Design of local product marketing system in sungai lebung village web-based

Karnadi [a], Gunawan [b], Muhammad Ihsan [c],*

[a,b,c] *Muhammadiyah University of Palembang, Palembang, Indonesia*

ABSTRACT

In Sungai Lebung Village, South Pemulutan District, Ogan Ilir Regency, from year to year there are still many people who have local product businesses who don't know much about the development of information technology at this time, not to mention during the COVID-19 pandemic, many people who have businesses are affected. difficulties in how to market local products that exist in Sungai Lebung Village and until now there is still no solution how to handle and help business people to be able to do local product marketing practically. Therefore, to overcome these problems, researchers are trying to provide solutions by designing and creating a website application for a local product marketing system in Sungai Lebung Village and the authors hope to overcome the problems affected by local product business actors in Sungai Lebung Village, South Pemulutan District, Ogan Ilir Regency. . The design of a local product marketing system in the Sungai Lebung Village based on the website is a new concept that can be described as the marketing process of buying and selling goods in Sungai Lebung Village on the World Wide Web on the Internet or the process of buying and selling or marketing products in the Sungai Lebung Village through internet information network wesite the method used in this research is, experimentation to design and build an online sales store application, e-commerce with PHP Visual studio code programming language, HTML tags and utilizing mysql database as a database server. development of an even more attractive appearance, namely reducing user convenience.

I.   Introduction

The development of information technology is currently running rapidly, and there are many advantages that can be obtained from the development of this information technology. Information technology now has a very large role in all areas of the organization, from education, medicine, government, business and others. For example in the business sector, information technology can be used to increase promotions and to help manage existing data to be made into information. For processing data into information, one example is the website-based marketing system for local products in Sungai Lebung Village using the prototype method, e- commerce namely the marketing of local products in Sungai Lebung Village which is still modern in the sales process for marketing these products because the web-based system design is very important in marketing. local products in Sungai Lebung Village.

In Sungai Lebung Village, South Pemulutan District, Ogan Ilir Regency, from year to year there are still many people who have local product businesses who don't know much about the development of information technology at this time, not to mention during the COVID-19 pandemic,

many people who have businesses are affected by difficulties. in marketing local products in Sungai Lebung Village and until now there is still no solution to handle and assist these business actors.

Therefore, to overcome these problems, researchers are trying to provide solutions by designing and creating a website application for a local product marketing system in Sungai Lebung Village and the authors hope to overcome the problems affected by local product business actors in Sungai Lebung Village, South Pemulutan District, Ogan Ilir Regency.

The design of a local product marketing system in the Sungai Lebung Village based on the website is a new concept that can be described as the marketing process of buying and selling goods in Sungai Lebung Village on the World Wide Web on the Internet or the process of buying and selling or marketing products in the Sungai Lebung Village through internet information network website.

The problem that exists in Sungai Lebung village is that there are still many people who have businesses and do not know the development of information technology, one of which is online product marketing through websites

created or designed by researchers, with the existence of a web-based local product marketing system, it is hoped that the problems described above can resolved and become learning material and utilization for the Sungai Lebung village community.

II.   Method

2.1. Data Collection Method

The research methods that I use are 2 methods, namely the type of research and research methods.

Observation Method

This observation method (Observation) was reviewed and the author immediately went to the field to obtain and collect the required data. Observations were made on Hamlet 1 RT 02 Sungai Lebung Village.

This observation activity, the author immediately went into the field in the activities carried out by analyzing the process of product marketing, purchasing, and payment transactions. At that time the authors tried to obtain the data information needed to design an information system.

Interview

Interviews were conducted by conducting questions and answers with related parties, with Mr. Ismail Sujang as the head of the Sungai Lebung village and testing the system of selling and buying products made. The interview was conducted at the house of the village head of Sungai Lebung. To obtain data related to sales transaction activities on the product sales website. From the interviews conducted, it can be seen how the flow of transactions.

Literature review

At this stage the activities carried out are studying and researching how reading sources are related to the problems encountered and which can be used as a basis in this research, such as study support books, journals, theses, notes and references to previous research. The list of books and references in the preparation of this report can be seen in the bibliography, Analysis and Design of information systems and others as according to the bibliography.

