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E-Commerce application for selling “Blue Salt” products and general fish maintenance tools for koi fish treatment

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E-Commerce application for selling “Blue Salt” products and general fish maintenance tools for koi fish treatment.

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Abstract. In maintaining koi fish, extra care is needed and must be done carefully. The use of information systems in the sale of fish care products is needed for marketing and sales development. This study aims to evaluate the influence of website applications for the sale and marketing of products from "Blue Salt". Data collected by conducting interviews with the owner of "Blue Salt". This website application provides information about "Blue Salt" products and makes it easy for customers to place an order. because this web site application can be opened anywhere and anytime, customers are able to find out information about the products sold and can buy products without having to come directly to the store. This web application also hopes to help the owners of "Blue Salt" to market their products and expand their markets.

Keywords : Fish Care, Koi, Marketing, Selling, Website

1. Introduction

This web site application was developed to find and order "Blue Salt" products and other fish care accessories. Treatment for koi fish must be done very carefully because koi fish are one of the fish that are susceptible to disease. If the disease in koi fish is not known quickly, then it will be too late that it will cause the koi to not develop, even die [1]. Blue salt products have been proven since 2011 to treat sick fish and improve water quality, many customers who have joined the community or forum for koi fish owners choose to use "Blue Salt" products, and recommend them to their friends and acquaintance. In order to help customers who are looking for information about "Blue Salt" products and wants to buy the products this web site application is expected to be helpful for customer.

2. Method and materials

2.1 Data Collecting Method

Unstructured interviews is used to collect all data that needed. This method contains, interviews, observation and extraction of informations [2]. interview was held on Alam Sutera, Tangerang.

2.2 System development method

To develop this website application, the Waterfall System Development Life Cycle (SDLC) method is used as an information system development (ISDM) method. SDLC was chosen because this method has a characteristic, namely that each stage or phase in development must be done first before doing the next phase. The results of the SDLC method will be focused and in accordance with each of the steps that have been carried out before [3].

2.3 Materials

The data materials that being used are primarily and secondarily collected. Those data that primarily collected are photos and information of “Blue Salt” products, and data that secondarily collected from internet are photos and specification of fish care tools.

3. Literature Review

Ecommerce according to [4] is the ability to get many consumers quickly and by using cost effectively regardless of differences in their geographical location. The use of e-commerce can expand the reach of



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SME marketing, establish direct relationships with customer distributors and suppliers effectively and efficiently [5]. By using e-commerce, the process of communication and buying and selling becomes easier and faster with the existence of the internet network. E-commerce provides assistance to small businesses that have limited capital to keep innovating and improving marketing performance

4. Result and Discussion

This website application uses MySQL database to store information about “Blue Salt” products and fish treatment tools that has been chosen in advance. Yii PHP framework is used to develop website that visualising information from database. MySQL database is designed based on Context Diagram (Figure 1) and Entity Relationship Diagram (Figure 2).

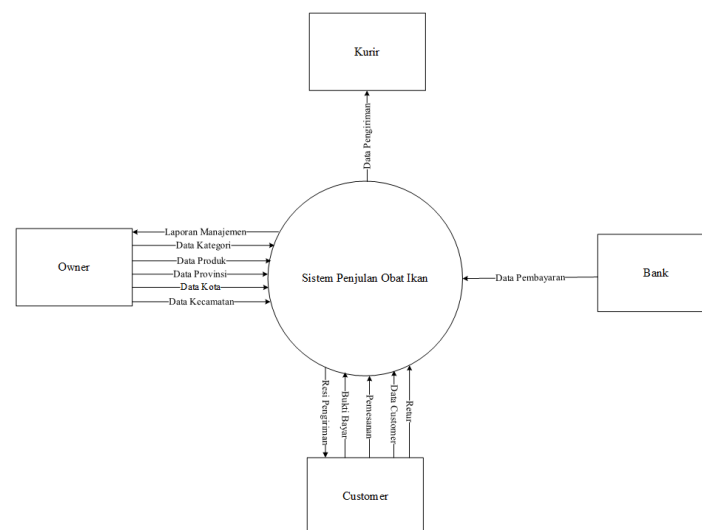


Figure 1. Context Diagram

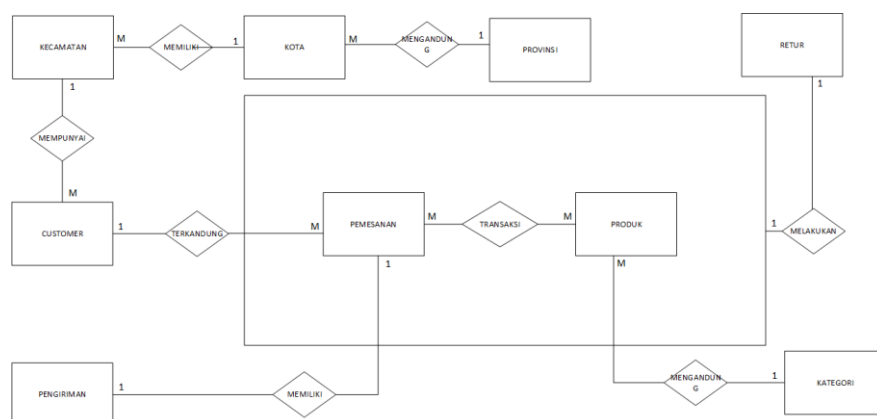
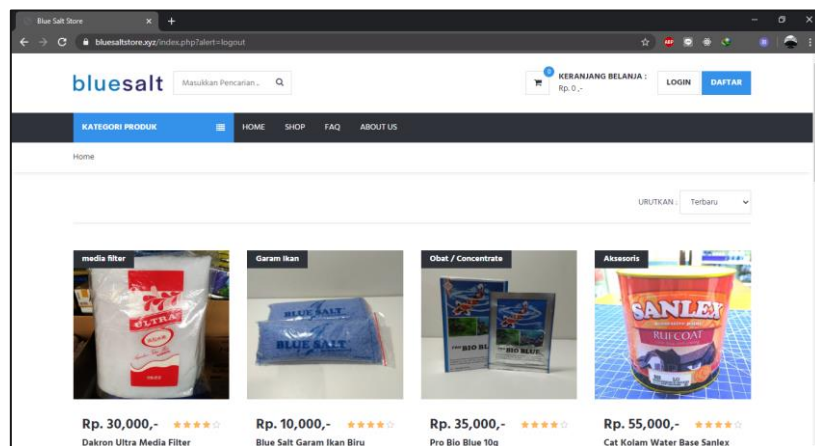


