

## Web-Based Design of Fruit and Vegetable Sales Service Application System

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### ABSTRACT

Sales information system is one way to improve the quality of service in buying and selling activities via the internet, especially the quality of more detailed information about the product. Many sales businesses, especially clothing products, use sales information systems to facilitate the sales process. A Fruit still implements a manual sales system so that the quality of service provided to customers is still lacking. This design aims to make it easier for A Fruit to market quality local agricultural products and manage transaction processes, record product data and increase sales revenue. This design and research uses the prototyping method and uses HTML and PHP programming languages and uses MySQL as a database. With the design of the sales information system, it is hoped that it will make it easier for A Fruit to carry out the sales process of local Indonesian agricultural products to be more premium at low prices.

**Keyword : Sales Information System; E-commerce; PHP; MySQL; A Fruit;**

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### 1. INTRODUCTION

The use of digital media in marketing allows marketers and agricultural actors to reach a wider target market. In addition, there are currently many digital media that offer advertising features to market a product. One party that can benefit from the use of digital media as a marketing medium is Micro, Small, and Medium Enterprises (MSMEs). Tedjasuksmana in Setiaji defines MSMEs as a productive economic enterprise whose actors are individuals, groups, or business entities, which stand alone. Generally, MSME managers are individuals and families. MSMEs have a role in providing employment, building new markets, initiating innovation, and playing an important role in developing the local economy and empowering the community, as well as being the main actors in various sectors of economic activity. MSMEs contribute as supporters of the Indonesian economy and become a regional economic strength. When an economic recession occurs in Indonesia, MSMEs are a sector that is not affected by the economic recession. MSMEs continue to grow so that they can support the country's economy. MSMEs play an important role in maintaining and increasing economic growth and also contribute to increasing income in the sector.

Unfortunately, there are still many MSMEs and agricultural actors who do not understand marketing strategies by utilizing digital media. In fact, the use of digital media in marketing MSME products can expand the reach of domestic and foreign markets and increase sales and profits that will be obtained by using a website as a product information and marketing media. Not only in home industries engaged in the food sector, in fact the use of websites as information media and marketing media is also considered useful for fruit and vegetable sales businesses. In marketing, farmers still use sales to agents. However, seeing the development of technology that causes changes in society, the use of marketing agricultural products is not optimal if only selling to market agents in marketing products. Therefore, it is necessary to update the marketing media to new marketing media based on digital media so that these agricultural products are packaged in a premium way and can compete in the global market. Through this marketing system update, it is hoped that fruit shops can increase sales through marketing

and reduce costs for printing brochures. From the problems explained above, the author wants to develop marketing from the Fruit Shop to simplify the marketing process of Fruit and vegetables so that they can compete with other imported products and also encourage people to buy more local agricultural products and make farmers prosperous and prosperous.

## **2. RESEARCH METHOD/MATERIAL AND METHOD/LETERATURE REVIEW**

### **A. Data Analysis Method**

After collecting data, the next stage is to analyze the data that has been collected to reach a conclusion. The data analysis carried out by the author is the Descriptive Analysis Method. The descriptive method is a method for examining the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. The descriptive research method aims to create a description, picture or painting systematically, factually and accurately regarding the facts and relationships between the problems and conditions investigated by collecting data, processing, analyzing, and implementing data into applications.

### **B. PHP Hypertext Processor (PHP)**

(Winarno, Zaki, & Community, 2013), explains that "PHP or PHP Hypertext Processor is a programming language that is able to design the appearance of web pages according to the programmer's wishes. The code is run by the server, if there is no server then the PHP code cannot be run. PHP can be used for web development that can be inserted into HTML and can be accessed freely." [1]

### **C. MySQL**

According to Pramono (2015), it is emphasized that "MySQL is defined as software that operates database relations (Relation Database Management System/RDMS). Different from SQL (Structured Query Language) which is a programming language used for commands while MySQL is software." [1]

### **D. Hypertext Markup Language (HTML)**

Hypertext Markup Language (HTML) is a basic language for client-side web scripting that allows you to display information in the form of text, graphics, and multimedia and also to connect between web page displays (hyperlinks). [1]

## **3. RESULTS AND DISCUSSION**

### **A. Results**

In developing this application, there are several problems and important factors that need to be considered. The factors that will be analyzed are regarding the problem of how customers buy fresh vegetables or fruits directly from farmers without preservatives and we also work with couriers and local farmers from all over Indonesia so that the products are fresh to the hands of customers. The results of this analysis will be used as a reference in developing a web-based Fruit and Vegetable sales application.