2.2. System development method

Prototype method is used in designing the system to be developed. This method is suitable for developing a device that will be redeveloped. Making a prototype for system developers aims to collect information from users so that users can interact with the prototype model being developed, because the prototype describes the initial version of the system for the continuation of a larger real system.
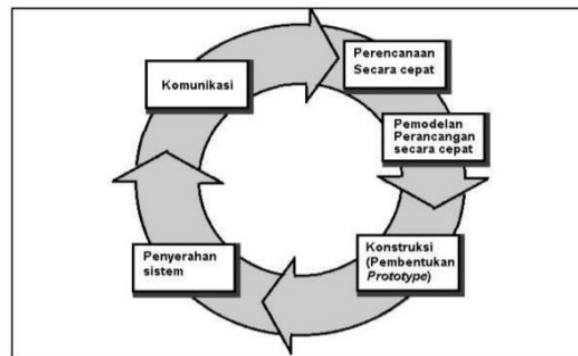

Figure 1.   Prototype Method

2.3. Research Framework

The framework used in this research can be seen in the following figure.

Figure 2.   Research Framework

The explanation of the above framework is as follows:

Communication

At this stage of communication, identification of problems and data is carried out and to find out the problems that are being faced and the solutions that can solve these problems. Identification of problems and data collection was done by using literature studies, interviews and observations.

Planning

The next stage is planning. In the Planning stage, there are two important points, namely analyzing user needs and analyzing system requirements.

Modeling

At this stage is the system design or modeling. There are several main stages in this stage, the first is the design of UML (Unified Modeling Language). UML is designed to consist of Use Case Dagrams, Class Diagrams, Activity Diagrams, Sequence Diagrams. The second is database design which contains the design and contents of tables such as names, data types, sizes and descriptions. The third is the display design which contains the initial design of the display on the system page that will be created.

Implementation

The next stage is implementation or manufacture. There are two main points in this stage, namely the creation of an online sales store website application in Sungai Lebung Village that uses the PHP programming language and the creation of a database with My SQL. At this stage the testing and evaluation process is carried out using Black Box Testing to determine the application made is in accordance with the plan.

Devloyment

After going through the evaluation process, proceed to the stage, namely interviews with local product business actors to obtain information on marketing methods in Sungai Lebung Village so that there can be improvements or justifications in further development.

III. Results and Discussion

3.1. System Design

In the UML design there are 4 diagrams made in the web-based e-voting application for village head elections [7].

Use Case Diagrams

Use case or use case diagram is a modeling for the behavior (behavior) of the information system to be made. Use case describes an interaction between one or more actors and the information system that will be created. Roughly speaking, use cases are used to find out what functions are in an information system and who has the right to use those functions [7].

Gambar	Nama	Keterangan
	Actor	Menspesifikasikan himpuan peran yang pengguna mainkan ketika berinteraksi dengan *use case*.
·········>	Depency	Hubungan dimana perubahan yang terjadi pada suatu elemen mandiri *(independent)* akan mempengaruhi elemen yang bergantung padanya elemen yang tidak mandiri *(independent)*.

Figure 3. Use Case Diagram

Class Diagram

Class diagrams show the interaction between classes in the system, the class contains information and behavior (behavior) related to that information.

SIMBOL	NAMA	KETERANGAN
◯	Interface	Menambahkan kelas antarmuka pada diagram
	Class	Menambahkan kelas baru pada diagram
⟶	Association	Menggambar relasi Asosiasi

Figure 4. Class Diagram

Activity Diagram

The following is a description of the Activity diagram on the local product marketing system in Sungai Lebung Village. Web-Based:

Gambar	Nama	Keterangan
	Actifity	Memperlihatkan bagaimana masing-masing kelas antarmuka saling berinteraksi satu samalain
	Action	State dari sistem yang mencerminkan eksekusi dari suatu aksi
●	Initial Node	Bagaimana objek dibentuk atau diawali
◉	*Actifity* Final Node	Bagaimana objek dibentuk dan dihancurkan
▬	Fork Node	Satu aliran yang pada tahap tertentu berubah menjadi beberapa aliran

Figure 5. Activity Diagram

Sequence Diagrams

Sequence Diagram It is one of the Interaction Diagrams that explains how an operation is carried out; message (message) what is sent and when it is executed.
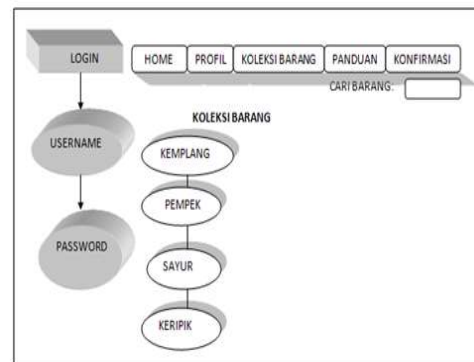
Figure 6. Sequence Diagram

