International Journal of Cyber and IT Service Management (IJCITSM) p-ISSN: 2797-1325
Vol. 3 No. 1 April 2023 e-ISSN: 2808-554X

Web-Based Product Marketing Information System Design at Definier Store

Euis Nurninawati[1], M. Yusuf Effendy[2], Andhika Maulana Rianputra[3]
University of Raharja[1,2,3]
Jenderal Sudirman No.40, Cikokol, Kota Tangerang[1,2,3]
Indonesia[1,2,3]
e-mail: euis.nurninawati@raharja.info[1], yusuf.effendy@raharja.info[2], andhika.maulana@raharja.info[3]

Author Notification
April 2023
Final Revised
April 2023
Published
April 2023

To cite this document:
Nurninawati, E.,, Effendy, M.Y., & Rianputra, A.M. (2023). Web-Based Product Marketing Information System Design at Definier Store. *International Journal of Cyber and IT Service Management (IJCITSM)*, *3*(1), 1-11. Retrieved from https://iiast-journal.org/ijcitsm/index.php/IJCITSM/article/view/90

DOI:
https://doi.org/10.34306/ijcitsm.v3i1.90

Abstract

Definier is a product brand that is engaged in accessories. The development of this store is quite fast because in 2020 there will be many orders from outside the city/district. This is because many customers spread information about the existence of this store and the quality of the goods sold. The research supported by this paper aims to help Definier have or have an overview of a Website that will support promotion and marketing in the world of the digital era. According to this definition, a better marketing system is needed so that enthusiasts who come from outside the city can purchase goods without difficulty due to long distances. Therefore, the researcher created a web-based product marketing information system that serves to help store marketing become wider. The analytical method used is the pieces method by obtaining more specific issues in making this product marketing information system customers from outside the city. helped to make purchase transactions, where all information about the store is the address, contact of the store, and a list of goods sold along with pictures of the goods. This website is made using the windows operating system using the php web hosting platform and using the mysql database. The conclusion of this research is the implementation of a Web-Based Marketing Information System at the Definier store, which is to facilitate wider product marketing, with a modern appearance and a good user interface and easy to use by the public. This Definier store will be even better in the future and also help facilitate the marketing of the Definier store.

Keywords: *Digital Advertising, Website, Definier, Information System, Marketing.*

1. Introduction

Internet technology is getting used by various organizations, especially business organizations. World activities business using internet technology is an innovative way of doing activities for companies to enter the market on the internet referred to as electronic business and e-commerce Many companies use this technology to market their products.

Besides being able to reduce marketing costs, its wide reach has made the internet a marketing area for many companies [1].

Definier is a men's luxury brand,Definier sells a wide range of products from accessories to bags, clothing and footwear. Definier sells products through high-end and through social media with high quality products and first-class service.We often come across various luxury sites or what is often known as an online business. However, for those who do not have their own website or online business through social media, they are still constrained in terms of marketing which often carries out promotions. All information must be conveyed in an interesting and fast manner and can have a positive influence on potential consumers, therefore a marketing system is needed by Definier Stores to increase promotions to the wider community[2].

The product ordering system at the Definier store is currently still managed manually. In the ordering process, for example, the product ordering process is still done manually using social media such as Instagram. This certainly hampers the company's performance in obtaining fast, precise and accurate information [3]. With the Website as an automation tool, various advantages can be obtained, because apart from being able to complete orders in large quantities and repeatedly, they can also make good savings. in manpower, accuracy and time used so as to improve agency performance.

On this basis, the authors took the initiative to create an information system that can facilitate the course of an online marketing information system. The author is interested in raising the title
"**WEB-BASED PRODUCT MARKETING INFORMATION SYSTEM DESIGN AT DÉFINIER STORE**"

