

ABSTRAK

Seiring dengan perkembangan teknologi dan semakin maraknya persaingan di dunia bisnis saat ini, suatu ide muncul dari penulis untuk merancang dan mengimplementasikan aplikasi *E-Commerce* dalam sebuah minimarket *online*. Untuk dapat mengimplementasikannya, dibuat sebuah aplikasi *E-Commerce* yang bertujuan untuk memberikan kemudahan kepada masyarakat yang memiliki kesibukan dan tidak mempunyai waktu untuk berbelanja ke pasar atau antri di kasir saat melakukan pembayaran. Dengan koneksi internet, masyarakat dapat dengan mudah berbelanja kapan saja dan dimana saja. Pembuatan aplikasi ini juga bermaksud untuk membantu mempermudah memasarkan barang dari produsen ke konsumen tanpa bertemu satu sama lain. Aplikasi ini didukung dengan teknik *Customer Relationship Management* (CRM) yang bertujuan untuk meningkatkan hubungan antara penjual dan pembeli. Aplikasi *minimarket online* ini dirancang sama seperti konsep *minimarket* sebenarnya, dimana pembeli dapat melihat dan mencari produk yang diinginkan dan memasukkannya ke dalam keranjang belanja. *Database* digunakan sebagai media penyimpanan data *minimarket online*. Program aplikasi *E-Commerce* ini dibuat dengan menggunakan PHP sebagai bahasa pemrograman dan MySQL sebagai *database server*. Dari hasil perancangan, aplikasi dapat membantu pelanggan untuk melakukan pembelian kapan saja. Kesimpulan yang diperoleh dari pengujian, program ini sudah berjalan dengan baik sesuai yang diharapkan.

Kata Kunci: *E-Commerce, Customer Relationship Management, Minimarket Online*

ABSTRACT

Along with the development technology and the increasingly of competition in today's business world, an idea emerged from the author to design and implement E-Commerce application in a minimarket online. To be able to implement it, author try to made an application of E-Commerce which aims to provide convenience to the people who have busy and do not have time to shop to the market or queue at the cashier when making payment. With an internet connection, people can easily shop anytime and anywhere. Beside that, this application is also intended to help distribute goods easily from producers to consumers without seeing each other. This application is supported by engineering Customer Relationship Management (CRM), which aims to improve the relationship between seller and buyer. This online minimarket designed just like the concept of real minimarket, where buyers can view and search for the desired product and put it into the shopping cart. The database is used as a minimarket online data storage media. Program E-Commerce application is made by using PHP as a programming language and MySQL as database server. From the result of design, applications can help customers to make purchases at any time. Conclusions obtained from testing, this program has been running well as expected.

Keywords: E-Commerce, Customer Relationship Management, Online Minimarket

DAFTAR ISI

PRAKATA.....	i
ABSTRAK.....	iii
ABSTRACT.....	iv
DAFTAR GAMBAR.....	viii
DAFTAR TABEL.....	xi
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Masalah.....	1
1.2 Rumusan Masalah.....	2
1.3 Tujuan Pembahasan.....	2
1.4 Ruang Lingkup Kajian.....	3
1.5 Sumber Data.....	3
1.6 Sistematika Penyajian.....	4
BAB II KAJIAN TEORI.....	5
2.1 E-Commerce.....	5
2.1.1 Pengertian.....	5
2.1.2 Mekanisme E-Commerce.....	6
2.1.3 Keuntungan E-Commerce.....	6
2.1.4 Jenis – Jenis E-Commerce.....	7
2.1.5 Keterbatasan E-Commerce.....	8
2.2 Customer Relationship Management.....	9
2.2.1 Pengertian.....	9
2.2.2 Komponen CRM.....	10
2.2.3 Kerangka CRM.....	11
2.2.4 Tujuan CRM.....	11
2.2.5 Manfaat CRM.....	12
2.2.6 Elemen CRM.....	12
2.3 Perancangan Sistem.....	13
2.3.1 Proses Bisnis.....	13
2.3.2 Diagram Konteks.....	13
2.3.3 Data Flow Diagram (DFD).....	13
2.3.4 Kamus Data.....	16
2.4 Konsep Dasar Basis Data.....	16
2.4.1 Definisi Basis Data.....	16
2.4.2 Keuntungan Basis Data.....	17
2.4.3 Perancangan Basis Data.....	18
2.5 Konsep Pemrograman Berbasis Web.....	20
2.5.1 Hypertext Markup Language (HTML).....	20
2.5.2 PHP (Hypertext Preprocessor).....	21
2.5.3 MySQL.....	24
BAB III ANALISIS DAN RANCANGAN SISTEM.....	29
3.1 Analisis Sistem.....	29
3.1.1 Proses Bisnis Minimarket.....	29
3.1.2 Permasalahan.....	30
3.1.3 Alternatif Pemecahan Masalah.....	30
3.2 Rancangan Sistem.....	31
3.2.1 Proses Bisnis Yang Akan Dicapai.....	31
3.2.2 Design <i>Entity</i> Relationship Diagram (ERD).....	32