### **B. Discussion**

#### **1. Menu on Customer**

##### **a. Initial Registration Display**

The registration page display is the initial display before the home menu display. After a successful registration/login process, it will go to the main admin menu display.

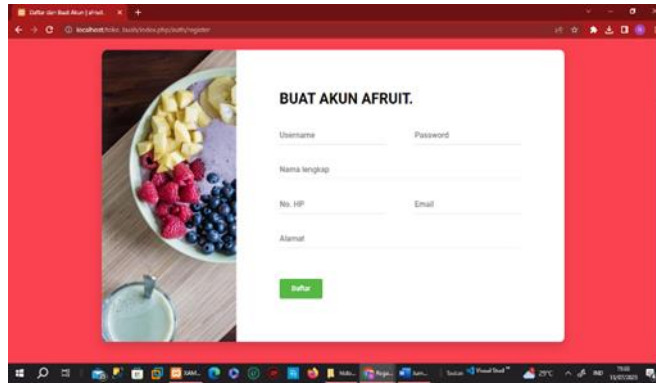


Fig 1. Registration View

b. Home Display

The home display or main menu is the initial display to see the ordering menu, prices, services provided, etc.



Fig 2. Home Display

c. Services Menu Display

The services menu display shows what services are available at ShoesLab.

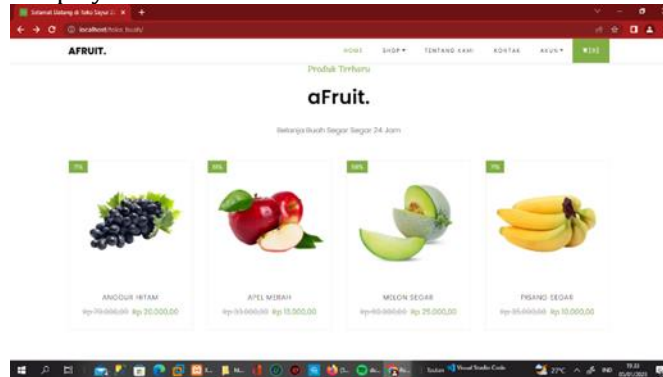


Fig 3. Services Menu Display

d. About Us Menu Display

This menu displays an explanation of what services are provided such as washing, repainting, outsole cleaning, etc.

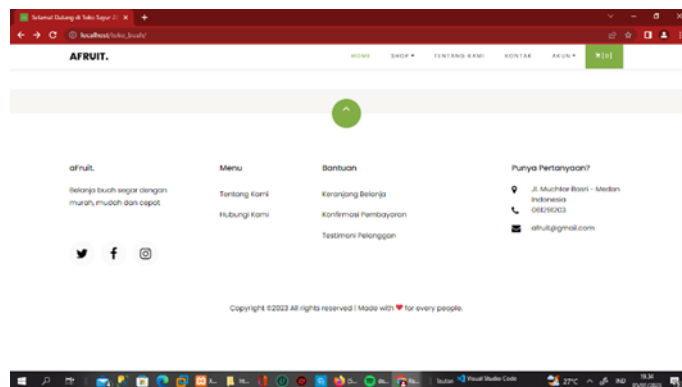


Fig 4. About Us Menu Display

## e. Order Display

This display is a display of the product order menu offered to buyers, after the buyer selects the product and also selects how many kg to buy, the order menu display will appear.

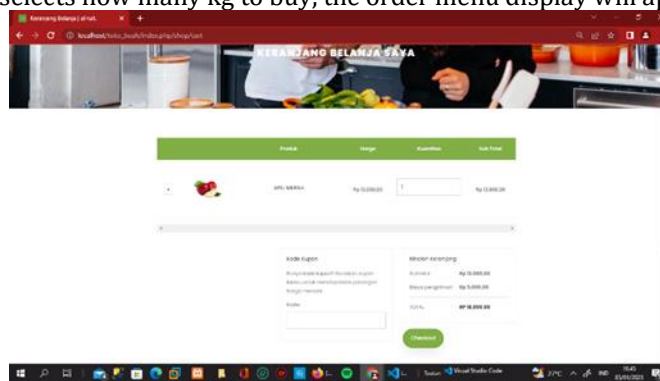


Fig 5. Order Display

## f. Best Deal Offer Display

The best deal offer menu display is a menu that is offered cheaper than the catalog and the best deal offer is only valid for 1 day or 1 hour.

