



Design And Build Of Website – Based Cake Sales Information System At Aisyah Cake By Al-Ma'soem Rancaekek

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Abstract

Aisyah Cake By Al-Ma'soem Rancaekek is a food shop that was established on October 2, 2021 at Jalan Rancaekek No. 99, Sayang Jatinangor, Sumedang Regency. At this time the sales system at Aisyah Cake by Al-Ma'soem Rancaekek made sales directly by coming to the store and via telephone to make purchases or ordering goods, to record orders using notes while the sales system was semi-computerized using an application . cashier. The design of information system sales is a system created to solve problems in the sales department at Aisyah Cake By Al-Ma'soem Rancaekek. The method used in this sales information system is OOAD (Object Oriented Analysis and Design) while the model used is RUP (Rational Unified Process) with the development tool in the form of UML (Unified Modeling Language). The purpose of this research is to help alleviate the problems that occur so that the system that is run can be used anytime and anywhere.

Keywords: Website-Based Cake Sales Information System, Aisyah Cake

1. Introduction

The development of information technology is currently growing and has created many new and more effective applications. This rapid technological development affects the role of a computer where information technology makes an operation easy and fast. The development of this technology also affects the business system of a company. Almost all business activities use information technology-based systems. Therefore, information systems have become an important part of running a business.

The use of the website at this company is to utilize information media as a means of promotion to increase sales as a means of selling products online. Where this website carries out the process of selling products online which has the function of buying, ordering and selling (Wahyudin, 2020).

Aisyah Cake by Al-Ma'soem was established on October 2, 2021 at Jalan Rancaekek No. 99, Sayang Jatinangor, Sumedang Regency. First, the formation of Aisyah Cake by Al-Ma'soem because of the conditions in which Al-Ma'soem's internal parts needed food for an event. On the other hand, there is a strategic place that can be used to open a cake business. Judging from the market potential for cake products, this is quite large in Rancaekek and for the prices of cakes that are around have an expensive price range and a low price range. For other potential markets, look at the many cake shops around Jalan Rancaekek which can be concluded that to attract visitors, it is crowded. For other conditions, Al-Ma'soem has fostered children, namely Rusol children where they have potential and need to be directed to maximum skills. Therefore, looking at the conditions seen, a cake shop with a medium price range was formed, and this cake shop was named Aisyah Cake by Al-Ma'soem where the name Aisyah was taken from the name of the late wife of Hj. Ma'soem. And this March, Aisyah Cake by Al-Ma'soem shop enters its 6th month, to serve internal and external needs.

Aisyah Cake Shop by Al-Ma'soem It has 11 workers consisting of 5 people in charge or directors, 2 office staff, 1 shop executor, 1 chef and 2 kitchen executors. The store's operating hours are from 07.00 - 18.00 WIB. For a sales turnover of approximately Rp. 53,000,000 per month with an average transaction of 40 sales transactions per day.

Currently, the system for selling goods at Aisyah Cake by Al-Ma'soem sells directly by coming to the store and via telephone to make purchases or ordering goods, to record orders using notes while the sales system is semi-

computerized using the cashier application. . And report generation using Microsoft Excel. For media promotions conducted by Toko Aisyah Cake by Al-Ma'soem, they still use leaflets, brochures and information by word of mouth.

Based on the description above, the weaknesses in the system of selling goods at the Aisyah Cake Shop by Al-Ma'soem are:

1. The existing system can only perform offline cashier transactions.
2. The limited hours of service for visitors are not optimal only when the shop's service hours are limited.
3. Marketing is still limited to the East Bandung area and covers the Ma'soem Group area.

Aisyah Cake by Al-Ma'soem's shop has started to be known, so it needs a more advanced system with guaranteed comfort. Based on the above problems, the authors are interested in designing and building an information system entitled "Design and Build a Website-Based Cake Sales Information System at Aisyah Cake Shop by Al-Ma'soem Rancaekek".

2. Literature Review

This study uses the Design and Development of a Website-Based Cake Sales Information System at Aisyah Cake Shop by Al-Ma'soem Rancaekek, to design a website-based information system that can be one of the ways that can make it easier for companies to make cake sales transactions so that they are more optimal.

2.1. User Interface and User Experience (UI/UX)

A well-crafted user interface (UI) directly influences user experience (UX) and subsequently, sales conversion. Brown and Johnson (2018) emphasize the importance of an intuitive UI design, highlighting its positive impact on user engagement and sales conversion rates. UI that focuses on clear navigation and visually appealing aesthetics contributes to a seamless and satisfying customer journey.