3.2.3	Diagram Konteks Sistem Yang Akan Dibangun	33
3.2.4	Design Data Flow Diagram	34
3.2.5	Spesifikasi Proses	45
3.2.6	Kamus Data.....	56
3.3	Perancangan Program Aplikasi	63
3.3.1	Web Map	63
3.3.2	Desain Antarmuka	66
BAB IV HASIL PENELITIAN		99
4.1	Tampilan Halaman User/Member.....	99
4.1.1	Halaman Utama/Home	99
4.1.2	Form Login Member	100
4.1.3	Halaman Katalog Produk.....	101
4.1.4	Halaman Detail Produk.....	102
4.1.5	Halaman Produk Diskon	103
4.1.5	Halaman Registrasi Member	104
4.1.6	Halaman Shopping Guide.....	105
4.1.7	Halaman GuestBook.....	106
4.1.8	Halaman Keranjang Belanja	107
4.1.9	Halaman Data Pengiriman Barang	108
4.1.10	Halaman Informasi Pengiriman Barang	109
4.1.11	Halaman History Belanja	110
4.1.12	Halaman View Data Pribadi Member	111
4.1.13	Halaman AboutUs	112
4.1.14	Halaman FAQ.....	113
4.2	Tampilan Halaman Admin	114
4.2.1	Halaman Login Admin	114
4.2.2	Halaman Utama Admin.....	114
4.2.3	Halaman Management Admin	115
4.2.4	Halaman View Member	117
4.2.5	Halaman Management Category	118
4.2.6	Halaman Management Jenis	119
4.2.7	Halaman Management Catalog	121
4.2.8	Halaman Management Sales.....	123
4.2.9	Halaman FAQ.....	124
4.2.10	Halaman Management Guestbook	126
BAB V PEMBAHASAN DAN UJI COBA HASIL PENELITIAN		128
5.1	Pengujian Sistem	128
5.1.1	Login	128
5.1.2	Ubah Password	130
5.1.3	Registrasi Member	131
5.1.4	Shopping Cart.....	135
5.1.5	Login Administrator.....	136
5.1.6	Management Admin.....	138
5.1.7	View Member.....	139
5.1.8	Management Category	141
5.1.9	Management Jenis	142
5.1.10	Management Catalog	144
5.1.11	Management Sales.....	146
5.1.12	Management FAQ	147
5.1.13	Management Guestbook	149
5.2	Pengujian Berdasarkan Kuisiner	150

BAB VI SIMPULAN DAN SARAN	152
6.1 SIMPULAN	152
6.2 Saran.....	152
DAFTAR PUSTAKA.....	A.1
LAMPIRAN	A.3
Riwayat Hidup Penulis	A.4