3.2. Overview of the current system

In the picture above it is explained that the system that is running is the process of buying and selling, marketing local products in Sungai Lebung village which is still manual so that the community is constrained in the process of buying and selling goods.
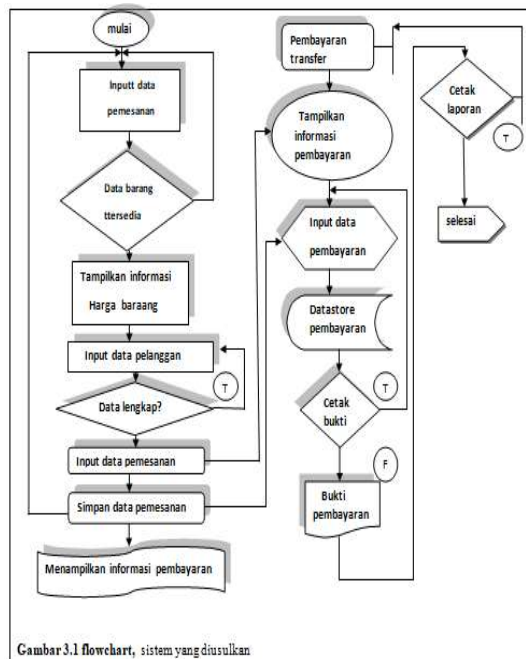

Figure 7. Overview of the running system

3.3. Drawing of the proposed system

The local product sales website that was built in the Sungai Lebung Village, can already be used and utilized for the Sungai Lebung Village community who have a local product business, here is an illustration of the steps for using the website that is currently running and the existing website in Sungai Lebung Village.

Figure 8. Overview of the proposed system

3.4. Display the results of the main website menu

In Figure 9 it can be learned that the sales store website in Sungai Lebung Village can already be used and can be managed more deeply, in learning how to market local products in Sungai Lebung Village

Figure 9. Main website

Login menu display

To make purchases and sales of local products on the web we have to login and have to do a new registration first.

Figure 10. Login Page Display

Website profile menu display

In the picture of the profile menu display on the website, it explains that the website selling local product stores in Sungai Lebung Village includes sales of kemplang and cracker sales products in Hamlet 1 RT 02, Sungai Lebung Village, which can be seen and accessed through the website.

Figure 11. Website profile menu display

Display item collection menu

In the image display, the menu for the collection of local products in Sungai Lebung Village can be seen so that buyers and sellers can choose the goods they want to buy and market, which can be managed, accessed through the website.
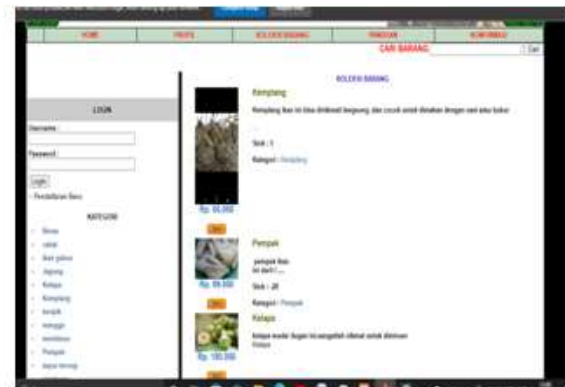

Figure 12. Display item collection menu

Shopping guide menu display

Figure 13. Shopping guide menu display

3.5. Discussion

At this stage, the process of implementing a local product marketing system application is explained in the Sungai Lebung village. The system built will help the public to get information quickly and accurately in buying and selling anytime and anywhere. As follows:

Login Page

To make purchases and sales of local products on the web, we must login and have to do a new registration first in order to be able to buy and market goods through the website.

Main page item menu

In the image display, the menu of collections of goods managed by local products in Sungai Lebung Village can be seen and accessed so that users and buyers and sellers can choose the goods they want to buy and market, which can be managed, accessed through the website.

Website profile menu display

In the picture of the profile menu display on the website, it explains that the local product store in Sungai Lebung Village based on the website includes sales of selling kemplang and cracker products in Hamlet 1 RT 02, Sungai Lebung Village, which can be seen and accessed through the website, making it easier for users to make sales and purchases of products on the website. websites.

IV. Conclusion

Based on the discussion and description of the research results in the previous chapters, the following conclusions can be drawn:

1. Produce a website for a local product marketing system in Sungai Lebung Village based on a website that can be used by the people of Sungai Lebung Village, South Pemulutan District, Ogan Ilir Regency.
2. Facilitate product marketing, and the public can develop the website application properly.

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