

Frozen Meat Sales Website Design Based on Laravel Framework

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Abstract

To market a product is usually done by offering it to many people you meet or giving brochures. However, if a product that is sold and offered to potential buyers is not everyone's consumptive product, then the marketing must be different. The use of digital media in the current technological era, it is highly recommended to market products as a means of selling such as a sales website . Sales transactions made at the company so far are conventional, such as ordering products using telephone media and sales that come directly to stores and offer products. Management of data and reports is still done semi-computerized using Microsoft Office. The purpose of this study is to analyze the problems that occur and provide system design proposals for the company. Data collection techniques were carried out by means of observation, interviews, and literature study. method of analysis in this study using PIECES analysis. To describe the design model and system design using Unified Modeling Languages (UML). The result of this research is a sales information system designed using the PHP programming language, database MySQL, and assisted by frameworks such as laravel. With this proposed system, it will be easier for customers to find and buy products contained in the company as a company's sales promotion media, and assist sales in selling products.

Keywords — Framework Laravel, Website, Sales

1. INTRODUCTION

Information system technology is growing rapidly and is needed by companies or agencies. To process information, the right technology is needed, all for the sake of boosting results and making work easier. In the field of economics or trade, information technology plays a very important role in improving company performance. This also has a positive effect on profits and product marketing expansion. Information Technology is a general term that describes a technology that can help humans in terms of creating, changing, storing, communicating, and/or disseminating information. (Eng Ir. I Made Wartana and St. Mt., 2021)

Information system technology plays an important role in the business world, both large and small. Where computer technology helps develop the activities of any complex work with various applications that use computer-based information systems. This process changes the system that was originally still using paper to be computerized, one of which is a product sales system. Sales transactions conducted by PT. The charisma of eternal light has been conventional, such as ordering products using telephone media and sales that come directly to stores and offer products. Management of data and reports is still done semi-computerized using Microsoft Office. In marketing the company's products, the company needs information

media that is more effective, because previously the information media used was only offline which was considered less effective.

1.1. Problems

Based on the results of the analysis that has been carried out on the current system, it can be seen that there are several problems, namely:

1. The process of selling to shops is the most difficult problem to deal with. As for the problem, the shop doesn't want to look for the same product as the brand that is usually ordered. Sales that have targets every day definitely need sales to find new stores in product sales. Sales that are not reliable and professional cause losses for the company.
2. Making orders that are still manual, such as delivery orders and sales invoices in the form of sheets of paper written by admins that allow for errors or errors to occur in the goods ordered by customers, piles of letters, delays in delivery of goods and difficulties in evaluating letters.
3. The amount of sales data in the form of sheets of paper and sales reports that must be entered into Microsoft excel makes admin work more

From the problems above, we need an online sales system that is able to help companies achieve targets and expand sales of company products. In the system created by the admin menu, you can directly create sales invoices, delivery orders for customer orders and sales reports can be recorded correctly and computerized with digitally stored data to reduce human error so that stacked paper and untidy documents can be resolved.

2. RESEARCH METHOD

2.1. Literature Review

There are many studies that are in line with the title that the researcher took, including: (Suherman and Nainggolan 2021) in the study explaining that the use of frameworks Laravel Development Website greatly facilitates work so that it becomes a new solution for employees in introducing products; (Widhi et al. 2019) in their research, framework Laravel still has flaws in the default for data length when creating tables, the number of files does not affect application development; (Madi 2021) based on the results of his research to develop the Food Telephone business, it requires a system that can process purchases so that it can be well organized, so that the system can run in a structured and implementable manner; (Astuti and Rahmansyah 2021) with the construction of the information system in this study, it is hoped that it can assist in processing data on goods and frozen product inventories in the following month;-based snack sales system web that facilitates performance in transactions including processing orders, storing product data, changing and deleting product data so as to produce fast, precise, accurate information. and attractive to customers; (Handayani et al. 2020) sales procedures are still manual so that unwanted obstacles occur and make it difficult to record stock of goods and check sales results, with a system that is made easier to control and process sales data.

2.2. Data Collection

Obtain and complete the required data through direct observation in finding sources of information.

1. Observation

Direct observation at PT. The charisma of eternal light and records the data generated systematically, on the elements studied that relate to information about the company. Observations were made and the data obtained were the number of employees, the amount of production each year, the amount of company income, and the company's organizational structure.

2. Interview (Interview)

Conducted in a structured manner with interviewees so that the results obtained are relevant.

