

CHAPTER I

INTRODUCTION

1.1 Background

Developments in information technology as not experienced at low tide to be discussed, in particular the virtual world of Internet usage today has become a trend and needs very primary. The existence of the Internet currently provides benefits directly to the world of business, education, community and much more from small to large scale. Business activities through internet technology commonly referred to as electronic commerce (e-commerce) activities facilitate sale and purchase transactions in the form of electronic or online.

Currently businesses in general are still conducting business transactions manually via the front stage directly or via telephone. Unfortunately, the methods were not effective enough, because nearly 80% of customers prefer to conduct transactions online. From the manufacturer, they are required to always be in place to meet the demand of the consumer. While on the other hand, the demands of work requires them to be active in expanding the marketing network products to consumers. With e-commerce trading can be done anywhere and anytime. Consumers no longer need to come to the place of sale but consumers simply open the internet and conduct transactions through the internet media.

Folken is a distro that is in the city of Yogyakarta. These distributions was founded in 2013 by Ari Samaktha. These distributions provide a wide range of products such as shirts, jackets, boxer shorts, hats, accessories and others.

Based on the results of interviews with the owner of Folken Clothing found some obstacles such as Folken Clothing consumers must come directly to the store Folken Clothing store so it will complicate the consumers who are outside the city to get goods Folken Clothing. In addition, in making sales reports are still manual using excel applications so that data processing reports are still slow and not yet detailed.

Other obstacles to selling goods to the area in addition to Yogyakarta is opening new branches still does not allow this because of the cost to rent a place or building new stores. Clothing sales market share Folken itself is currently only in the Yogyakarta area. To promote and market the goods they use brochures and even then only when there is a discount program year-end events or other discounts. Besides the media campaign that there are now utilizing social networks like facebook and instagram but it is less effective because it can not do the booking transaction directly.

One of the most supportive way is an e-commerce website which will help sales and product offerings. By using e-commerce website, the company will be able to increase sales because the scope of e-commerce website is not limited to a wider area and will save costs as well than by building new branches outside the city.

Based on the description of the above problems, it is necessary to make a system that can solve all the existing permasalahan. Design of E-Commerce website at Folken Clothing Yogyakarta is a solution to resolve the above problems in order to achieve the effectiveness and efficiency of the company.

1.2 Problem Statement

Based on the background of the problems described above, the formulation of the problem of this research is how to build an e-commerce website Folken product Clothing?

1.3 Scope of problem

In order for this research is more focused and clear, the need for restrictions on the problem, as follows:

1. Construction of the system is emphasized on making the website interface as media campaigns and sales that contains information about the product and marketing products online, and consumers can order products through the website.
2. The programming language used is PHP scripting language with the database used is MySQL and adding javascript and JQuery with structured programming, and Apache as the web server.
3. Payment transactions conducted offline, where the buyer to transfer money manually to the account that has been determined.
4. Goods sold on e-commerce website at Folken Clothing is just a product having Folken.co brand.
5. The goods will be sent if the consumer has paid all of the total cost
6. Ideas were made to produce two groups of information, namely:
 - a) Back End, which is the management system that are needed by the system owner and can only be used by administrators only. For

example: the processing of pricing data, product data, data categories, and so forth.

- b) Front End, the system associated with the consumer. For example: a site to view information about products sold, the price of each product, etc.

1.4 Purpose and Objective

The purpose of this research is to build an e-commerce website at Folken Clothing Yogyakarta.

The purpose of this study are as follows:

1. Allows consumers who are outside the city in the purchase of goods distribution.
2. Expand the scope of product sales.
3. Facilitate the company in marketing and promoting the wares.
4. As a condition for completing educational courses on Information Systems study program Amikom University of Yogyakarta.

1.5 Method of Research

The methods performed in locating and collecting data and information is as follows:

1.5.1 Method of Collecting Data

- a. Methods of Observation

This method is associated with the collection of data by observing directly a location or circumstances carefully to find out what happened.

b. Method Interview (Interview)

This method is associated with the collection of data by question and answer directly about the general picture Folken Clothing and detailed information.

1.5.2 Method of Analysis

To identify the problems, then we have to do the analysis. The method used to identify problem is PIECES Analysis is an analysis of the performance, information, economic, security applications, efficiency and customer service.

1.5.3 Method of Designing

After doing the analysis, the authors then designed a system by creating a model flowchart and DFD as a description of the relation between tables to obtain the ideal structure of the data tables.

1.5.4 Method of Development

The design of web-based sales information system should be gradually carried out, wherein the steps being taken should be in accordance with the procedures in order to avoid repetition of stages and minimize errors. To that end, researchers used waterfall method.

1.5.5 Methods of Implementation

Once designed, the design of the information system is implemented into pemrograman language that can generate an application program that is used to solve the existing problems.

1.5.6 Methods of Testing

The information system that is so should be tested whether it is feasible to use it or not. If there are no errors in the software and can be run in accordance with the existing system design, the software already works so well and fit for use.

1.6 Systematics of Writing

This research report will be arranged systematically into five chapters, each chapter will be sorted as follows:

CHAPTER I INTRODUCTION

This chapter will describe the general description of the content of the thesis covering the background of the problem, the formulation of the problem, the problem boundary, the purpose and purpose of the research, research methods, and systematics of writing.

CHAPTER II THEORETICAL BASIS

This chapter will describe the literature review and the theories underlying the discussion in detail, can be the definitions, methods of data preparation and the programming language used.

CHAPTER III ANALYSIS AND DESIGN

This chapter explains the problem analysis that will describe the analysis of the problems contained in the case being studied, as well as describe the design of the system to be built.

CHAPTER IV IMPLEMENTATION AND TESTING

This chapter will provide an overview of website creation and how it operates.

CHAPTER V DISCUSSION

This chapter provides a brief statement of conclusions from the research and advice.

BIBLIOGRAPHY

Contains a list of resources that are used as reference material in the study.

