

E-KEDE APPLICATION DEVELOPMENT IN INCREASING UMKM SALES BASED ON SDLC

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Abstract: *E-Kedai is an online business application intended for the development of UMKM. In its most obvious form E-Kedai sells products to consumers online. Simply put, E-commerce is creating, managing, and expanding commercial relationships online. In the process of buying and selling UMKM in the Klambir V Village community, they come directly and see the goods in the shop and can only choose manually, so that several times customers feel disappointed because the desired item is not there even though the customer is already in the shop. So that online sales innovation is needed or called E-Kedai so that customers can choose goods and see stock items online, besides that researchers make E-Kedai hoping to increase sales and the scope of buyers so that they can be seen by the entire Klambir V community. The results of the research are a system that is applied to the design of a website-based application that is efficient in selling products and can provide convenience for customers, and increase business efficiency for UMKM in the Klambir V Village community.*

Keywords: UMKM; E-Kedai; Application; SDLC

Abstrak: E-Kedai merupakan aplikasi bisnis online yang ditujukan untuk pengembangan UMKM. Dalam bentuknya yang paling jelas, E-Kedai menjual produk ke konsumen secara online. Sederhananya, E-commerce menciptakan, mengelola, dan memperluas hubungan komersial secara online. Dalam proses jual beli UMKM masyarakat Desa Klambir V datang langsung dan melihat barang yang ada di toko hanya bisa memilih secara manual, sehingga beberapa kali pelanggan merasa kecewa karena barang yang diinginkan tidak ada padahal pelanggan sudah ada. sudah ada di toko. Sehingga diperlukan inovasi penjualan secara online atau disebut dengan E-Kedai agar pelanggan dapat memilih barang dan melihat stok barang secara online, selain itu peneliti membuat E-Kedai dengan harapan dapat meningkatkan penjualan dan cakupan pembeli agar dapat dilihat oleh seluruh klambir. komunitas V. Hasil penelitian berupa suatu sistem yang diterapkan pada perancangan aplikasi berbasis website yang efisien dalam menjual produk dan dapat memberikan kemudahan bagi pelanggan, serta meningkatkan efisiensi usaha bagi UMKM masyarakat Desa Klambir V.

Kata kunci: UMKM; E-Kedai; Aplikasi; SDLC

INTRODUCTION

UMKM are business activities engaged in the business sector Can expand employment opportunities and provide economic services widely promoted to the community (Chrisna, 2021). Micro, small and medium enterprises can play a role in the process of equality to increase community income

and encourage economic growth plays an important role in achieving national stability (Zen et al., 2023). In addition, these small, medium and micro businesses are one of the mainstays of the national economy and have opportunities, especially, to support, protect and develop widely for the form of a firm party, people's economic groups, no need to ignore the role of large companies and

state-owned enterprises (Hendrawan et al., 2020). There is chaos and the condition of the Indonesian economy in recent years has not been stable and beneficial, the development of UMKM activities is considered one of the important alternatives that can ease the heavy burden faced by the national and regional economy. The existence of micro, small, and medium enterprises in Indonesia is very helpful to the economy (Simanjuntak & Syahputra, 2021). Research results from the data and information center of the ministry of cooperatives and development a survey of 69,609 industrial companies carried out by small entrepreneurs revealed that as many as 19,268 companies reduced business activities and the rest stopped business during the crisis (Syahputra, 2020). However, not all lines of business experience this situation of bankruptcy in times of crisis. Various studies show that small businesses and vice versa, small, medium, and micro enterprises are relatively able to survive large companies facing the impact of the 1997 economic crisis. Optimistic about the survival and development of small, medium, and micro enterprises (Ritonga et al., 2021).

Selling is the science and art of a seller using his personal influence to persuade others to buy the goods and services offered. Thus, selling can create a process of exchanging goods and/or services between sellers and buyers. "Face-to-face selling is communication between individuals that achieves the overall goal of all marketing efforts, namely increasing sales by satisfying market needs in the long term so as to generate profits. Sales means selling The result of the process or content of the sale or the result of the sale. Sales refers to the process of selling (Anwar et al., n.d.).

The definition of Micro, Small and Medium Enterprises (MSMEs) varies in various literatures based on several institutions or agencies and even laws. According to Law No. 20/2008 on Micro, Small and Medium Enterprises, the

definition of MSMEs is as follows (Syahputra, n.d.):

1. Micro Enterprises are productive businesses owned by individuals and/or individual industrial and commercial households that meet the standards of micro enterprises regulated in this Law.
2. Small enterprises are independent productive economic businesses organized by individuals or business entities that are not subsidiaries or branches of companies that directly or indirectly own, control or are affiliated with large and medium enterprises, in accordance with the provisions of this Law. business standards.
3. Medium-sized enterprise is an independent productive economic business conducted by an individual or business entity that is not a subsidiary or branch of a company that owns, controls, or is affiliated either directly or indirectly with a small business or a large business. Net worth or total annual sales proceeds as specified in this law.