2. Literature Review

Tabel 1. Literature Review

No	Author and Title	Method	Research result
1.	Fitriyana, F., & Sucipto, A. (2020). Sales Information System by Sales Marketing at PT Erlangga Mahameru. Journal of Technology and Information Systems, 1(1), 105-110.	system design using tools UML system developer and developer method Prototype system.	It is hoped that with this system the results can be better and data processing becomes faster in order to maximize the performance of officers in processing inventory system data.
2.	Rifai, D., Friandi, S. Z., & Pratama, T. A. (2018). entitled "Design of a Website-Based Tuition Payment Application System Using the Yii Framework Method (Case Study at Mulya Asri Elementary School, Tangerang Regency)".	stages (1) Identification, namely identifying the problem, (2) Understanding, namely understanding the work of the existing system at the research location, (3) Analyst, namely analyzing the current system, (4) Reporting, which is making reports on the results of the analysis.	This payment application is to facilitate the processing of SPP payment data quickly, integrated, and computerized

3.	Abdul Hayat, Mardiana, Fajar Firdaus[2018], entitled "Design and Build a Web-Based School Payment Information System at Sdit Cordova 1 Tangerang City".	Development Life-Cycle (SDLC) system. System analysis and design was carried out using UML, Visual Paradigm, and the application program using the PHP language and MySQL database.	Hasil penelitian ini adalah berupa Sistem Informasi Pembayaran Sekolah Berbasis Web
4,	Sutrisno, S., Asyidiq, M., & Santoso, S. (2018). Online Advertising System Design for E-Commerce Applications (E-Gemanusa) Using Restful Api Method And Laravel Framework. Scientific Journal of Science and Technology, 2(2), 119-132	System Architecture In the proposed system the author divides the system into four microservices, namely service ads, service achievement, service binding, and erviceuserwhere each- each microservice has its own database management respectively. Distribution the system into several microservices aims to divide the workload of the system so that the system performance can run well	To be able to create an advertising system on line which can integrated with many website
5.	Untung Rahardja, Indri Handayani, Bella Dhea Elinda on CSRID journal, Vol. 10 No. 2, 2018 regarding “Viewboard of Session Preparation Schedule on System Pessta+ Using YII Framework in Higher Education”	The research method used is data collection from the trial scheduling and assessment process which will later be applied to PESSTA+ (Thesis Assessment and Final Project Plus) which can be accessed online to make it easier for students and the chair of the trial committee.	FY/Thesis trial scheduling, assessment objective and supervisor's assessment is often an obstacle for students, and chairman of the trial committee because students have to come to campus to find out the schedule for the session and the grades obtained from the committee supervisor who wants to monitor progress regarding trial preparations.

The result of this research is a strong reason to develop a system with a good and correct information system, correctly identified information must be conveyed in an attractive manner.

2.1 Research Method

Research methodology to obtain data, design and build the desired application. The research methodology applied by the author is as follows:

1. Data and information collection
   a. Corporate Research (Corporate Research)
   b. Field Research (Field Research)
   c. Literature Study Data collection
2. Designing the proposed system development concept
3. Programming
4. Doing Website Testing

2.2 Observation

Researchers make observations to the company The author takes the object of research at the Tangerang Défiener Store which is located at JL Aster 1 Blok AD NO 25 Rt.07/Rw.06 Bumi Indah Housing Phase 1 Kel.Kutajaya Kec.Pasar Kemis Kab.Tangerang Banten.

2.3 Analyze

The PIECES method is an analytical method as a basis for obtaining more specific issues. In analyzing a system, it will usually be carried out on several aspects including performance, information, economy, application security, efficiency and customer service. This analysis is called PIECES Analysis (Performance, Information, Economy, Control, Efficiency and Service) [4].

1. Job Analysis (Performance)
Performance problems that occur when the business tasks that are run do not reach the target, namely:
a. Ordering is still done manually, such as through social media chats and coming directly to the Définier store.
b. Définier product marketing still uses manuals such as using brochures or banners

2. Analysis of Information (Information)
Evaluation of the ability of information systems to produce useful information can be carried out in order to address opportunities and deal with problems that arise. The information itself is important to the end user [5].
Improving the quality of information does not have to be by increasing the amount of information, because too much information will actually cause new problems. Situations that require improvement or addition of information such as:
a. Information to potential buyers about products from Définier.
b. Information about ordering Définier products for admins.

3. Economic Analysis (Economics)
Economic analysis is closely related to economic issues and opportunities related to cost issues. The things that need to be considered are the costs needed to make brochures and banners.

4. Analysis of Control (Control)

Control analysis is used to determine the performance of the system based on the ease and accuracy of the data processed and is very necessary to maintain the confidentiality of the data in the system [6].
a. System security is still not optimal.
b. Officers who are not concerned can open and change the data.

