Implementation Of Information Systems On E-commerce Websites As Media To Deliver Information

Alwiyah[1], Chloe Greisy[2], Afni Afitri[3]
[1]University of Wiraraja Sumenep, [2]School of Oriental and African Studies,
[3]University of Raharja
e-mail:alwiyahmahdaly@yahoo.com , chloe89@gmail.com , afni@raharja.info

Abstract

Indonesia, which has entered the industrial era 4.0, has affected all aspects of its citizens' lives, including the buying and selling process. The buying and selling process currently uses a lot of technology. The process certainly makes it easier for people to use it only with a public cellphone to shop easily. On an e-commerce website, of course it is used for buying and selling goods. This research was conducted at Raharja University where there is a center for service facilities for the needs of students. The service facility is called Raharja Internet Cafe which is made to serve every student activity related to lecture needs such as print, scan, search for lecture material, work on assignments and others. At Raharja Internet Cafe currently has a website to order their needs. But the system has only recently been applied recently. With the new website being implemented, students have not yet recognized what items or facilities are provided on the website. The purpose of this research is to explain with the information system on the website students can see the goods or facilities provided. This research uses a qualitative approach and also literature study. The results of this study are expected so that the information system provided on the Raharja Internet Cafe website can be useful for students using these facilities.

Keywords: Industrial Age 4.0, Information Systems, E-Commerce

1. Introduction

Every system that is made of course there is an information system that serves to convey information about the object to its users. According to Hengki Tamando Sihotang (2018) Information System is a collection of elements that are interconnected with each other that form a single unit to integrate data, process and store and distribute information. According to Martono (2019) Information Systems is a set of interrelated elements to process and store data so that it can be presented as clear information. Then the Information System is a set of data that are interrelated and then form an information that is presented very clearly for its users.

The thing that is very important is owned by a system that is good Information Submission to its users. The system will be able to communicate well and clearly to its users if it is made very well so that it can convey information clearly to its users based on existing data. Submission of good information is information obtained from data that is clearly based on facts and not fictitious or false. The data submitted must also be clear because so that the information submitted can be captured properly by the users.

At Raharja University there is a central service or place that provides lecture needs facilities to students. The facility, called Raharja Internet Cafe, is a place where students can find their needs. It starts as a place to do the assignments given by the lecturer, a place to look for lectures so that they can be studied further when they want the exam. Print or print and scan file lectures such as assignments, lecture forms and more.

Not only that Raharja University has implemented iLearning learning in its teaching and learning process so that it is online. The University also provides iPad facilities for teaching and learning activities to students and lecturers. So that Raharja Internet Cafe is also a place where students or lecturers get additional services starting from the iPad installation that has been obtained when entering college to selling other iPad accessories.

Serving many customers certainly makes the admin or guard of Raharja Internet Cafe overwhelmed especially when there is a Career Career event to the Comprehensive Session, RIC is a place frequented by students to get their needs. Now there is a website that can help the activities there so the admin does not need to be tired of serving the many students who want to quickly get their needs.

However, the website created is still new and not many students or lecturers know about it. So that when students want to get their integrity and come to Raharja Internet Cafe then the admin directs to order through the website the student is confused about what to order because he does not know what is provided there.

From these problems, this research was made because a system would be very useful if it could convey information accurately and clearly to its users in this case, namely students.

2. Research Method

When doing research, it certainly uses several research methods. In order for the intended thing to be achieved correctly, the research method is used to facilitate the process when conducting research. There are several research methods that have been used in this research namely qualitative approach and literature study.