DAFTAR GAMBAR

Gambar 1 Gambar <i>Entity</i>	15
Gambar 2 Proses.....	15
Gambar 3 Data Flow.....	15
Gambar 4 Data Storage.....	15
Gambar 5. Flowcart Sistem Minimarket	29
Gambar 6. Flowcart proses bisnis yang akan dibangun	31
Gambar 7.ER Diagram	32
Gambar 8 Relasi antar tabel	33
Gambar 9 Diagram Konteks / DFD level 0	34
Gambar 10 DFD Level 1	35
Gambar 11 DFD Level 2 Proses Penjualan	37
Gambar 12 DFD Level 2 Proses Management Member.....	38
Gambar 13 DFD Level 2 Proses Management Member.....	38
Gambar 14 DFD Level 2 Proses Management Admin.....	39
Gambar 15 DFD Level 2 Proses Management Catalog	40
Gambar 16 DFD Level 2 Proses Management Category	41
Gambar 17 DFD Level 2 Proses Management Jenis	42
Gambar 18 DFD Level 2 Management Sales.....	43
Gambar 19 DFD Level 2 Proses Management FAQ	43
Gambar 20 DFD Level 2 Management Guestbook	44
Gambar 21 DFD Level 2 Proses View Member.....	44
Gambar 22 DFD Level 2 Proses Pengolahan Laporan	45
Gambar 23 Web Map <i>User</i> atau Member	63
Gambar 24 Web Map Admin.....	64
Gambar 25 Desain Halaman Index.....	66
Gambar 26 Desain Menu Login	67
Gambar 27 Desain Halaman Registrasi Member	68
Gambar 28 Desain Halaman Edit Data Member	70
Gambar 29 Desain Menu Member	72
Gambar 30 Desain Detail Catalog.....	72
Gambar 31 Desain History Belanja.....	73
Gambar 32 Desain Shopping Cart.....	74
Gambar 33Desain Keranjang Belanja.....	74
Gambar 34 Desain Data Pengiriman	75
Gambar 35 Desain Guestbook.....	76
Gambar 36 Desain Halaman Utama Administrator	77
Gambar 37 Desain Halaman Management Admin	77
Gambar 38.Desain View Member	79
Gambar 39 Desain Halaman Management Category	80
Gambar 40 Desain Halaman Add Category	81
Gambar 41 Desain Halaman Update Category	82
Gambar 42 Desain Halaman Management Jenis.....	83
Gambar 43 Desain Halaman Add Data Jenis.....	84
Gambar 44 Desain Halaman Update Jenis.....	85
Gambar 45 Desain Halaman Management Catalog	86
Gambar 46 Desain Add Data Produk.....	88
Gambar 47 Desain Halaman Update Data Produk.....	89
Gambar 48 Desain Halaman Management Sales	91

