Design Of Sales Information System In Website-Based Isaylees Sport Store

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Abstract— This study aims to create a website-based sales information system at the Isaylees Sport store. The design and manufacture of a sales information system at the Isaylees Sport store is carried out to make it easier for sellers to manage sales and purchase data. In this system, sellers are expected to be able to market products with a wider range and sell products effectively and efficiently. In addition to providing convenience for sellers, this system also makes it easy for customers to make buying and selling transactions at the Isaylees Sport store. The method used in system design is through the stages of making DFD and ERD diagrams. Results from this research, namely the sales information system at the website-based isaylees Sport store that has been designed to have automatic payment features using a payment gateway, automatic postage checks and order tracking. The system that has been designed also provides convenience for sellers and buyers. The result of this research is an e-commers application that is used in sales transactions.

Keywords : Isaylees Sport, Website, Sales, Effective, Efficient

I. INTRODUCTION

In the current era of globalization and technology, the use of computers as an information technology tool is needed in almost every aspect of life. Information systems and computer technology are developing very rapidly in line with the large need for information (Dedi et al., 2014). Information system is a system within an organization that is used to manage daily transactions, support operations, is managerial, and strategic activities within the organization and is used to provide information to certain outside parties with the reports they need (Hutahaean, 2015).

With the development of this technology, more and more telecommunications media are used for marketing activities, and some of them can even facilitate two-way communication. One form of information technology that is often used as a marketing medium today is the internet. The era of globalization and technology or what is commonly referred to as the digital era provides new ways and conveniences for the general public, including business people or marketers. This digitalization can also help facilitate communication between marketers and consumers with a wider reach as well as individual communication (Rumondang et al., 2020). The digital era brings new changes in communication and marketing strategies, advertising, and also as a means of building relationships in online social networks.

Related to the development of information technology, many companies are competing to improve performance through a completely computerized system according to the needs of the company. Every company generally aims to make a profit, to achieve this goal the company must be able to use the resources it haseffectively (Abdillah et al., 2020). One of the businesses that is becoming a new trend in today's society is in the field of online shopping (online shop), one form of business from online businesses is to provide satisfactory facilities and services to customers. Online shop is a process of purchasing goods or services from those who sell goods or services via the internet where the seller and buyer have never met or made physical contact where the goods being traded are offered through displays with images on a website or virtual shop (Pramana et al., 2020). Doing business through an online shop, the seller must be independent in managing his business, because the seller must create marketing media independently, for example a website (Akbar & Alam, 2020). Website is a system in the form of a software program that has a program to create a network that is related between various archives so that it can facilitate the information that is needed. The website can be used as an online promotion medium that is quite good and efficient to promote and sell products and services globall (Wijoyo et al., 2020).

Isaylees Sport is a shop that provides clothes for all sports. The Isaylees Sport store currently still uses a manual system, such as promoting sportswear using Facebook and Instagram. Isaylees Sport shop is a store that applies the B2C (Business to Customer) business model, namely business activities whose services are carried out directly to consumers with goods or services where buying and selling can be done directly via the internet. because the cost is already included (Sutabri, 2012). However, the Isaylees Sport store has not used a web-based sales system or e-commerce. Consumers must come to the location themselves and payment is made in cash. This certainly makes it difficult for potential consumers from inside and outside the city, because they have to pay to visit Isaylees Sport. So that potential consumers need online purchasing and payment services and transfers through accounts. from this research, namely the sales information system at the website-based isaylees Sport store that has been designed to have automatic payment features using a payment gateway, automatic postage checks and order tracking. The system that has been designed also provides convenience for sellers and buyers.

II. RESEARCH METHODS

The design of this system is done by using the stages of making a DFD diagram (Flow Diagram) and making an ERD (Entity Relationship Diagram) database to be designed. Data Flow Diagram (DFD) is a tool used to visualize and analyze the relationship between business processes manually and automatically. DFD is also effective for overcoming problems in IT, namely Scope Creep and Project Overruns which are usually caused by late project change orders (Hathaway & Hathaway, 2016). Data Flow Diagrams (DFD) are usually widely used for analysis and design of structured software, for example, they are used in the field of business administration and marketing (Li & Chen, 2009). And Entity Relationship Diagram (ERD) in software engineering an Entity Realationship Model is an abstract and conceptual representation of a data. Entity Relationship is a method in database modeling that is used to generate a conceptual schema for the system's semantic data model (Muslihudin & Abadi, 2021).