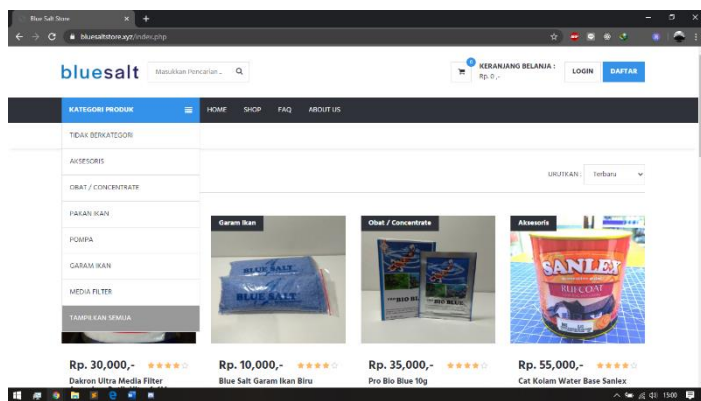
Figure 2. Entity Relationship Diagram

4.1 Display Products

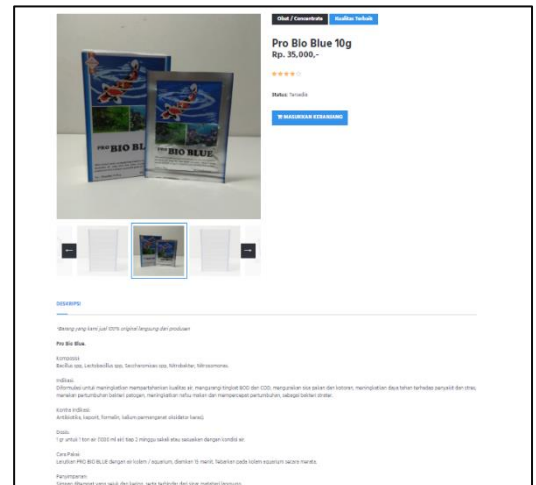
This website application could display the product data by clicking the product menu, and select one of the products by clicking it, and it will display the information about the product that selected (Figure 3).



A



B



C

Figure 3. Products Catalogue.

A. Products List. **B.** Option to choose product category.
C. Detailed product information.

4.2 Display shipping fee and order History

This website application is also shows estimated delivery fees and Order History that customer do (Figure 4).

BUAT PESANAN

INFORMASI PEMBELI / PENERIMA BARANG

Nama: Martinus Budiman

Nomor HP: 08382345678

Alamat Lengkap: *Kav. Putri Blok A19/2004*

Provinsi Tujuan: DKI Jakarta

Kabupaten: Jakarta Barat

PRODUK	HARGA	JUMLAH	TOTAL HARGA
Blue Salt Garam Ikan Biru	Rp. 10,000,-	1	Rp. 10,000,-
TOTAL BERAT			1000 Gram
ONGKOR			Rp. 17,000,-
TOTAL BAYAR			Rp. 27,000,-

Kurir	Service	Ongkir	Lama Pengiriman	Pilih Kurir
Pos Indonesia	Palet Kilat Khusus	Rp. 7,000,-	1-2 HARI	<input type="radio"/>
Pos Indonesia	QJ-Barang	Rp. 17,000,-	5 JAM	<input checked="" type="radio"/>
Pos Indonesia	Express Next Day Barang	Rp. 18,000,-	1 HARI	<input type="radio"/>
JNE	CTC	Rp. 9,000,-	1-2	<input type="radio"/>

A

bluesalt Masukkan Pencarian

KERANJANG BELANJA: Rp. 0,- MARTINUS BUDIMAN martinusbudiman98@gmail.com

KATEGORI PRODUK HOME SHOP FAQ ABOUT US

Home / Pesanan Customer

PESANAN

Semua data pesanan / invoice anda.

NO	No Invoice	Tanggal	Nama Penerima	Total Bayar	Status	OPSI
11	INVOICE-0011	2020-06-25	Martinus Budiman	Rp. 59,000,-	Menunggu Pembayaran	Konfirmasi Pembayaran Invoice

bluesalt MY ACCOUNT STAY CONNECTED

KERANJANG checkout Follow media sosial kami untuk lebih dekat dan mendapat informasi-informasi terbaru

B

Figure 4. Display order.

A. Display shipping fees based on customer address. B. Display Order History

5. Conclusion and Future Works

This website application provides information about "Blue Salt" products and makes it easy for customers to place an order. because this web site application can be opened anywhere and anytime, customers are able to find out information about the products sold and can buy products without having to come directly to the store. This web application also hopes to help the owners of "Blue Salt" to market their products and expand their markets.

6. References

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