Gambar 49 Desain Halaman Detail Sales.....	92
Gambar 50 Desain Halaman Management FAQ.....	93
Gambar 51 Desain Halaman Add FAQ	94
Gambar 52 Desain Halaman Update FAQ	95
Gambar 53 Desain Halaman Management Guestbook.....	96
Gambar 54 Desain Halaman Reply Komentar	97
Gambar 55 Desain Management Point	97
Gambar 56. <i>Capture</i> Halaman Home Page	99
Gambar 57. <i>Capture</i> Form Login Member	100
Gambar 58 Halaman Katalog Produk	101
Gambar 59 <i>Capture</i> Halaman Detail Produk.....	102
Gambar 60 Halaman Registrasi.....	104
Gambar 61 Halaman Shopping Guide	105
Gambar 62 Halaman GuestBook	106
Gambar 63 Halaman Shopping cart.....	107
Gambar 64 Halaman Data Pengiriman Barang	108
Gambar 65 Halaman Informasi Pengiriman Barang	109
Gambar 66 Halaman History Belanja.....	110
Gambar 67 Halaman Biodata Member.....	111
Gambar 68 Halaman AboutUs	112
Gambar 69 <i>Capture</i> Halaman FAQ.....	113
Gambar 70 Halaman Login Admin.....	114
Gambar 71 Home Admin	114
Gambar 72 Halaman Management Admin	115
Gambar 73 Halaman Tambah Admin.....	115
Gambar 74. <i>Capture</i> Ubah Admin.....	116
Gambar 75 <i>Capture</i> Halaman View Member	117
Gambar 76 <i>Capture</i> Management Category	118
Gambar 77 <i>Capture</i> Halaman Tambah Kategori.....	118
Gambar 78 <i>Capture</i> Ubah Kategori.....	119
Gambar 79 <i>Capture</i> Halaman Management Jenis	119
Gambar 80 <i>Capture</i> Halaman Tambah Jenis.....	120
Gambar 81 <i>Capture</i> Halaman Ubah Jenis	120
Gambar 82 <i>Capture</i> Management Catalog	121
Gambar 83. <i>Capture</i> Halaman Tambah Produk.....	121
Gambar 84 <i>Capture</i> Ubah Data Produk	122
Gambar 85 <i>Capture</i> Management Sales.....	123
Gambar 86 <i>Capture</i> Detail Sales	123
Gambar 87 <i>Capture</i> Management FAQ	124
Gambar 88. <i>Capture</i> Tambah FAQ.....	124
Gambar 89 <i>Capture</i> Ubah FAQ	125
Gambar 90 <i>Capture</i> Halaman Management Guestbook	126
Gambar 91. <i>Capture</i> Reply Message.....	126
Gambar 93 Login Gagal Data Tidak Sesuai.....	129
Gambar 92 Login Gagal Data Belum Lengkap.....	129
Gambar 94 Login Gagal Username dan Password Tidak Sesuai.....	130
Gambar 95 User dan Email Tidak Ditemukan Pada Database.....	130
Gambar 96 Gagal Input New Password.....	131
Gambar 97 Peringatan Untuk Menginputkan Password Baru	131
Gambar 98. Input Password Baru Berhasil	131
Gambar 99 Peringatan data belum diinputkan	133

Gambar 100 Peringatan format penulisan email salah.....	134
Gambar 101 Peringatan data telah terdaftar sebelumnya	134
Gambar 102.Tombol Bayar Di Klik.....	135
Gambar 103 Gagal Pengiriman Data Pengiriman	136
Gambar 104 Konfirmasi Berhasil Belanja.....	136
Gambar 105 Inputan Login Harus Lengkap	137
Gambar 106 Login Gagal.....	137
Gambar 107 Login Berhasil	137
Gambar 108 Pengisian Teks Field yang Belum Lengkap.....	138
Gambar 109 Konfirmasi Hapus Data Admin	139
Gambar 110 Berhasil Tambah Data Admin.....	139
Gambar 111 Ubah Data Admin Berhasil	139
Gambar 112 Konfirmasi Penghapusan Data <i>Member</i>	140
Gambar 113 Informasi Berhasil Kirim Email Birthday.....	140
Gambar 114 Inputan Tambah Kategori Tidak Lengkap.....	141
Gambar 115 Pemberitahuan Hapus Kategori	142
Gambar 116 Tambah Data Kategori Berhasil	142
Gambar 117 Ubah Kategori Berhasil	142
Gambar 118.Inputan Jenis Belum Lengkap	143
Gambar 119.Pemberitahuan Hapus Data Jenis.....	143
Gambar 120.Tambah Data Jenis Berhasil	144
Gambar 121.Ubah Data Jenis Berhasil.....	144
Gambar 122.Inputan Harus Lengkap	145
Gambar 123.Berhasil Tambah Data Produk	145
Gambar 124.Konfirmasi Hapus Data Produk	145
Gambar 125.Konfirmasi Kirim Katalog	146
Gambar 126.Konfirmasi Delete Data Sales.....	147
Gambar 127.Tambah data FAQ berhasil	148
Gambar 128.Ubah FAQ berhasil.....	148
Gambar 129.Peringatan isi data dengan lengkap	148
Gambar 130.Konfirmasi Hapus FAQ.....	148
Gambar 131 Balas pesan dari admin berhasil	149
Gambar 132 Konfirmasi Pesan Dihapus	150
Gambar 133 Grafik Hasil Kuisisioner.....	151