2.1 DFD Level 0

DFD level 0 shows that all existing data flows lead to one process, namely the Isaylees Sport Store sales information system process. There are two involved in this system, namely Admin and User. Each has input data and output data on the system. The admin function is to manage applications on the system, while the buyer user has a role to get access to information from the system application.
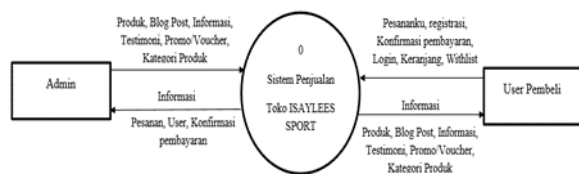

Figure 1. DFD Level 0

2.2 DFD Level 1

In this DFD is given a more specific description of the system. This level 1 DFD is the result of solving the level 0 DFD.
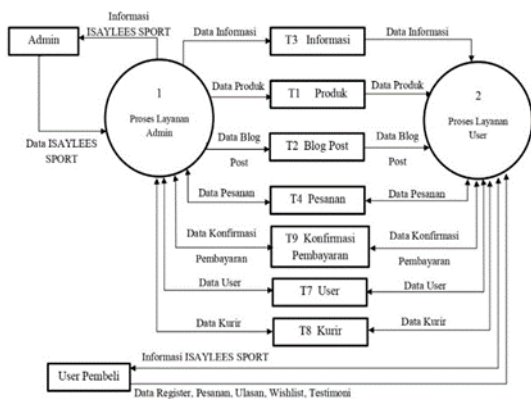

Figure 2. DFD Level 1

Level 1 DFD is a development of level 0 DFD. In level 1 DFD there are two entities, namely admin and user where each path has its own data flow.

DFD Level 1 admin has 9 Process, namely the blog post data processing, product category data processing, product data processing, courier data processing, order confirmation data processing, payment data processing, order status data processing and information processing.
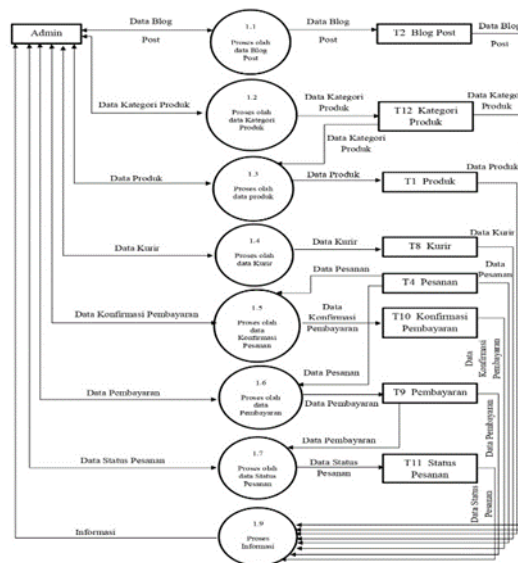

Figure 3. DFD Level 1 Admin

DFD Level 1 user has 7 processes, namely login/registration data processing, blog post data display process, product data display process, courier data display process, payment confirmation data processing, payment data processing and information data display process.
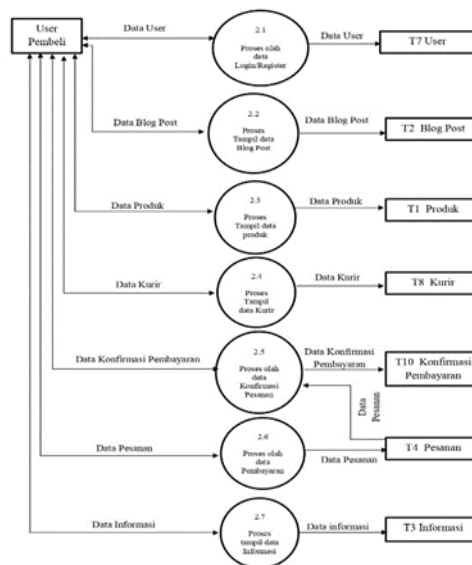