Meanwhile, selling means handing something over to a buyer at a certain price. Sales is an activity consisting of sales transactions of a good or service, including credit and cash. From the definition of sales above, it can be concluded that sales is an activity and is an activity of how to influence someone to buy (submit) the goods or services provided, based on the price agreed by the parties to the event, in cash or credit (Syahputra Novelan et al., 2023).

After the COVID-19 pandemic, many UMKM experienced a decline in sales that led to bankruptcy. UMKM in the Klambir V Village community are medium-sized businesses that produce a variety of food and other products (Syahputra & Sandra Ritonga, n.d.). UMKM in the Klambir V Village community sell their products through manual methods (namely from neighbors

and others), so that buyers' knowledge of UMKM products in the Klambir V Village community is still limited. Provide information about small industries in Klambir V village. Therefore, it is necessary to have a way to better present information on the distribution of small industries and display the location of various small industries as well as sales information on small and medium enterprises related to industry in the Klambir V Village community. With the presence of E-KEDE, it is hoped that UMKM in the Klambir V Village community can achieve better and more productive results. The output of this research is to build an application to help sell UMKM products in the Klambir V Village community, namely E-KEDE.

METHOD

The design of the E-KEDE application as an increase in the selling power of UMKM products for the Klambir V Village community, which later this E-KEDE application is an application that contains information on UMKM products for the Klambir V Village community and sales of UMKM products. In order to aim to develop community income through UMKM products. This framework is a step that will be taken in solving the problems to be discussed. The research framework used is as shown in the figure below (Syahputra & Sandra Ritonga, n.d.):



Figure 1: Research Stages

To get information from a system that is made, the author uses a use case diagram. With this diagram, the process that occurs in an application will be known. The use case diagram of this research is divided into two, namely for admin and user, can be seen below:

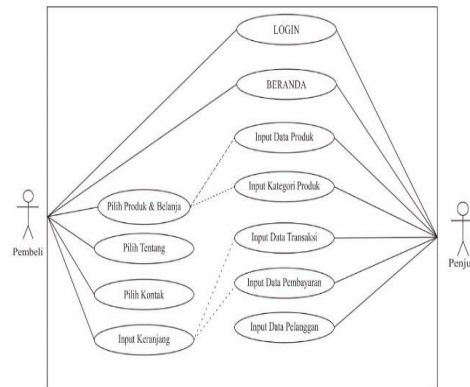


Figure 2. Research Use Case Diagram

RESULTS AND DISCUSSION

Results and discussion is a stage in testing that is studied in order to produce outputs that are in accordance with expectations and design from the beginning. Before entering the results and discussion stage, it discusses the appearance of E-Kede. At this stage the author displays some of the results of the system display that the author designed, and which the author has implemented from several tests and has obtained the results according to the desired needs, the following are the results of the display of the E-KEDE application design for MSMEs in Klambir V Village that the author has succeeded in making.



Figure 3. Dashboard

In the picture above there is an initial appearance in the application that shows the products sold in the E-KEDE application at UMKM Klambir V Village, besides that there is a home menu, product & shopping menu, about menu and contact menu. There is also a login button and a cart button.

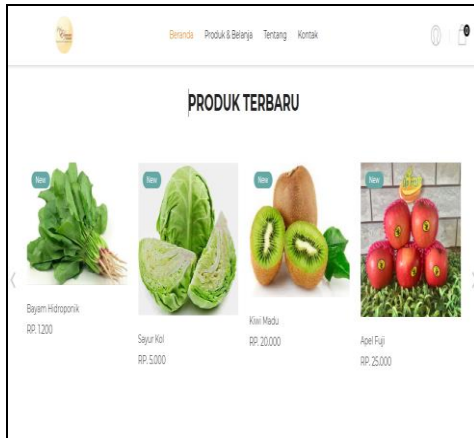


Figure 4. Product Catalog

The picture above shows the product & shopping menu which contains the name of the product being sold, the price and the category, when the product image is clicked it will enter the basket which means the customer will buy the product.

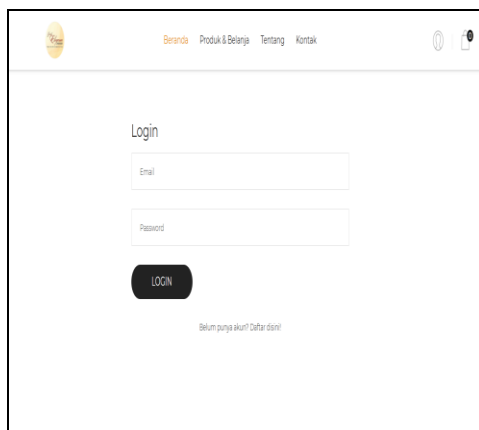


Figure 5. Login

The user login menu is a menu that contains the username and password of consumers or buyers who already have an account and want to shop at E-KEDE at UMKM Klambir V Village. If you don't

have an account, consumers or customers can register by clicking on the list here.