5. Efficiency Analysis

Efficiency discusses how to produce a large quantity of output but with the smallest possible quantity of input. The things that need to be considered are as follows:
a. It still takes a long time to process customer orders [7].
b. Not systemized so sometimes there are orders that are not processed.

6. Service Analysis

Some things where the quality of the system that is running is still not good, namely product orders sometimes take a long time to confirm orders.

2.4 Design Method

The design method in this study uses the SDLC (Software Development Life Cycle) Extreme Programming PHP method [8]. To provide an overview and design of the system development to be made, the author uses the UML (Unified Modeling Language) model using the Visual Paradigm application which consists of Use Case Diagrams, Activity Diagrams , Sequence Diagrams, and Class Diagrams. In this design the author also uses the PHP programming language with the Sublime Text code editor application. and the author also uses xampp as a PHP framework and a CSS framework to support the appearance and performance of the website to make it better, attractive, and dynamic. For phpmyadmin database design from xampp [9].

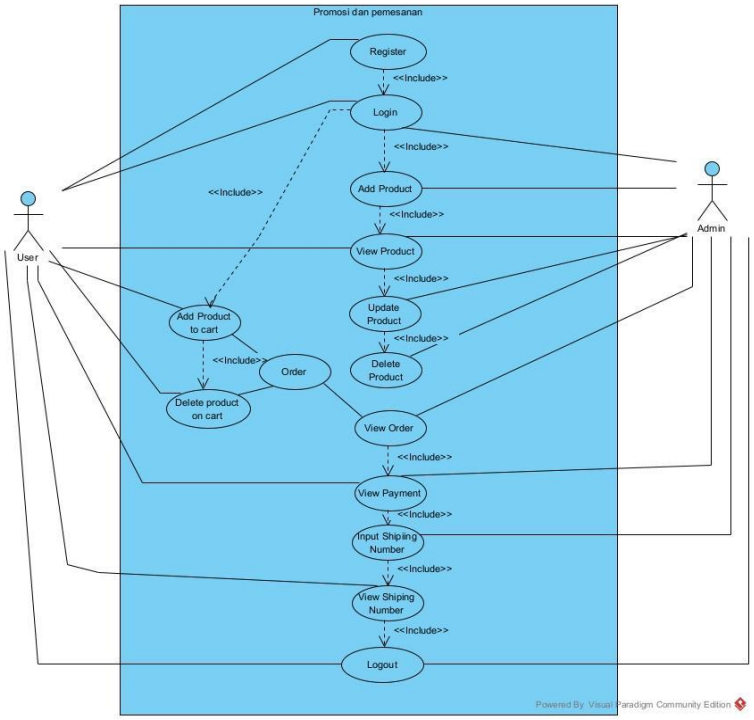

Figure 1. Use Case Diagram of the Proposed System

Based on the Use Case Diagram of the proposed system above, there are:
a. There are 2 actors who carry out activities, namely admin and user
b. There are 14 use cases including: Register, login, add product, view product, update product, delete product, add product to cart, delete product on cart, order, view order, view payment, input shipping number, view shipping number, logout. .

3. Findings

The product ordering system at the Definier store is currently still managed manually. In the ordering process, for example, the product ordering process is still done manually using social media such as Instagram. This certainly hampers the company's performance in obtaining fast, precise and accurate information [10]. With the Website as an automation tool, various advantages can be obtained, because apart from being able to complete orders in large quantities and repeatedly, they can also make good savings. in manpower, accuracy and time used so as to improve agency performance [11].

3.1 Problem

1. What are the obstacles that occur in the process of buying and selling Toko Définier stores?
   The process of buying and selling Définier products still uses manuals via chat from social media and customers have a hard time finding what items are being sold at Définier.
2. What are the advantages and disadvantages of the e-commerce system at Toko Définier?
   e-commerce at the Définier store still uses manuals by placing banners or distributing brochures to the street. The scope is still very small
3. What is the design of a web commerce application that can be a new technology in providing information to consumers?
   Website design with a display of Définier products with a database of all orders is neater and easier to use.