Figure 4. DFD Level 1 User

2.3 ERD (Entity Relationship Diagram)

The ERD used in building the database to describe the relationship between the two tables in the Isaylees Sport store sales system that will be designed can be seen in Figure 5.
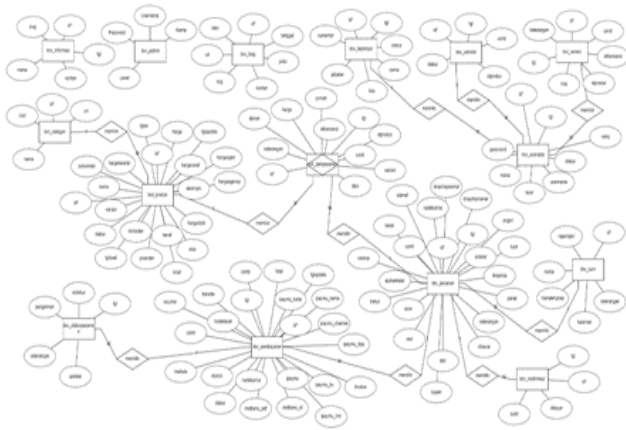

Figure 5. ERD (Entity Relationship Diagram)

III. RESULT AND ANALYSIS

After the system design stage is complete, the next stage is the system implementation stage. The resulting system consists of pro

3.1 Admin Login

The image below is the admin login form. On the login page, the system user, namely admin, is asked to enter the correct username and password in order to access the system dashboard.

Figure 5. Admin Login

3.2 Dashboard Pages

The Dashboard page is the first page that is seen after the admin logs into the system.
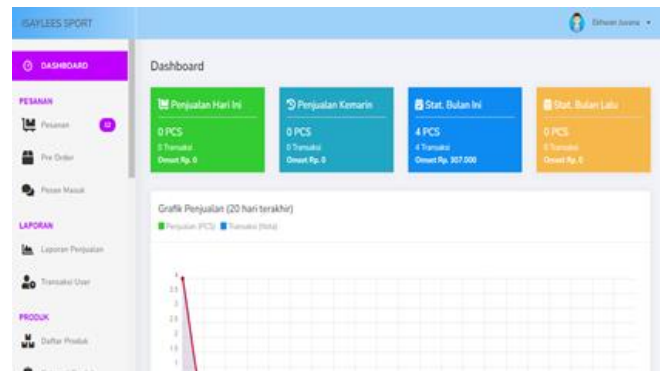
Figure 6. Admin Dashboard Pages

3.3 Order Process Page

This page is used to process incoming orders, there are 5 menus, namely unpaid orders, processed orders, sent orders, completed orders and canceled orders.
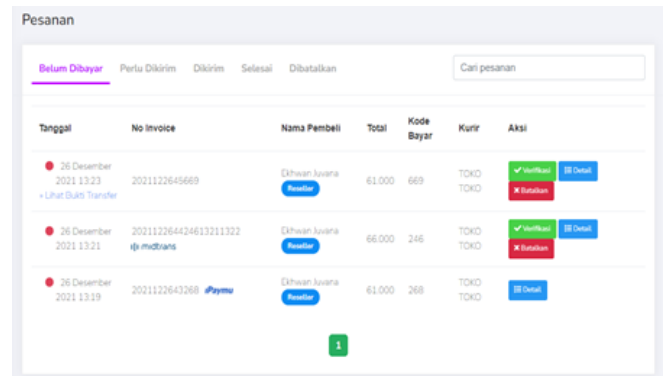

Figure 7. Order Process

3.4 Sales Report Page

This page is used by the admin to view the history of sales transactions that have been sold on the website. This page can be run by selecting the sales report menu.
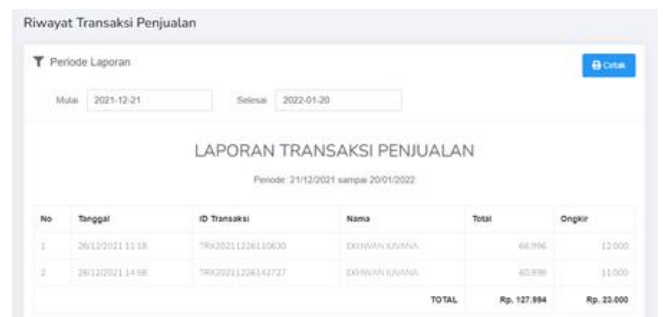

Figure 8. Sales Report Page

3.5 Product List Page

This page is used to view a list of products that will be sold along with the amount of stock for each product.
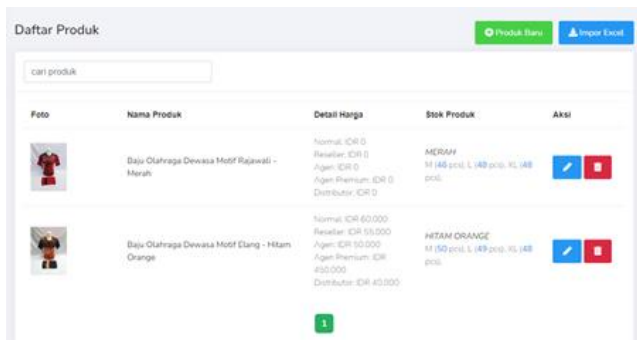
Figure 9. Product List Page

