CHAPTER I
PRELIMINARY

1.1 Background

Creative industries are becoming more advanced with the help of the internet. The public can share, give and sell their portfolios and services online and illustrations is one of them. In Indonesia, there are many freelance artist that can be found online. However, many of them are still using social media or regular blog to promote or sell their work online which makes it unsafe and unreliable. There are many problems with selling their work online through social media or regular blog. Starting from the deadlines are not reached, customers who run away without paying, or some miscommunication.

One solution to solve these problems is the use of web-based information system. The information system needs to provide what is needed artists such as the placement of the portfolio, sample images, pricing, deadlines and revisions were approved as well as the needs of customers such as review, portfolio, sample images and search for artists by category illustration. Transaction security is also required so that the website can be trusted by the existing customers.

Based on the above considerations as well as consideration of the advantages and disadvantages of the system, the authors chose to build a marketplace e-commerce site called *Illustrator and Artist* to facilitate the relationship between artist and their customers so that both parties can have transaction with ease.

1.2 Formulation of the problem

Based on the background that has been presented, then the formulation of the problem in this paper is how to build e-commerce marketplace that could accommodate the needs and facilitate transactions between buyers and artists?

1.3 Scope of problem

Based on the formula above problems, to focus the discussion the authors make a boundary problem, namely:

1.3.1   The system is web-based E-commerce

1.3.2   Software used to build this website is Sublime Text 3

1.3.3   Database used is MySQL with XAMPP

1.3.4   Admin can access the admin dashboard and revise user data

1.3.5   Artists can have access to their sales data, review the data and make the process of sales transactions

1.3.6   Customers can have access to the data of artists, their purchasing data and process purchasing transactions

1.3.7   The processed data includes customer data, the data artist, purchasing data, the data review and data illustration.

1.3.8   The resulting data is customer data reports, data reports artist, report sales data, purchase data reports, review reports and data reports illustration.

1.3.9 Categories are offered for artists is limited to artists who use visual media with illustrations as main subject.

1.3.10 Users can only order one image file for each order.

1.4 Purpose and Objective

The intent and purpose of this study was to analyze, design, and change the system transactions are still done using social media as media sales and promotions into the e-commerce website so that the system has the ability to:

1. Store, modify and delete data artist, customer data, review data and illustration data.

2. Make a note purchase an illustration of the artist

3. Make a record of sales transactions conducted from buyers

4. Calculating the total cost of transactions carried out by the buyer

5. Print purchasing reports, orders and sales

6. Print the data report of artists, buyers data, review data and illustration data.

7. Simplify transactions and communications between buyers and artists

1.5 Research Methods

1.5.1 Method of Collecting Data

1.5.1.1 Interviews methods

This method is done by a question and answer by the artist and the buyer to obtain the data needed for research on a general overview of existing systems.

1.5.1.2   Cooperative Methods

This method is done by identifying the issues, problems and causal factors problems identified by interview.

1.5.1.3   Library Study Methods

The author conducted data collection by reading and studying the books of literature related to the research object that is used as a reference or consideration.

1.5.2 Analysis Method

To identify the problem, the analysis of strengths, weaknesses, opportunities and threats. This guide is known as SWOT analysis (Strength, Weakness, Opportunity and Thread).

1.5.3 Design Method

After analysis, the authors then designed a system to create flowcharts and DFD models as a description of the relations between the tables to get the data table structure is ideal.

1.5.4 Development Method

The E-Commerce should be gradual, in which the measures taken must be in accordance with the procedures in order to avoid repetition of stages and minimize errors. Therefore, the author uses the method waterfall.

1.5.5 Testing methods

In the testing method, the author uses the white-box testing methods. White-box testing is a test that is based on checking the detail design, using control structure of the procedural design of the program. This method is also split into several cases testing. White-box from the above explanation, it can be concluded that with this method will get the correct program.

1.5.6 Writing system

Systematics of writing can be briefly described as follows:

PART I   PRELIMINARY

In this chapter describes the background, problem formulation, problem definition, purpose and objective of the research, research methods and systematic writing

CHAPTER II   THEORETICAL BASIS

This chapter contains a literature review and the foundations of the system regarding creation of Illustrator and Artist information system that describes the introduction of information systems, the basic concepts of information, the basic concepts of information systems, as well as the basic concepts of database systems

CHAPTER III **ANALYSIS AND DESIGN**

This chapter provides an overview, system analysis, design solutions and also describe the system being designed.

CHAPTER IV **IMPLEMENTATION AND DISCUSSION**

This chapter contains the author stages in the implementation of the system design, application development, testing until implementation of the application object.

CHAPTER V **DISCUSSION**

This chapter contains conclusions and suggestions to the researchers who compiled during the process of research and manufacture of the discussion paper.