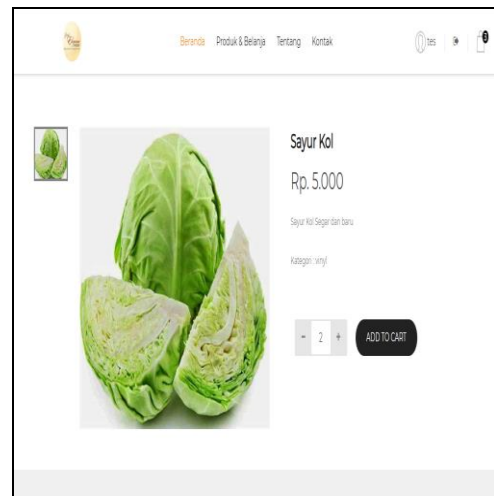


Figure 6. Product

The product menu is a menu that contains detailed products that will be sold on E-KEDE at UMKM Klambir V Village.

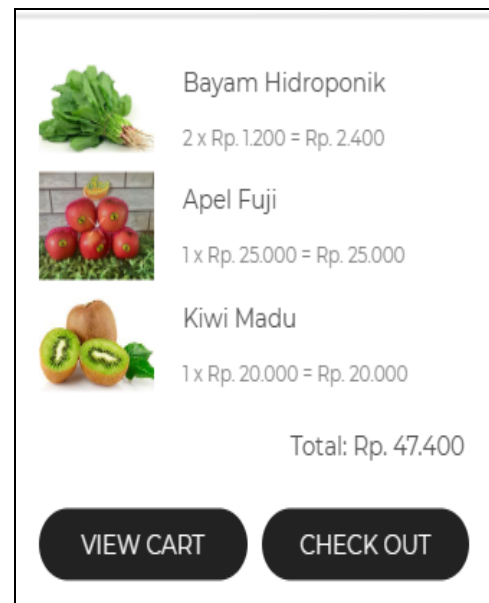


Figure 7. Mini Cart

The cart menu appears on the top right side which has a basket-shaped icon and if clicked, a product image, product name, number of units and the price to be purchased will appear, the view cart button if clicked will appear the cart menu and the checkout button to enter payment.

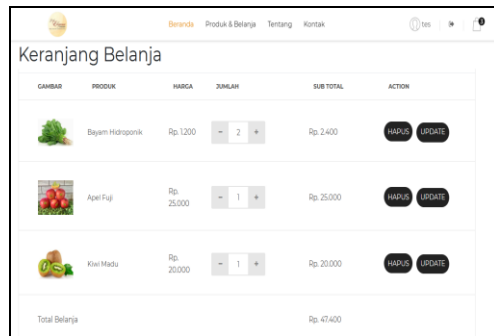


Figure 8. Cart

In the checkout view, a payment form for the product to be purchased will appear with the contents of the intended account payment, the type of account to pay, the account number to pay, the name of the owner of the account and upload proof of payment. The checkout display for purchases paid in E-KEDE at UMKM Klambir V Village is as follows:

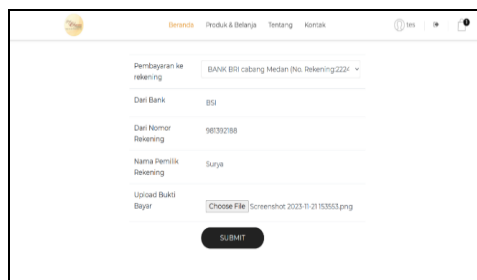


Figure 9. Checkout

After the consumer enters the proof of transfer in the sales application, it will display a successful confirmation. so that the payment confirmation menu will appear.

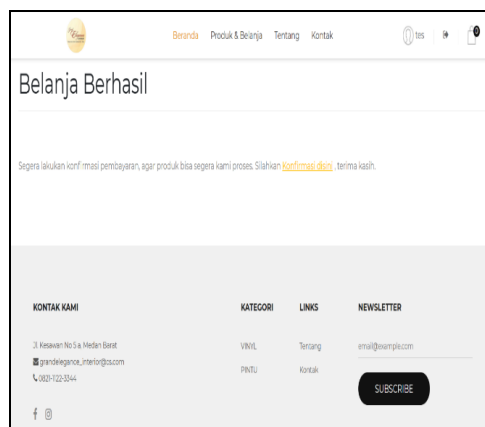


Figure 15. Sukses

CONCLUSIONS

Based on the results of designing the E-KEDE application at UMKM Klambir V Village, several conclusions are obtained as follows:

1. The design of the E-KEDE application at UMKM Desa Klambir V was built using studio code software with the PHP programming language and the designed system applies a website-based application design that is efficient in selling products and can provide convenience for customers, and increase business efficiency for shop owners.
2. The E-Kede application makes it easier for consumers to purchase products and makes it easier for MSME players to sell their products on a larger scale.

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