3.6 Category List Page

On this page, the products sold are categorized into several types of products including children's categories, printed clothes, dryfit clothes, girls tops and socks.
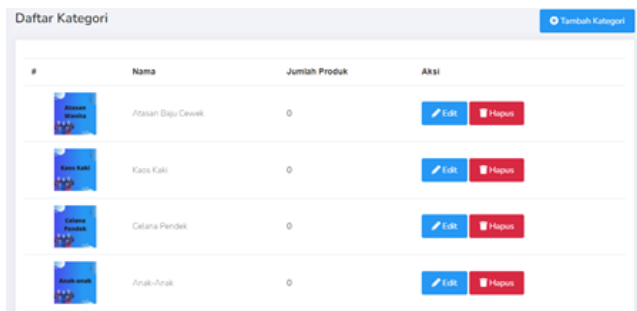

Figure 10. Category List

3.7 Product Variation Page

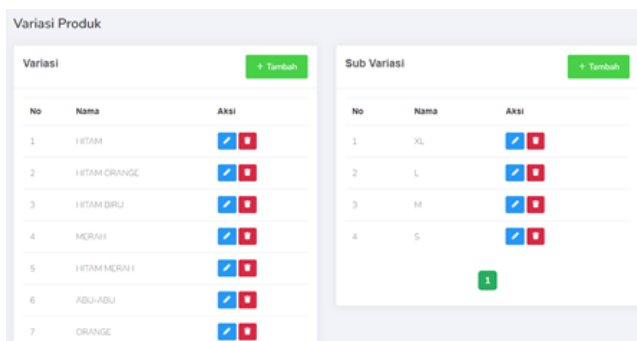This page is a menu for managing variations in product sizes and colors.

Figure 11. Product Variations

3.8 Promo/Voucher Pages

This page is used to create discount vouchers or create discounted promos with a minimum order purchase.
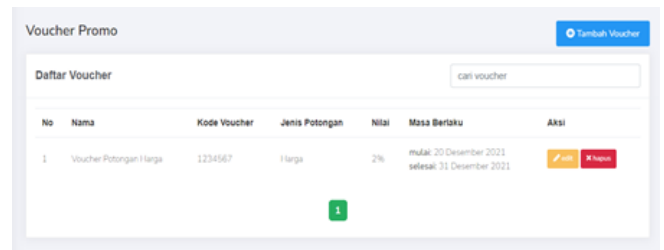

Figure 12. Promos/Vouchers

3.9 Retail User Pages

This page is a menu to check who has registered and can also check the total order of each user, admins can also change ordinary users into agents, resellers, premiums and distributors on the menu.
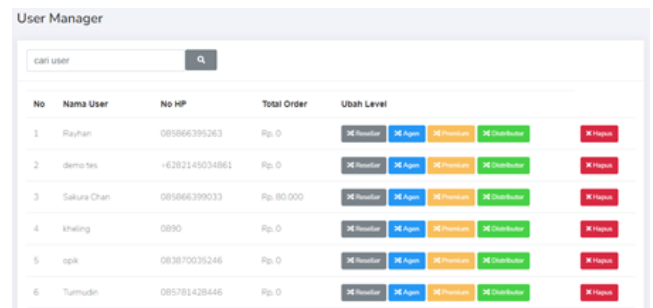

Figure 13. Retail Users

3.10 Booster Notification Pages

This page is used to display order notifications, every user has finished ordering a product there will be a purchase notification at the bottom left.
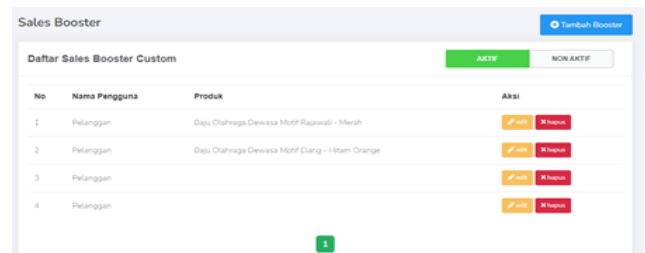