The author uses a qualitative approach by giving meaning in depth to existing facts or data in order to describe or explain the information system contained on the Raharja Internet Cafe website as a medium for conveying product information to consumers. The existence of this information system allows students to know more about what items are provided by Raharja Internet Cafe to support student lecture activities at Raharja University

In order to apply the information system on the Raharja Internet Cafe Website to be used by students to communicate well, the author uses a literature study method that is to find several similar studies to support this research. Some of the literature reviews include the following :

The research was conducted by M. Kirom (2014) with the title "GEOGRAPHIC INFORMATION SYSTEM OF ELECTION-BASED ELECTION-BASED ELECTION MAPPING IN JOMBANG DISTRICT" Discussing about Geographic Information Systems (GIS) is defined as a tool or media to enter, store, retrieve, manipulate, analyze and display geographical attribute data (spatial data). GIS can display diverse information in an image field. One information system that can be developed to provide information on the vote results of regional head elections in Jombang Regency is to use an open source Geographic Information System (GIS).

The research entitled "UTILIZATION OF AUGMENTED REALITY AS A CAMPUS INFORMATION MEDIA USING BROCHURE" in 2015 was carried out by Latius Hermawan and Mochamad Hariadi. This study discusses by utilizing AR technology, information on brochures commonly used to provide information to readers can actually be added to the form of 3D information that is displayed virtually, so that the campus can complete important information that has not been contained in the brochure. The results obtained show that the reader can see the AR brochure with details and environment in the brochure will also feel

more alive with the existence of supporting animations such as buildings, trees, and so forth.In 2017 Untung Rahardja, Qurotul Aini and Lily Ratna Sulastrini conducted research with the title "Application of Inbound Official Site Information Systems to Increase Webometrics Rank". This study discusses inbound for Information Systems websites, because with the presence of a lot of inbound, of course, it will make the official site Information System better known, especially for Raharja Personal Information Systems majors as a place to get accurate information.

The research was conducted by Diah Aryani, Muhamad Arif Nurdin, Pandi Baskara (2017) with the title "MOTOR VEHICLE ASSET MANAGEMENT INFORMATION SYSTEM IN STMIK RAHARJA TANGERANG". This study explains that at Higher Education Raharja the process of reporting motor vehicle asset management is done manually which results in the process of finding data and reporting asset data takes time. So that the vehicle asset management information system is proposed using php and mysql. Which aims to be able to overcome difficulties in finding the desired data and delay in maintaining vehicle assets and in making reports.

The research was conducted in 2018 with the title "Utilization of RinfoSheet as a Media for Information on Goods Sales Reports on Internet Cafe Products" by Untung Rahardja, Eka Purnama Harahap, and Dini Intan Pratiwi. This study discusses the use of RinfoSheet as an information medium for recording accounting reports because it can be done anywhere and anytime. Not only that report data that has been inputted can be stored online.

Research conducted by Claudia in 2018 with the title "Customer Relationship Management Information System at CV. Shannon Otopart Palembang ". This study discusses the process of recording transaction data on CV. Shannon Otopart cannot be processed and recapitulated well, so the company has difficulty in determining top customers to be given special services that will be given shopping discounts. The purpose of making this CRM system is to make it easier for employees to convey information to customers.

Research conducted in 2018 with the title "DEVELOPMENT OF INFORMATION SYSTEMS FOR STUDENTS OF SKRIPSI IN MUHAMMADIYAH SIDOARJO UNIVERSITY" by Pramuji. This study discusses the method for obtaining a thesis title reference is the Thesis Management System. The result is a search engine to display all thesis titles. In addition to being able to search for thesis title references, students and lecturers can conduct guidance online by uploading proposals and checking by a supervisor if errors are recorded. So that it can speed up and simplify the execution of the thesis.

The research conducted by Hani Dewi in 2019 was titled "STUDENT PROFILE INFORMATION SYSTEM IN ASSESSMENT OF ASSESSMENT TEST + IN HIGHER EDUCATION". This study discusses the lack of information that is felt to be lacking in making the previously running system unable to communicate to its users. Therefore it is necessary to develop a student profile information system so that it can communicate to its users clearly.

3. Findings

A problem must be a solution to solve it. Currently the e-commerce website Raharja Internet Cafe has an information system that can be useful for communicating with its users.

