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Banyu Lemon Sales Management Based on Information and Technology

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ABSTRACT

Technology was created to facilitate activities in everyday life, and to help us provide fast, precise, and accurate information. The internet is not only a communication tool for spreading information that is very fast and cheap. In the economic field there are many marketing methods via the internet to achieve increased sales turnover targets. An e-commerce website or online store is a website that aims to sell one or more goods and services using electronic media as a medium for information and transaction media for these goods/services. Before getting to know the internet, the sellers only advertised the company through word of mouth and distribution of brochures so that only a few people knew about it. Currently, Banyu Lemon does not yet have publicity or promotion facilities, so that consumers who visit Banyu Lemon are only from the surrounding area and people outside the area do not know the existence and products of the shop. Meanwhile, in promotion we need a media that can help the promotion reach the target consumers. Therefore, in order to provide good service to consumers while promoting Banyu Lemon products, an information media in the form of a website is designed to promote and increase sales of Banyu Lemon products.

INTRODUCTION

In the current era, science and technology, especially information technology, is growing rapidly. Technology was created to facilitate activities in everyday life, and to help us provide fast, precise, and accurate information. The internet is not only a communication tool for spreading information that is very fast and cheap. The internet makes it easy for humans to access information and do various things, including in the economic world. In the economic field there are many marketing methods via the internet to achieve increased sales turnover targets. One of them is an online shop.

An e-commerce website or online store is a website that aims to sell one or more goods and services using electronic media as a medium for delivering information and transaction media for goods /the service. Transactions on e-commerce websites or online stores can be done directly on the website using credit cards or online banking services. Or by using a bank account transfer or using other banking services.

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Before getting to know the internet, sellers only advertised the company through word of mouth and the distribution of brochures so that few people knew him. Now with the presence of the internet, we can do business more easily. Banyu Lemon was pioneered by Mr. Agung Kristiawan since 2020. Banyu Lemon production is addressed in Telukan Hamlet, Jatirejo Village, Ngargoyoso District, Karanganyar Regency, Central Java Province. Mr. Agung Kristiawan has a nursing education background, because of the demands of needs, Mr. Agung Kristiawan tried to pioneer a lemon juice production business called "Banyu Lemon". This business was assisted by his father named Mr. Kamsianto who was a California lemon farmer. Mr. Agung Kristiawan has 4 employees, namely: Apit, Danang, Tendi, Roni.

Currently, Banyu Lemon does not have any means of publication or promotion, so consumers who visit Banyu Lemon only from the surrounding area and people outside the area do not know the existence and products The shop. Promotional activities are very important in marketing a product. While in promotion we need a media that can help promotion to the target consumer. Therefore, in order to provide good service for consumers while promoting Banyu Lemon products, an information media in the form of a website is designed that aims to promote and increase sales of Banyu Lemon products.

Website design has been done a lot to support promotional activities and product sales from a company. By having our own online sales website, we can also be more effective and efficient in managing products without the intervention of second parties. In addition, sales can also be done optimally compared to conventional sales.

METHODS

A. Data Collection Analysis

The data collection methods used in the Banyu Lemon website creation system are as follows:

- a) Observation
Observations made by observing buying and selling activities that occur in Banyu Lemon company.
- b) Interview
Interviews are used to capture data that is descriptive, for example in the form of direct information from the owner of Banyu Lemon. The interview was conducted with the owner of the company, namely Mr. Agung Kristiawan.
- c) Documentation
Documentation is used to obtain data on activities and products in Banyu Lemon. The form of documentation is in the form of photos of activities, Banyu Lemon products.

B. System User Needs Analysis

In this section it is explained who are the users of the system, as for the levels of users of this website system, namely:

- a) Admin
Admin is a person who manages the web, admin has the right to do anything related to the Banyu Lemon website. The admin can access his own page, and contains information about the database that built this website. The admin is in charge of updating various information related to the Banyu Lemon website, controlling various errors and security that exist in the system. To access the admin page. The admin must first log in to the admin login form so that other users (users) cannot access the admin page.
- b) User
Users are ordinary users; ordinary visitors can only see information about Banyu Lemon's profile.

RESEARCH RESULTS

The flow of the running system aims to find out how the process of activities occurs in operations and also to find out the existing problems and weaknesses in the running system There are drawbacks that can be perfected using a new system.

A. Web Page Display

Flowcharts serve to explain or describe every process that occurs in the program. With the help of flowchart symbols, it will be easier for programmers to explain the progress of software development that is being worked on.