3. Literature Study

In this case, obtaining data from various sources, namely literature books, journals related to the research being discussed.

2.3. Analysis Method The

Use of PIECES analysis in this study is because the 6 (six) variables in PIECES have their respective functions to analyze existing objects more specifically and then find the right solution for the constraints faced by the running system. The explanation of the 6 (six) PIECES variables can be seen in the following table:

Table 1. PIECES Analisa Analysis

NO	Analysis	of Weakness of Current	System Proposed System
1	Performance	lot of time in the sales process to customers. And often do not get the results targeted by the company to get <i>customers</i> and increase revenue	Sales via the web will help in sales targets and as a means of easy purchasing by <i>customers</i> . So that the customer can directly choose the desired item.
2	<i>Information</i>	1. Information on data, quantity and price of goods ordered by customers is written on paper that is easily torn or confused. 2. Product information and product prices are often forgotten by sales. So it takes notes to remember it.	1. On the web there is an invoice feature where customer orders will be written. 2. The existence of product and price information on the web can assist sales in informing sales of products
3	<i>Economics</i>	Writing sales invoices and delivery orders as proof of the validity of the company in sales still uses paper which requires excessive costs.	All transactions and proof of sales of goods such as sales invoices and shipping orders will be stored in the database so as to reduce the cost of using excess paper.

NO	Analysis	of Weakness of Current	System Proposed System
4	<i>Control/ Security</i>	Sales can change sales data Because they still use paper and are still manual	With the web-based sales system it can help companies in terms of access rights so that events that can harm the company can be minimized
5	<i>Efficiency</i>	Sales must come to store to convince customers, explain products and product delivery processes. Which takes a long time.	The existence of a sales application can help in terms of targeting sales of goods provided by the company
6	<i>Service</i>	Current service is focused on sales explaining product advantages and making sales.	The existence of an admin application can play a role in helping sales in terms of sales service so that customers can be served quickly and comfortably

3. RESEARCH RESULTS AND DISCUSSION

3.1. System Design Procedure

Analysis of frozen meat sales system at PT. Kharisma Cahaya Abadi which has been carried out is continued with the creation of an information system design in the form of a website design for selling frozen meat based on the Laravel framework which is described in the Use case diagram, and Activity diagrams by applying the Visual Paradigm for UML software which will be described below. The following is the procedure for selling frozen meat websites based on the Laravel framework:

3.2. Use Case Sales Diagram

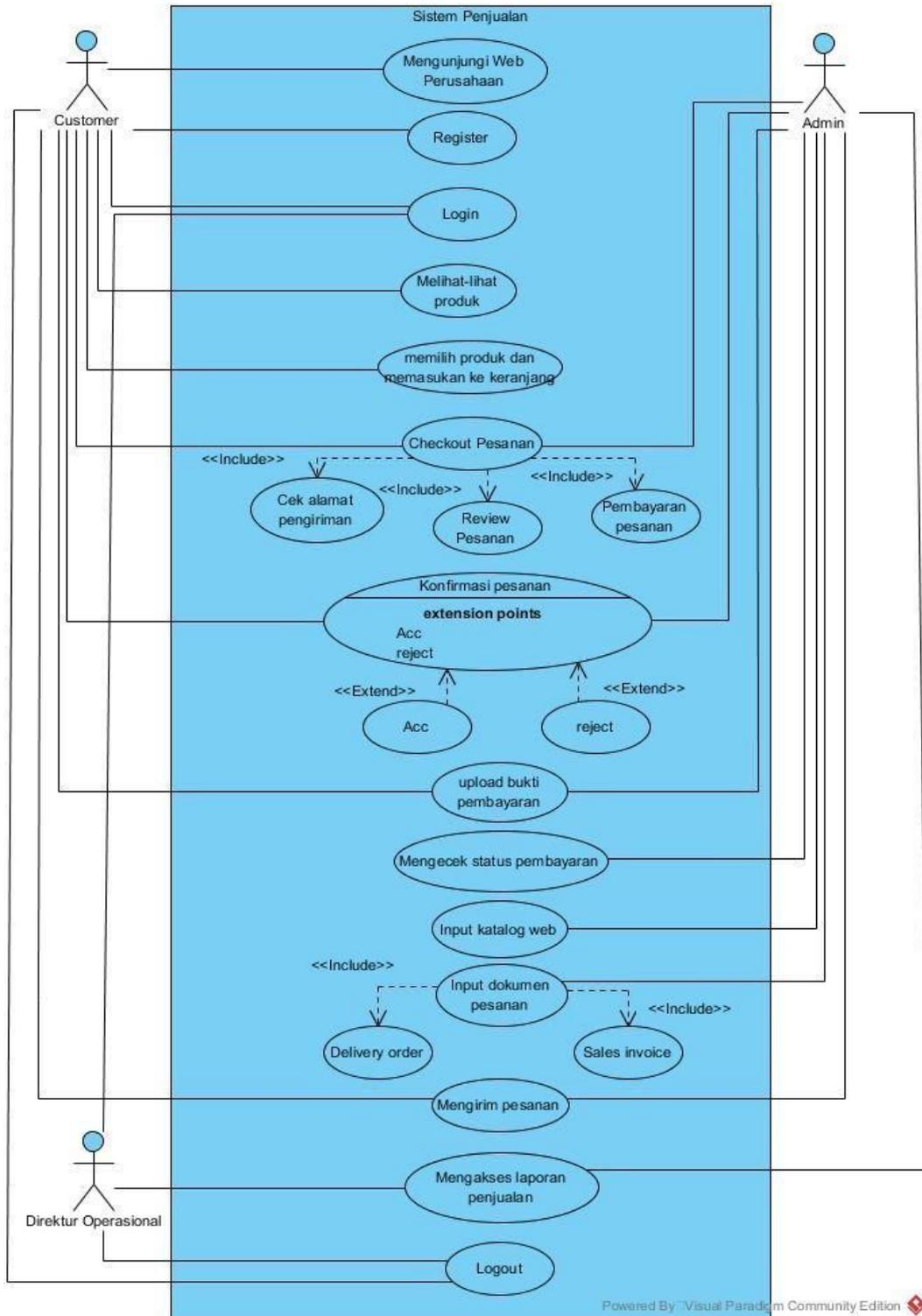


Figure 1. Use case diagram of sales

A system that collects all activities in the web proposed. The system I propose has the advantage of saving costs because the payment gateway and also saves time because administration and confirmation are directly connected to the website.