3.2 Research Implementation

Alternative problem solving that can help staff work systems related to ordering and promotion is to design a new system that is more integrated so that product and ordering information systems can be better [12].

3.3 Result and Discussion

In the research that has been done, at this stage will display the results obtained from the proposed use case diagram that is suitable as a proposal in this study.

A. Procedure Difference Between Current System and Proposed System

Based on the analysis and design that has been done, there are several differences between the current system and the proposed system. Namely as follows:

Tabel 2. Performance Parameter

No.	The running system	Proposed system
1.	Using Ms. Excel to input IT assets	It's fully computerized using a local server and web-based system

2.	Report processing is still done manually	Reports can be automatically generated by the system
3.	promotion still uses brochures or banners and social media	It's fully computerized using a local server and web-based system

B. Prototype Design

1. Login Page

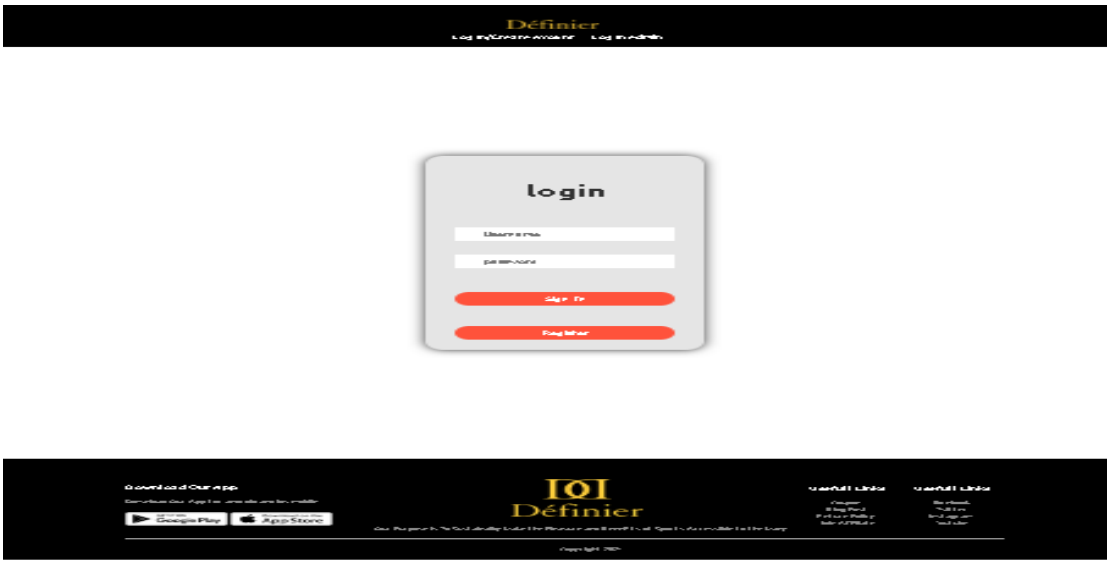

Figure 1. Login Page

