier for consumers to make purchases. Checking the stock of goods can be known quickly without having to check one by one. Thus the system can improve the performance of the Enggal Sumber Store, Cirebon Regency.

The importance of the role of information systems in supporting decision making, the authors examine the information system at the Enggal Sumber Store, Cirebon Regency. And because it is still manual in sales and marketing, the manual system needs to be replaced with computerization. Therefore, the author chose the title "WEB-BASED ELECTRONIC SALES INFORMATION SYSTEM AT ENGGAL SHOP SUMBER CIREBON REGENCY".

RESEARCH METHOD
The data collection techniques used by the author to collect the data needed in compiling this Final Report consist of:

1. Literature Study
   Literature study is collecting data by studying the problems to be discussed. Like learning from supporting books.

2. Field Study
   Field Study, namely collecting data by directly conducting a review of the company's location, including:
   a. Observation
      Observation is direct observation of problems related to inventory information.
   b. SDLC (System Development Life Cycle) paradigm approach: The methodology used in software development that will be made based on research results. This SDLC paradigm is also called the waterfall model paradigm or linear sequential model which consists of six stages, namely:
      a. System Engineering
      b. Analysis
      c. Design
      d. coding
      e. Testing
      f. Operation and Maintenance.

RESULT AND DISCUSSION
Analysis
- **Description of Company / Agency / Organization Profile**
  Toko Enggal is an individual company engaged in the sale of Electronic Goods with various brands and shapes, in addition to meeting the needs of the community, Toko Enggal also serves goods services such as tv, refrigerators, etc. Toko Enggal was founded by Mr. Aji Witjakarsana in 2015. At first he liked to collect types of old Electronic Goods products then he opened a business selling Electronic Goods which is located at Jl. Sultan Agung No.14 which is named Toko Enggal.

  At the beginning, the Enggal Store had difficulties in meeting consumer needs due to product and service limitations. However, as the business progresses, Toko Enggal now has technical personnel for repair services.

- **Organizational structure**

  ![Organizational Structure Diagram](image)

  Figure 3.1 The Organizational Structure of the Enggal Store

- **Tugas pokok dan fungsi**
  Can be explained about the main tasks and functions of each part of the organization. The description of the main tasks and functions of each section is as follows:
1. Owner / Owner
Duties and responsibilities as follows:
   a. The highest leader who determines the main steps in implementing policies at the Enggal Shop.
   b. Has the authority as a decision maker for every activity at the Enggal Shop.
   c. The person who owns or is the funder and is responsible for purchasing goods, receiving employees, arranging the layout of goods, controlling the work of employees, controlling and managing money in and out.
   d. Receive and evaluate reports from subordinates.

2. Shopkeeper
Duties and responsibilities:
   a. Serving consumer needs.
   b. Provide services in the form of product information and price information to consumers.
   c. Displaying goods by prioritizing filling in empty shelves/displays.
   d. Display according to the grouping of goods (grouping) and adjusted to the size, color, size of packing / goods and do not cover the goods that are nearby.
   e. Move the damaged item from the display to the designated place.
   f. Maintain cleanliness and tidiness of goods and display areas.
   g. Provide good and satisfying service to customers, either direct information or those who really need it.
   h. Monitor stock of goods every day, to maximize sales, by checking the stock of goods on display, record blanks, report to the owner.
   i. Always monitor the stock of goods, and refill if there is a vacancy on the display.
   j. Check and replace price tickets / price tags and information on goods that have changed prices and ensure that price tickets have been installed in accordance with the placement of goods.
   k. Carry out control/sweeping of all damaged or problematic goods, and return all canceled items left by the customer to be returned to their original place.
   l. Full responsibility for lost items.

3. Cashier
   a. Execute sales and payment processes.
   b. Keeping records of all transactions.
   c. Assist customers in providing information about a product.
   d. Carry out the transaction process of buying and selling services as well as packaging.

- Description of the running system
  The system currently used by Toko Enggal in terms of sales, financial reporting, customer recording, transaction recording, product recording, is still manual. So the business processes that are being run are still not developed because they are still using the old system which has the potential for many errors and human errors.
To find out the procedures of the current system and study the existing system, a narrative description is needed through the procedures of the currently running system, which are as follows:

1. The customer comes to the Enggal Store, then orders the desired fertilizer product
2. Customers make transactions at the cashier to process purchases
3. The cashier simultaneously records sales transactions in Microsoft Excel software while simultaneously making written notes as proof of purchase for customers
4. The results of the accumulation of recording sales transactions, then become a monthly sales report
5. The monthly sales report can be further managed by the admin to be validated and approved, along with the store's financial report
6. The report is submitted to the manager/owner

3.2. System weakness

The current system in the Enggal shop still uses manuals so it is less effective and efficient. The disadvantages of manual sales systems are as follows:

a) Lack of Efficiency in Recording

By setting stock manually with paper and document media, it will reduce the efficiency of stock renewal activities carried out within a certain period of time. This is
because everything is done in the conventional way. If the document is lost or there are recording errors, then the overall data must be updated one by one, thus slowing down and disrupting sales and purchasing activities.

b) There is an Excess or Lack of Stock

Having too little stock can lead to out of stock. So, it is difficult for customers to buy products in large quantities which can make online stores lose sales. On the other hand, having excess stock can take up valuable warehouse space and cost you unnecessarily. Whether there is a shortage or excess stock, all of which will have a bad impact on revenue and costs. If everything is still done manually, it is difficult to track low inventory levels as well as set up automatic reorders for each product.

c) Not Having an Integrated System

Without an integrated system, staff management is difficult to be able to share information smoothly with customers, suppliers (suppliers), and others. Without this method, everyone will not have full visibility about the stock of goods or each customer's order.

d) Possibility of Overselling

Because the amount of stock must be continuously adjusted every time a sale is made. So, it will take more time to synchronize the number of stock items, especially if you sell products on various different online sales channels. Manually, the synchronization of these records across all sales channels such as online stores, websites, and others will not be calculated automatically, so there will be the possibility of overselling.

e) Untidy Document Storage

Manually stores are required to store for a certain period of time in a folder or binder sorted by month. Thus, if the staff needs stock data for a certain time, the staff can immediately find it. However, if this is done continuously, more and more documents will pile up, so that data may be lost, confused, or tucked away. This will affect the staff with an interest in the document. The work will be hampered because the data cannot be found, so it needs to be re-recorded to return the document.

3.3. problem solving

From the weaknesses of the system described above, a Point of Sales application is needed to recap all transaction management systems and financial reports in order to be able to increase the effectiveness and efficiency of the fertilizer product sales system at the KUD Proof Panongan Material Store Cirebon Regency. And it is hoped that it will run well according to what is applied to the product.

The following is a solution to the problem that will be applied by researchers related to system changes implemented by the enggal shop.
Based on the alternative problem solving above, the authors conclude that the proposal that is used is to build and use an inventory information system to simplify and speed up the process of selling, purchasing and stocking goods and making it easier to control every process in transactions and recording data.

**CONCLUSION**

From the various explanations that have been described, it can be concluded several things as follows:
1. This application provides information related to Toko Enggal which is aimed at consumers.
2. With this application, the latest product information at the Enggal Store can be published properly.
3. With this application, consumers can see info about products at the Enggal Store.
4. Customers can buy products at this Enggal Store anywhere that is connected to the internet network, customers only need to register, login and select products.
5. Testing the e-commerce information system at the Enggal Store is expected to run as expected.

REFERENCES