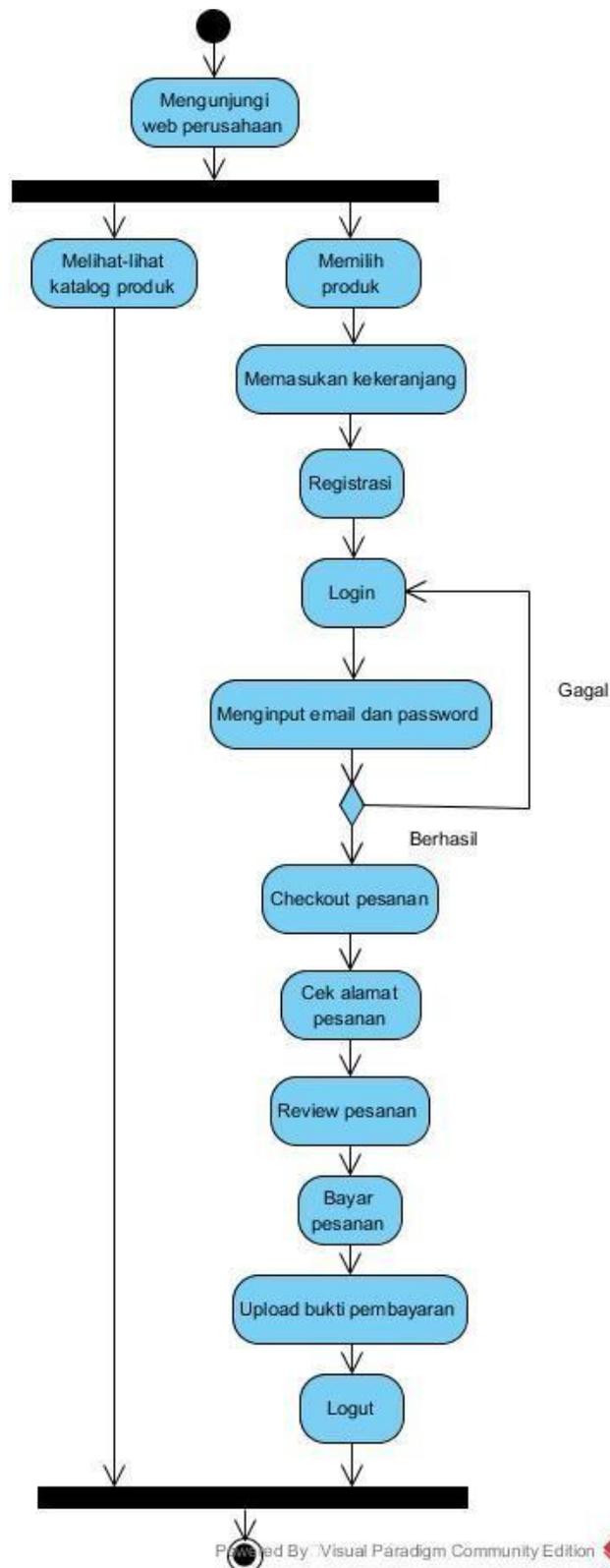


Figure 2. Activity diagram customer

All stages of activities carried out by customers in ordering products and product payments on system the proposed. The existence payment gateway system makes it easier customers because it saves time.

3.3. Program Design

1. Register Web View Design

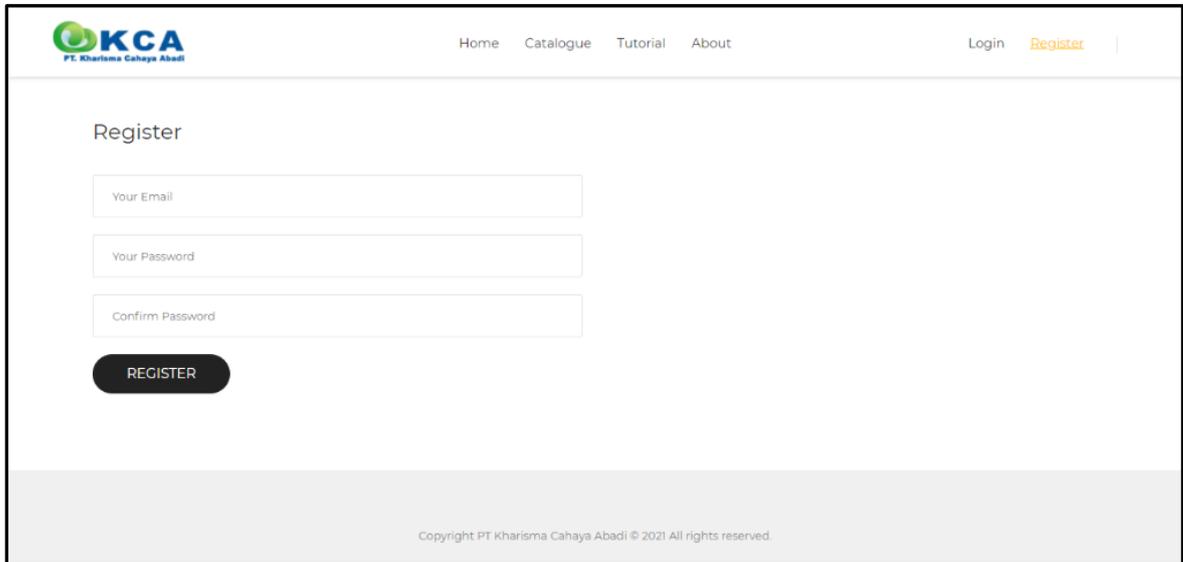


Figure 4. Customer register

All customers register first in order to enter the system to make product purchases.