Figure 1. Top view of the product

The picture above is the display of the most popular products sold on the website and most often ordered by students.
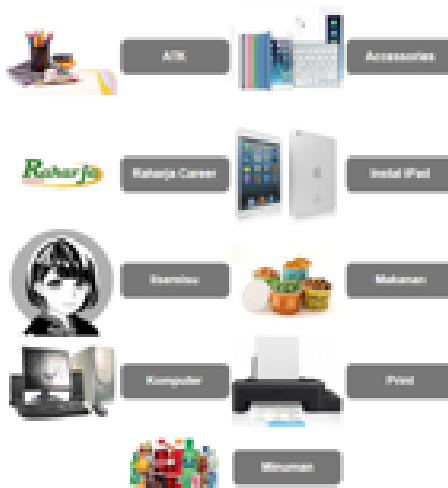

Figure 2. Display of Products Provided

The picture above is a display of several products sold or provided, so students do not have to be confused about what is provided by Raharja Internet Cafe. Not only the lecture needs provided there also provide reservations for sketches of student drawings to be made memories of course, named ilsereisu.

Figure 3. Display menu Ilsereisu

The picture above is a display of the illustration menu where students order sketches of photos of their faces or make posters to business cards. Lots of things are provided there.
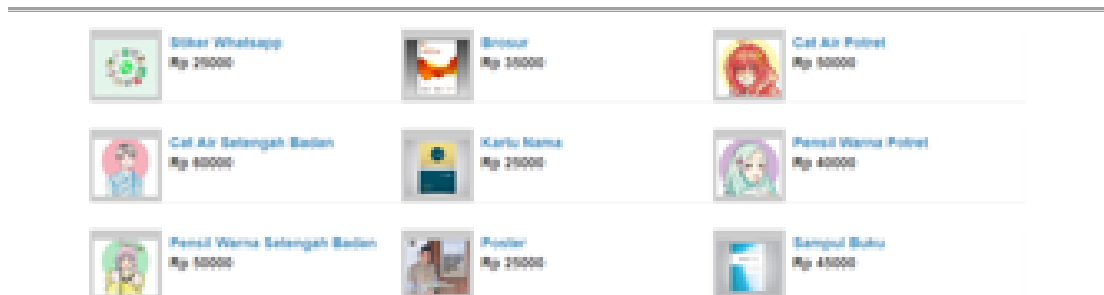
Figure 4. Display of Optical Tissue Products

The image is a display of product offers offered to students or lecturers.

Not only the lecture needs sold on the Raharja Internet Cafe website there also sell drinks and food for visitors who want to do assignments or just surf the Raharja Internet Cafe.

Raharja Internet Cafe also provides facilities to install iPad that is obtained by iLearning students when they enroll in Raharja University.

Figure 5. Display the Install Menu iPad

The image is a menu display for students installing the iPad provided by the campus to support their lecturing needs. Usually students who get an iPad are students with the iLearning learning method.

When choosing an iPad install menu, visitors not only immediately choose to install the iPad, but inside there are more options to choose from such as:
1. Buy Scratch Resistant for iPad
2. Installing the Blueprint Application for college purposes
3. Install iPad
4. Service for damaged iPad
5. Until you can also service the laptop there too.

With a good information system to convey information based on existing data, making the Raharja Internet Cafe website certainly helps students when they want to order their needs. Students also do not need to be confused about what products are provided by Raharja Internet Cafe.

5. Conlusions

From this study the authors can draw the following conclusions which conclusions can be taken from this study:
1. With the application of the Raharja Internet Cafe website as an e-commerce website at

Raharja University, students are confused because the order process that is still conventional is now using the system to order it.
2. Students do not know what products are provided by Raharja Internet Cafe as supporting students' needs at Raharja University.
3. With the information system on the e-commerce website Raharja Internet Cafe makes it easy for students to choose their needs on the website.
4. The good website in delivering information makes the website able to communicate well to its users.

The author realizes that there is no perfect research, so further research is needed so that this information system can be even better. Here are some suggestions from the author for the next study:

1. Information systems that are still not user friendly so students are still quite difficult to use
2. The information system provided is also more developed in order to be more informative in conveying information to users.

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