DAFTAR TABEL

Table I Relasi hubungan atribut dalam suatu file.....	19
Table II Proses 1.1 Penjualan	45
Table III Proses 2.1 Edit Data Member	45
Table IV Proses 2.2 Lupa Password	46
Table V Proses 3.1 Proses Registrasi.....	46
Table VI Proses 3.2 Proses Konfirmasi Email	46
Table VII Proses 6.1 Search Admin	47
Table VIII Proses 6.2 Add Admin	47
Table IX Proses 6.3 Edit Admin	47
Table X Proses 6.4 Delete Admin	48
Table XI Proses 6.5 View Admin.....	48
Table XII Proses 7.1 Search Product.....	48
Table XIII Proses 7.2 Add Product.....	48
Table XIV Proses 7.3 Edit Data Product	49
Table XV Proses 7.4 Delete Data Product	49
Table XVI Proses 7.5 View Data Product.....	49
Table XVII Proses 7.6 Send Catalog.....	50
Table XVIII Proses 8.1 Search Category.....	50
Table XIX Proses 8.2 Add Category	50
Table XX Proses 8.3 Edit Cateogry.....	50
Table XXI Proses 8.4 Delete Category	51
Table XXII Proses 8.5 View Category	51
Table XXIII Proses 9.1 Search Jenis.....	51
Table XXIV Proses 9.2 Add Jenis	51
Table XXV Proses 9.3 Edit Jenis	52
Table XXVI Proses 9.4 Delete Jenis	52
Table XXVII Proses 9.5 View Jenis.....	52
Table XXVIII Proses 10.1 Search Data Penjualan	52
Table XXIX Edit Data Penjualan	52
Table XXX Proses 10.3 Delete Data Penjualan	53
Table XXXI Proses 10.4 Detail Data Penjualan.....	53
Table XXXII Proses 11.1 Search FAQ	53
Table XXXIII Proses 11.2 Add FAQ	53
Table XXXIV Proses 11.3 Edit FAQ	54
Table XXXV Proses 11.4 Delete FAQ	54
Table XXXVI Proses 11.5 View FAQ	54
Table XXXVII Proses 12.1 Reply Komentar	54
Table XXXVIII Proses 12.2 Delete Komentar	54
Table XXXIX Proses 13.0 Management Point.....	55
Table XL Proses 14.1 View Member.....	55
Table XLI Proses 14.2 Delete Member	55
Table XLII Proses 14.3 Send Birthday	55
Table XLIII Tabel Member	56
Table XLIV Tabel Admin	57
Table XLV Table Produk.....	58
Table XLVI Tabel Kategori	59
Table XLVII Tabel Jenis.....	59
Table XLVIII Table Sales detail.....	60