2. Dashboard Product Admin

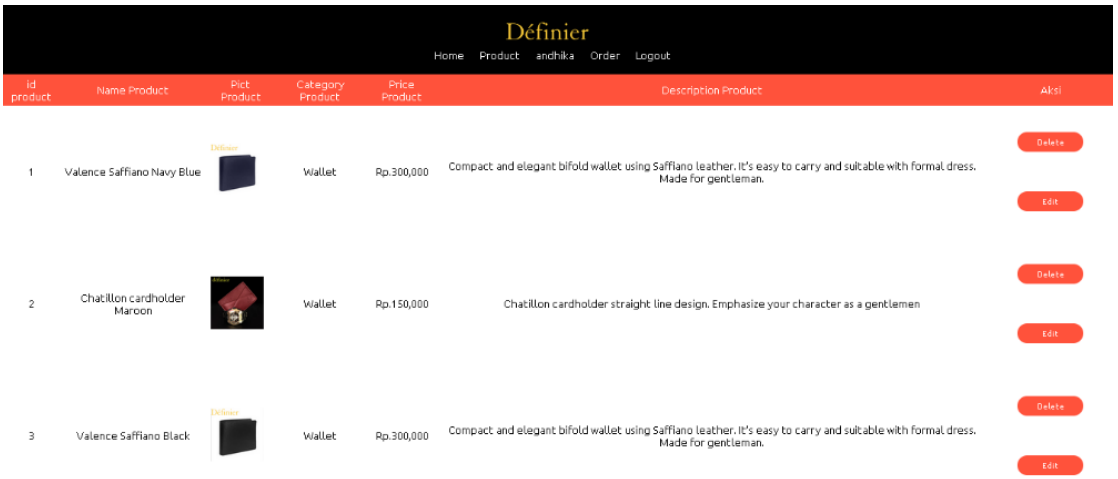

Figure 2. Dashboard Product Admin

3. Order View

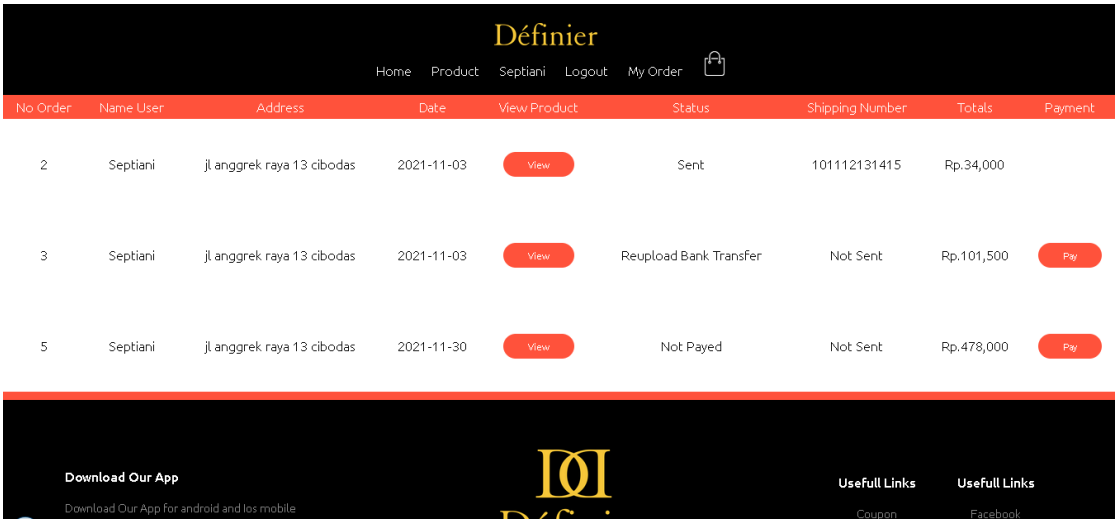

Figure 3. Order View

4. Homepage View

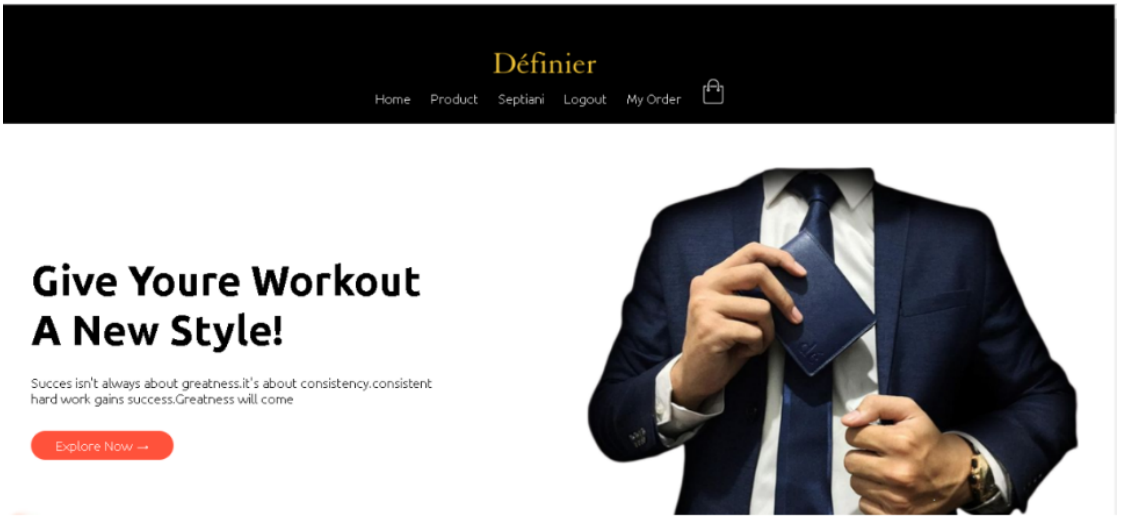

Figure 4. Homepage View

5. Product View

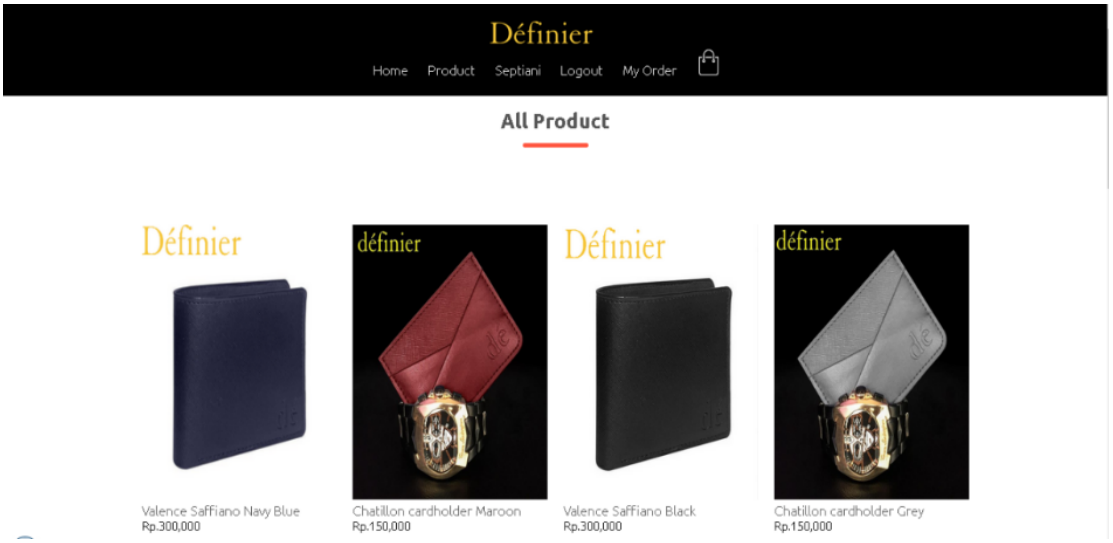

Figure 5. Product View

4. Conclusion

Based on the analysis that has been described previously, it can be concluded that:

1. Definier Information Technology can be developed into an online promotion system, and the results achieved are very satisfying like web programming.
2. The data information generated by the online promotion system can be verified for validity, so that the data can be used as a data source.
3. The online promotion system assists Definier's marketing team in conducting promotions in an even wider area, so that Definier is increasingly known outside the City of Tangerang.

From the process of implementing the online promotion system design, there are several useful suggestions for further research and for implementing an online promotion system in the same field. These suggestions are:

1. In the further development of the online promotion system, it is possible to further strengthen the system and add new features.
2. It is necessary to disseminate information to all users or users of the newly proposed system.
3. It is hoped that this research will become a reference for the development of the next system in the future.

From the description above, it can be seen suggestions from the research that has been done. Summary summary of the implementation in designing an online promotion system.

5. References

[1] S. Sutrisno, … M. A.-J. I. S., and undefined 2018, "Perancangan Sistem Pemasangan Iklan Online Pada Aplikasi E-Commerce (E-Gemanusa) Menggunakan Metode Restful Api Dan Framework Laravel," *ejournal.lppm-unbaja.ac.id*, Accessed: Mar. 24, 2022. [Online]. Available: http://ejournal.lppm-unbaja.ac.id/index.php/saintek/article/view/99

[2] D. Rifai *et al.*, "Pengaruh Penerapan Manajemen Mutu ISO 9001: 2008 dan Kepemimpinan terhadap Kualitas Pelayanan SMK Negeri 2 Kabupaten Tangerang," *core.ac.uk*, vol. 4, no. 2, pp. 2356–5209, 2018, Accessed: Mar. 24, 2022. [Online]. Available: https://core.ac.uk/download/pdf/285996304.pdf