Figure 14. Notification Booster

3.12 Blog Post Pages

This page is used to create a blog post on the website. Like blogging about the materials used to make sports clothes.
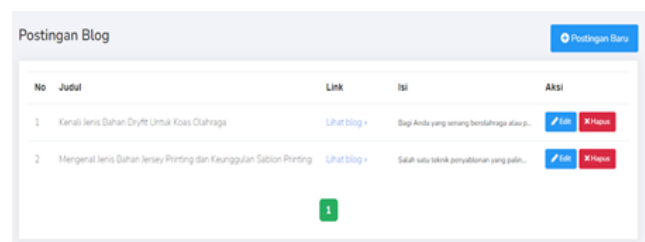

Figure 15. Blog Posts

3.13 Page Slider
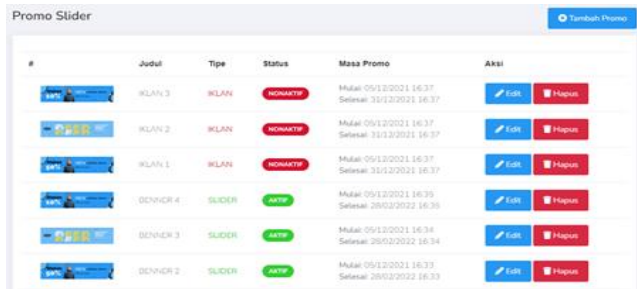
This page is a menu for creating an ad or banner.

Figure 16. Slider

3.14 Static Pages

This page is a menu for creating information about partners, delivery support, payment support, application platforms, contact us and about us.
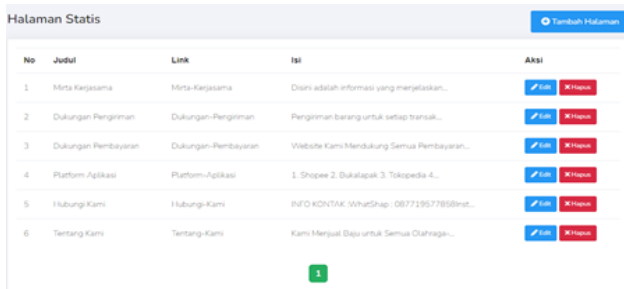

Figure 17. Static Pages

3.15 Settings Page

This page is used to set logo, website name, slogan, working hours, server email, address, apikey payment, apikey whatsapp, courier and apikey rajaongkir.
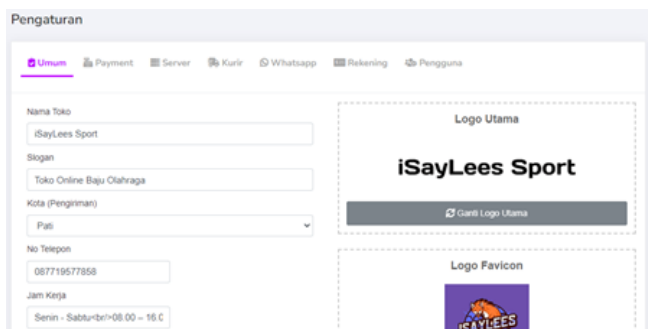

Figure 18. Settting Pages

3.16 Incoming Message Page

This page is a question and answer service help menu on the website directly through the message interface.
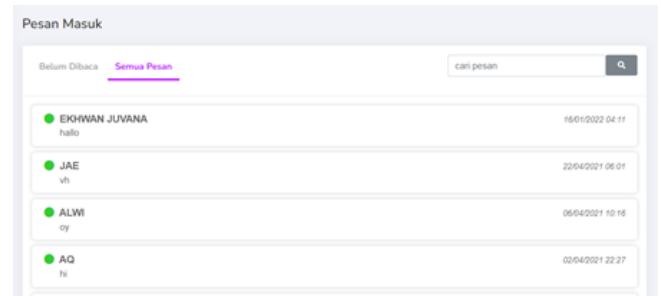

Figure 19. Live Chat

VI. CONCLUSION

Based on the results of designing an information system for selling sportswear at the Isaylees Sport store based on the website, it can be concluded as follows:

1. The sales information system at the website-based Isaylees Sport store that has been built can assist in conducting online sales promotions and can be reached by everyone.
2. Buyers can place orders directly through wesbite without having to come to the Isaylees Sport Store and help buyers to be more efficient and effective in shopping.
3. The sales information system at the website-based Isaylees Sport store that has been built is also very helpful in checking sales reports and managing stock of goods.
4. The sales information system at the website-based Isaylees Sport store that has been built already has automatic payment features using a payment geteway, automatic postage checks and can also track orders.

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