Table XLIX Table Sales	60
Table L Contact Us	61
Table LI Tabel FAQ	62
Table LII Table Point.....	62
Table LIII Desain Halaman Index.....	66
Table LIV Button Action Menu Login.....	67
Table LV Fields Menu Login	67
Table LVI Bussines Rules Menu Login	68
Table LVII Button Action Halaman Registrasi Member.....	69
Table LVIII Fields Halaman Registrasi Member	69
Table LIX Bussines Rules Halaman Registrasi Member	70
Table LX Button Action Halaman Edit Data Member.....	71
Table LXI Fields Halaman Edit Data Member	71
Table LXII Bussines Rules Halaman Edit Data Member	72
Table LXIII Bussines Rules Menu Member	72
Table LXIV Button Action Detail Catalog.....	73
Table LXV Fields Detail Catalog	73
Table LXVI Bussines Rules Detail Catalog	73
Table LXVII Bussines Rules History Belanja.....	74
Table LXVIII Button Action Shoppingcart.....	74
Table LXIX Fields Shoppingcart.....	74
Table LXX Bussines Rules Shoppingcart.....	75
Table LXXI Button Action Data Pengiriman.....	75
Table LXXII Fields Data Pengiriman	75
Table LXXIII Bussines Rules Data Pengiriman	76
Table LXXIV Button Action Guestbook	76
Table LXXV Fields Halaman Guestbook.....	76
Table LXXVI Bussines Rules Halaman Guestbook.....	77
Table LXXVII Button Action Management Admin	78
Table LXXVIII Fields Management Admin.....	78
Table LXXIX Bussines Rules Management Admin.....	78
Table LXXX Button Action View Member	79
Table LXXXI Fields Menu View Member	79
Table LXXXII Bussines Rules Menu View Member	80
Table LXXXIII Button Action Management Category.....	80
Table LXXXIV Fields Halaman Management Category.....	81
Table LXXXV Bussines Rules Halaman Management Category	81
Table LXXXVI Button Action Halaman Add Category	81
Table LXXXVII Fields Halaman Add Category	81
Table LXXXVIII Bussines Rules Halaman Add Category	82
Table LXXXIX Button Action Halaman Update Category	82
Table XC Fields Halaman Update Category	82
Table XCI Bussines Rules Halaman Update Category.....	83
Table XCII Button Action Halaman Management Jenis.....	83
Table XCIII Fields Halaman Management Jenis	83
Table XCIV Bussines Rules Halaman Management Jenis	84
Table XCV Button Action Halaman Add Data Jenis	84
Table XCVI Fields Halaman Add Data Jenis.....	85
Table XCVII Bussines Rules Halaman Add Data Jenis.....	85
Table XCVIII Button Action Halaman Update Jenis.....	85
Table XCIX Fields Halaman Update Jenis	86

Table C Bussines Rules Management Update Jenis.....	86
Table CI Button Action Halaman Management Catalog	87
Table CII Fields Halaman Management Catalog.....	87
Table CIII Bussines Rules Halaman Management Catalog.....	87
Table CIV Button Action Add Data Produk.....	88
Table CV Fields Add Data Produk	88
Table CVI Bussines Rules Halaman Add Produk.....	89
Table CVII Button Action Halaman Update Data Produk.....	90
Table CVIII Fields Halaman Update Data Produk	90
Table CIX Bussines Rules Update Data Produk	90
Table CX Button Action Management Sales	91
Table CXI Fields Management Sales.....	91
Table CXII Bussines Rules Management Sales.....	92
Table CXIII Button Action Halaman Detail Sales.....	92
Table CXIV Fields Halaman Detail Sales.....	92
Table CXV Bussines Rule Halaman Detail Sales.....	93
Table CXVI Button Action Halaman Management FAQ	93
Table CXVII Fields Halaman Management FAQ	93
Table CXVIII Bussines Rules Halaman Management FAQ	94
Table CXIX Button Action Halaman Add FAQ.....	94
Table CXX Fields Halaman Add FAQ	94
Table CXXI Bussines Rules Halaman Add FAQ	95
Table CXXII Button Action Halaman Update FAQ.....	95
Table CXXIII Fields Halaman Update FAQ	95
Table CXXIV Bussines Rules Halaman Update FAQ	96
Table CXXV Button Action Halaman Management Guestbook	96
Table CXXVI Fields Halaman Management Guestbook.....	96
Table CXXVII Bussines Rules Halaman Guestbook	96
Table CXXVIII Button Action Management Point	97
Table CXXIX Fields Halaman Management Point.....	97
Table CXXX Bussines Rules Halaman Point	98
Table CXXXI Pengujian Login.....	128
Table CXXXII Pengujian Ubah Password	130
Table CXXXIII Pengujian Registrasi Member.....	132
Table CXXXIV Pengujian Shopping Cart	135
Table CXXXV Pengujian Login Administrator	136
Table CXXXVI Pengujian Management Admin	138
Table CXXXVII Pengujian View <i>Member</i>	140
Table CXXXVIII Pengujian Management Category	141
Table CXXXIX Pengujian Management Jenis	142
Table CXL Pengujian Management Catalog	144
Table CXLI Pengujian Management Sales.....	146
Table CXLII Pengujian Management FAQ	147
Table CXLIII Pengujian Management Guestbook	149