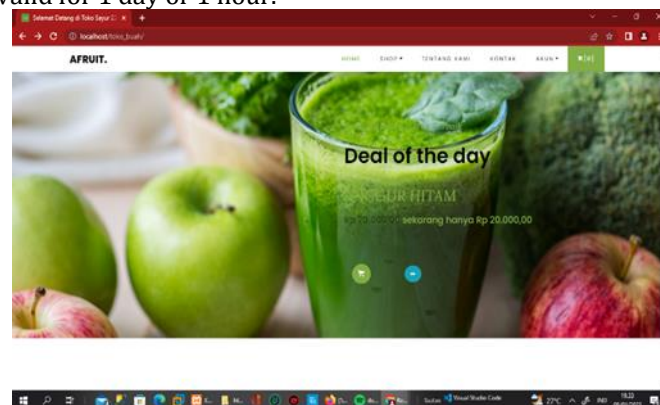


Fig 6. Best Deal Offer Display

## g. Testimonial Display

This display shows testimonials from customers who have purchased products on the A Fruit website. And helps increase the seller's rating.

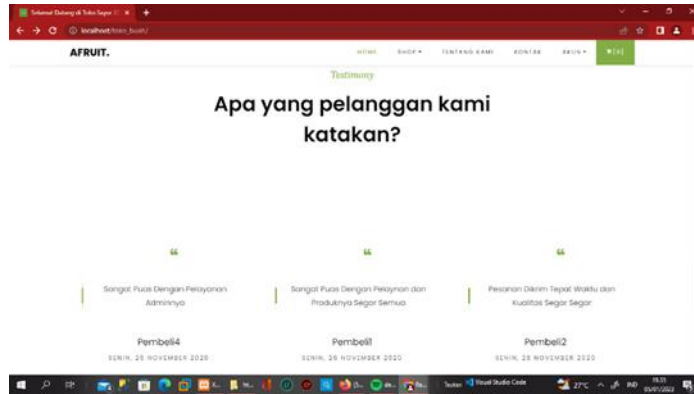


Fig 7. Testimonial Display

h. Contact Menu Display

Displays contacts that can be contacted such as email or mobile phone number.



Fig 8. Contact Menu Display

2. View On Admin

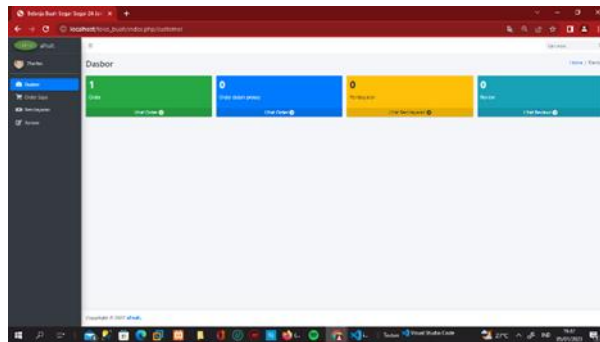


Fig 9. Dashboard View

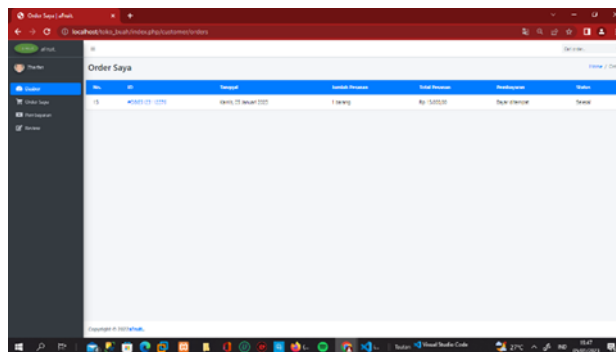


Fig 10. Order Detail View

#### 4. CONCLUSION

From the results of the discussion in the chapters that have been described previously, the author draws the following conclusions: This system makes it easier to process sales and purchase data and other data that are related to it. So that it can produce information according to needs. This application is useful for facilitating and improving seller performance in making income reports on this aFruit application. To be able to design this web-based fruit and vegetable sales application, the XAMPP program, PHPMyadmin, MySQL Database, CSS, HTML and browser applications such as Google Chrome and Internet Explorer are required.

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