a) Flowchart Admin

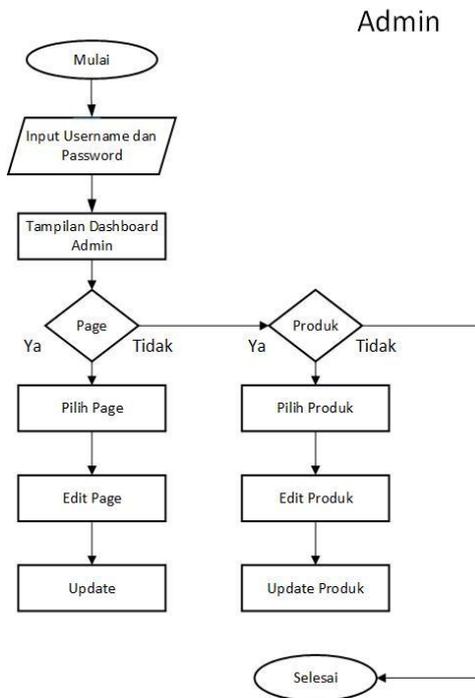


Figure 1. Flowchart Admin

b) Flowchart User

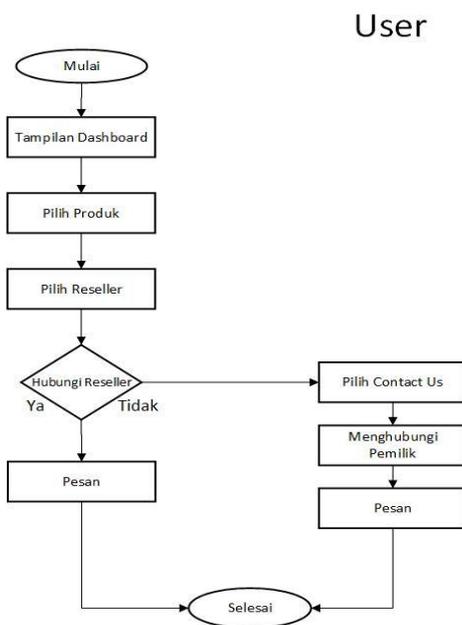


Figure 2. Flowchart User

B. Context Diagram

The context diagram design describes in general terms the system to be developed. With this context diagram design, researchers will find it easy to develop the system. In addition, researchers also design inputs, website outputs. Here's a design image of the context diagram:

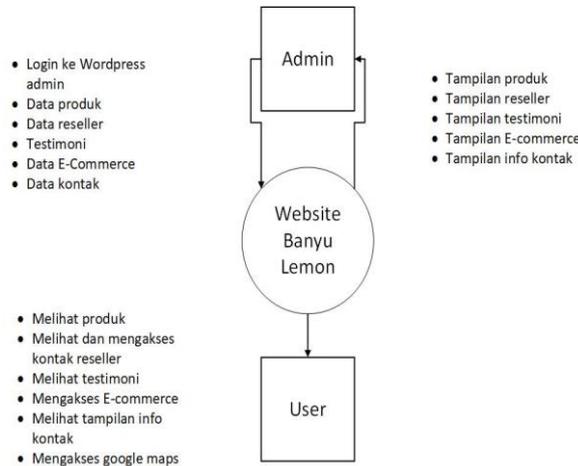


Figure 3. Context Diagram

C. Tiered Diagram

Tiered diagrams are indispensable in design in all existing processes. Tiered charts or tiered diagrams are used to illustrate the processes and depictions of DFD (Data Flow Diagram) to further levels that occur in a System design including the following:

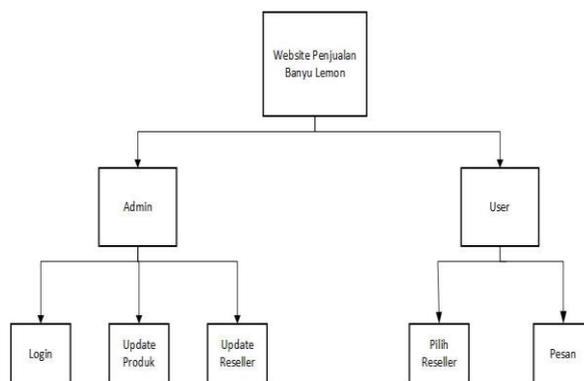


Figure 4. Tiered Diagram

RESULT AND DISCUSSION

The website created makes it easier for the management of the 'Banyu Lemon' Store to promote and sell products, also makes it easier for consumers to order products without having to come to the store. In designing for this Website, the hardware used is: computer with Celeron specifications, RAM (Random Access Memory) 2 GB, Hard disk 500 GB.

A. Web Page Display

This website is designed with an attractive appearance. This website is also presented in two languages, namely Indonesian and English, so it can be understood internationally. In this web page consists of several pages, namely: start page, store page, reseller page, store gallery , about us and contact page.

a) Home Page

The home page is the first page to appear, when visitors access the 'Banyu Lemon' website.

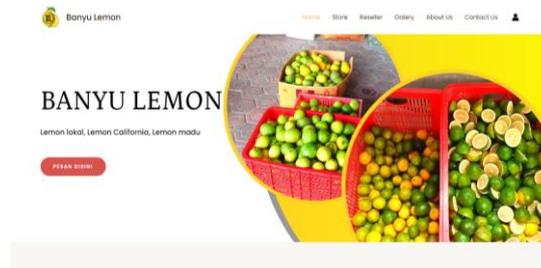


Figure 4. Home Page Display

b) Store Page

The store page is a page that serves to display Banyu Lemon products.



Figure 5. Store Page View

c) Reseller Page

The reseller page is a page to display a list of reseller memberships in various regions and how to register.



Figure 6. Reseller Page View

d) Gallery

Gallery is a page to display photos of Banyu Lemon production and catalog.



Figure 7. Gallery View

e) About Us

About Us is a page that contains Banyu Lemon's company profile and e-commerce.



Figure 8. About Us Page View

f) Contact Us

Contact Us contains store information such as location, e-mail, and phone number.

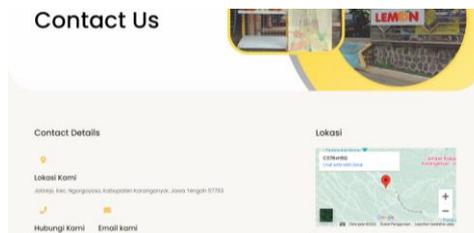


Figure 9. Contact Us Page Display

CONCLUSION

After conducting analysis, design, and implementation, conclusions are obtained, as the following:

- The website that has been created can expand the scope of promotion because it is web based that can be accessed in various places and regions.
- Consumers are given convenience in choosing products because on this web has been equipped with detailed product info facilities.
- Make it easier for admins to manage products, order, ship because all features and menus are arranged systematically.
- This website that is built makes it easier for consumers to order products.

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