2. Login Web Display Design

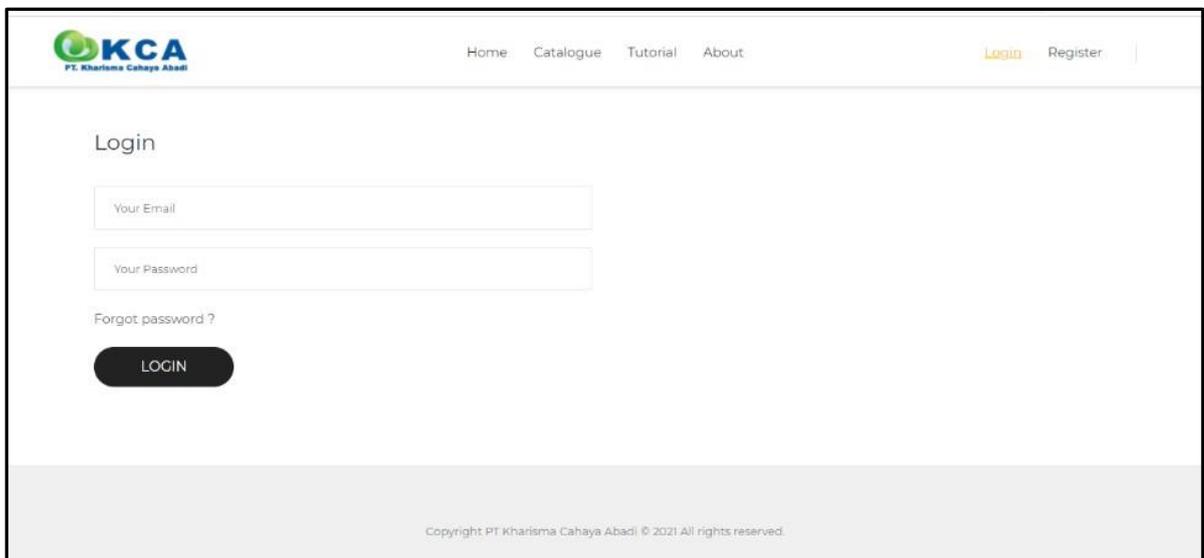


Figure 5. Customer login

The login display with Login above means that the User (who has Access Rights) can access the system by the User logging in and inputting the Username and Password correctly.

3. Catalog Web Display Design

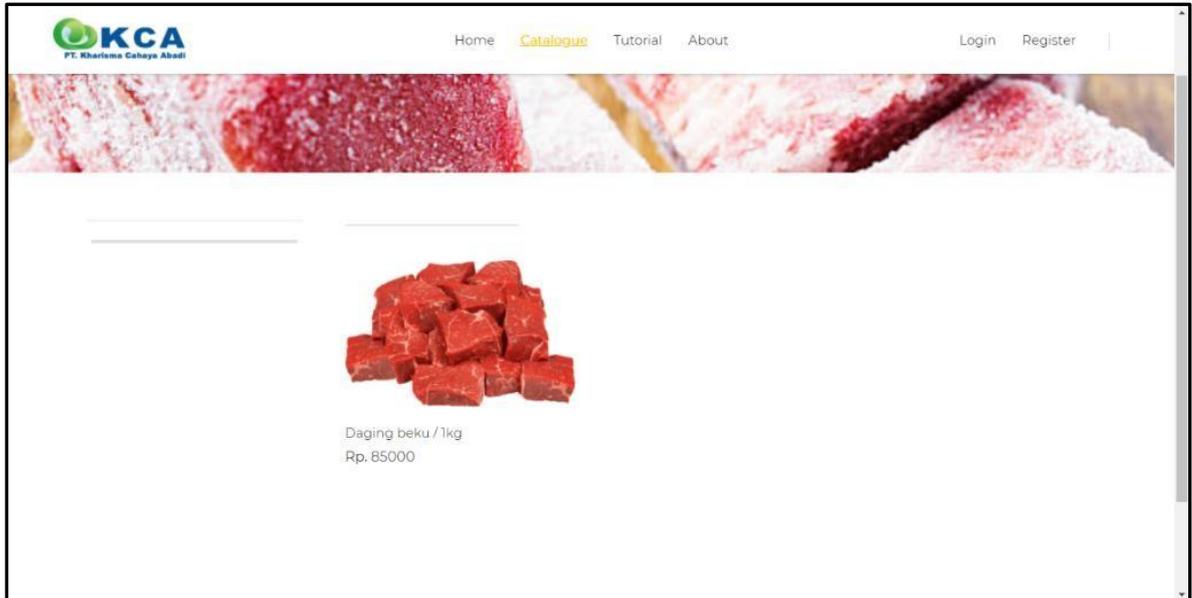


Figure 6. Customer catalog

The catalog display above can be used for customers to view available products and the prices of each product.

4. CONCLUSION

In the management of sales transaction data is done in a semi-computerized manner, so it takes a lot of time starting from customer the telephone sales come directly to the company to pick up the goods requested by the customer's address customer and make reports that are still being recapitulated using Microsoft Excel. With these problems, a system is proposed to process product orders, customers not only make orders by telephone or come in person, but can use an online. Customers, product descriptions and videos on how to use the product. As well as in the report generation process, there is no need to recap using Microsoft Excel.-based sales application web admin can directly print reports according to the inputted period.

5. SUGGESTED

The system is expected to be able to track orders, and there is a payment through a payment gateway so that admins don't need to check payment receipts.

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