2.2. Responsive Design and Mobile Accessibility

The proliferation of mobile devices requires a responsive design that adapts seamlessly to various screen sizes. Martinez and Lee (2018) stress that ensuring a website's compatibility with mobile devices is essential. A responsive design fosters accessibility and engagement among users on diverse platforms, contributing to higher conversion rates.

2.3. Visual Presentation and Product Showcase

Visual content is a cornerstone of online sales. High-quality images, interactive galleries, and videos showcasing cake designs significantly influence customers' purchase decisions (Williams et al., 2021). Effective visual presentation helps potential buyers understand the product's appearance, quality, and uniqueness.

2.4. Secure Transactions and Data Protection

Security in online transactions is non-negotiable. Garcia and Lee (2019) underscore the significance of secure payment gateways and data encryption to safeguard sensitive customer information. A robust security infrastructure ensures trust and reinforces customers' willingness to proceed with transactions.

2.5. Data Analysis for Continuous Improvement

A website-based cake sales system captures valuable customer data, which can be analyzed for insights. Johnson and Martinez (2021) stress the role of data analysis in tailoring marketing strategies and refining the customer experience. Data-driven decisions enhance customer engagement and satisfaction, while guiding business growth.

2.6. Customer Reviews and Social Proof

Integrating customer reviews and ratings on the website provides social proof of the cake's quality. Lee et al. (2022) suggest that positive customer feedback builds trust and credibility, encouraging potential buyers to make a purchase. Customer testimonials contribute to creating a sense of community and reliability.

3. Materials and Methods

3.1. Materials

Aisyah Cake By Al-Ma'soem Rancaekek is a food shop that was established on October 2, 2021 at Jalan Rancaekek No. 99, Sayang Jatinangor, Sumedang Regency. At this time the sales system at Aisyah Cake by Al-Ma'soem Rancaekek made sales directly by coming to the store and via telephone to make purchases or ordering goods, to record orders using notes while the sales system was semi-computerized using an application . cashier. The design of information system sales is a system created to solve problems in the sales department at Aisyah Cake By Al-Ma'soem Rancaekek. The method used in this sales information system is OOAD (Object Oriented Analysis and Design) while the model used is RUP (Rational Unified Process) with the development tool in the form of UML (Unified Modeling Language).

3.2. Methods

This information system was built using the concept of Object Oriented Analysis and Design (OOAD) with the development of the Rational Unified Process (RUP) model, and its activities focused on the Unified Model Language (UML). RUP has several stages such as inception, elaboration, construction, and transition explanation of each stage as follows:

1. Inception (Initial) is the stage of modeling business processes and defining the system requirements to be created. The steps needed are in the form of project scope, and building the required business case.
2. Elaboration (Expansion/Planning) is the planning stage of the desired system architecture whether it can be made or not. And detect the risks that may occur from the architecture made.
3. Construction (Construction) is the stage of developing a system of components and features. This stage is more to the implementation and testing of software systems in the program code.
4. Transition (Transition) is the deployment or system installation stage so that it can be understood by the Officers and at the same time the training, maintenance and testing stages of the Officers (Wieringa, 1998)

4. Results and Discussion

In the business use case model can describe the relationship between the actor's business and the system, the actor is an entity that interacts with the system to perform certain jobs (Maesaroh, 2018). The following is the Business Object Model of a Website-Based Cake Sales Information System at Aisyah Cake by Al-Ma'soem Rancaekek as given in the Figure 1.

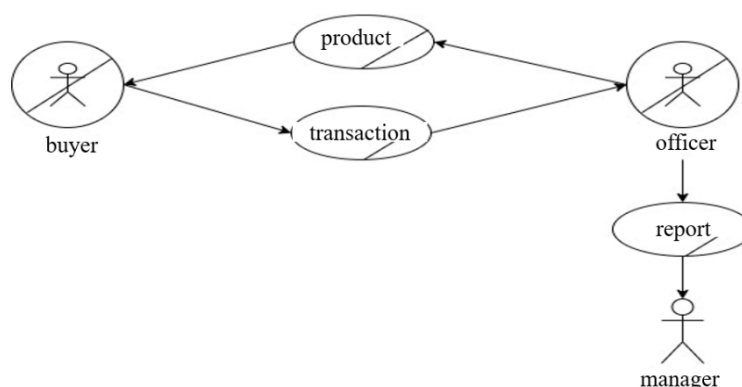


Figure 1: Sales Business Process

5. Conclusion

From the results of the above description, starting from the hardware and software used at the time of design or the recommended hardware to run this application as a medium, it can be concluded:

1. This application program can be used as as online transaction system.
2. Can make it easier for buyers to transact anywhere and anytime.

3. This application program can be used as a promotional tool to increase the reach of a wider market at the Aisyah Cake Shop by Al-Ma'soem.

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