[3] I. Y. Ruhiawati, A. P. Candra, and S. N. Sari, "Design and Build a Multimedia System for Indonesian Religious Activities Based on Android," *International Journal of Cyber and IT Service Management*, vol. 1, no. 2 SE-Articles, pp. 233–239, Oct. 2021, [Online]. Available: https://iiast-journal.org/ijcitsm/index.php/IJCITSM/article/view/64

[4] A. Setyawan Hidayat, W. Ubleeuw, A. Fauzi, and P. M. Akhirianto, "Sistem Pengolahan Data Nilai Berbasis Web Pada Sekolah Menengah Pertama (Smp) Karel Sadsuitubun Langgur," *journal.thamrin.ac.id*, vol. 5, no. 2, 2019, Accessed: Mar. 24, 2022. [Online]. Available: http://journal.thamrin.ac.id/index.php/jtik/article/view/171

[5] F. Fitriyana, A. S.-J. T. D. S. Informasi, and undefined 2020, "Sistem Informasi Penjualan oleh Sales Marketing Pada PT Erlangga Mahameru," *jim.teknokrat.ac.id*, vol. 1, no. 1, pp. 105–110, 2020, Accessed: Mar. 24, 2022. [Online]. Available: http://jim.teknokrat.ac.id/index.php/sisteminformasi/article/view/239

[6] N. Azizah, D. Oktaviani, and W. S.-C. C. and Innovative, "Rancang Bangun Sistem Informasi Standar Harga Barangpada Kota Tangerang," *academia.edu*, Accessed: Mar. 24, 2022. [Online]. Available: https://www.academia.edu/download/37091844/8020815.pdf

[7] M. A.-J. P. dan P. K. Masyarakat and undefined 2018, "Aplikasi Konfigurasi Mikrotik Sebagai Manajemen Bandwidth dan Internet Gateway Berbasis Web," *ojs.unsiq.ac.id*, pp. 42–48, 2018, Accessed: Mar. 24, 2022. [Online]. Available: https://ojs.unsiq.ac.id/index.php/ppkm/article/view/437

[8] D. Cahyadi, A. Faturahman, H. Haryani, E. Dolan, and S. millah, "BCS : Blockchain Smart Curriculum System for Verification Student Accreditation," *International Journal of Cyber and IT Service Management*, vol. 1, no. 1 SE-Articles, pp. 65–83, Apr. 2021, [Online]. Available: https://iiast-journal.org/ijcitsm/index.php/IJCITSM/article/view/20

[9] L. Ahmad, *Sistem Informasi Manajemen: Buku Referensi: Sistem Informasi Manajemen*. 2018. Accessed: Mar. 24, 2022. [Online]. Available: https://books.google.com/books?hl=en&lr=&id=Jr2XDwAAQBAJ&oi=fnd&pg=PR1&dq=%5B1%5D%09Ahmad,+Lukman+dan+Munawir.+2018.+Sistem+Informasi+Manajemen+:+Buku+Referensi.+Banda+Aceh+:+++Lembaga+Komunitas+Informasi+Teknologi+Aceh.&ots=6Y_H6b_111&sig=igC7m1CxuVeH8cVAzArFPewxKUQ

[10] P. Ralston and J. Blackhurst, "Industry 4.0 and resilience in the supply chain: a driver of capability enhancement or capability loss?," *International Journal of Production Research*, vol. 58, no. 16, pp. 5006–5019, Aug. 2020, doi: 10.1080/00207543.2020.1736724.

[11] D. Immaniar, N. Azizah, D. Supriyanti, N. Septiani, and M. Hardini, "PoTS: Proof of Tunnel Signature for Certificate Based on Blockchain Technology," *International Journal of Cyber and IT Service Management*, vol. 1, no. 1 SE-Articles, pp. 101–114, May 2021, [Online]. Available: https://iiast-journal.org/ijcitsm/index.php/IJCITSM/article/view/28

[12] S. Khan, S. Tomar, M. Fatima, and M. Z. Khan, "Impact of artificial intelligent and industry 4.0 based products on consumer behaviour characteristics: A

meta-analysis-based review," *Sustainable Operations and Computers*, vol. 3, pp. 218–225, Jan. 2022, doi: 10.1016/J.SUSOC.2022.01.009.