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Design and Build Online Sales on Website-Based Butiq Bilqis Store Using PHP MySQL

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Article Info	ABSTRACT
	Butiq Bilqis is one in the Asembagus (The Second City) Situbondo area which offers various types of clothing related needs such as robes from small to adult. Most of the information systems developed do not take into account the resource limitations faced by small and medium businesses. This research aims to overcome this challenge with a simpler and more cost-effective solution. To expand market reach and promote products, the system will be integrated with social media platforms such as Facebook and Instagram, which are widely used by Butiq Bilqis' target market. Testing is carried out to ensure all system features function properly, including product management, ordering, payment and stock management. By adopting this online sales system, Butiq Bilqis can run its operations more easily and efficiently, increase customer satisfaction and achieve better sales growth.

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INTRODUCTION

Tight market competition will indirectly affect a business's efforts to maintain market share. Every business actor is required to be able to create a sustainable competitive advantage in facing the large number of competitors operating in the same business (Napitu et al., 2024).

Social media users via mobile devices have become a phenomenon in the development of the current digital era. Based on social media data, Indonesia is the country with the largest e-commerce users in the world. The figure reaches 88 percent of all internet users in Indonesia. Online sales means involving digital media, either by communicating with video or involving images. This means that online sales have advantages such as wide consumer reach, low costs and convenience (Nainggolan et al., 2024). Social media is also one of the developments in information technology where users can socialize through internet media networks, social media users can share their experiences with other people, both near and far (Novendri, 2019).

An information system is an organized combination of people, hardware, software, communication networks and data resources that collect, change and disseminate information within an organization (Budi Dharma & M. Rafiq Efrianda, 2023).

Butiq Bilqis is a shop that provides clothing from children to adults. Where the shop still uses a conventional system. And this results in less comprehensive distribution.

The development of information technology encourages every business unit to participate in developments. The development of information technology can help business activities to manage data that can be used for decision-making processes, reducing energy and time so that it is more effective and

efficient. This encourages the technology to be developed into an information system. Utilization of information systems in a business activity is important. An information system is so important, in fact almost every business unit and company uses an information system in running its business.

Currently, the development of information technology is very rapid, including in Indonesia. This technology aims to make things easier for humans in various activities. Information technology has been used widely to process, process and analyze data, producing information that is relevant, fast, clear and accurate.

The system of selling and promoting products via the internet is developing rapidly. Companies that utilize web-based technology as a company strategy in offering products to all consumers without having to be limited by time and space. Starting from large companies to small and medium businesses, online sales systems have become a cheap and affordable promotional tool.

Currently, with the increasingly rapid development of technology and the internet in Indonesia, it has had a major impact on business change. Namely starting from how to advertise, how to buy and sell, how to interact between people and the role of social networks.

The buying and selling process in the e-commerce system that differentiates it from the traditional buying and selling process is all processes starting from searching for information about the goods or services needed to placing an order until payments are made electronically via the internet (Maulana et al., 2015).

A sales information system is a business information sub-system that includes a collection of procedures that carry out, record, calculate, create documents and sales information for the purposes of management and other interested parties, starting from receiving sales orders to recording the incurrence of invoices or trade receivables. Based on (Faqih & Wahyudi, 2022).

Sales is a system that involves resources within an organization, procedures, data and supporting facilities to operate the sales system so as to produce information that is useful for management in making desired decisions (Anggraini et al., 2020).

A website can be interpreted as a collection of pages consisting of several pages containing information in the form of digital data in the form of text, images, videos and other animations provided via an internet connection (Josi, 2017).

Design is the activity of translating the results of the analysis into the form of a software package and then creating the system or improving an existing system. Design is the depiction, planning and sketching or arrangement of several separate elements into a complete and functioning unit (Meinawati et al., 2013).

MYSQL is a very well-known type of database server. MYSQL is a type of RDBMS (Relational Database Management System). MYSQL supports the PH programming language, a structured query language, because when used SQL has several rules that have been standardized by an association called ANSI (Hermiati et al., 2021).

The use of sales applications and product promotions using internet media is currently growing rapidly. We-based sales applications are a technology that is widely used by large companies and small businesses. By using a web-based sales application, business owners can promote their products to consumers easily and affordably. Consumers also want to get information related to products sold by business owners easily (Andipradana & Dwi Hartomo, 2021).

Another name for sales is E-commerce, which is the process of buying and selling products electronically by consumers and from company to company using computers and the internet as intermediaries for business transactions. In 2014, the value of e-commerce transactions reached $12 billion or IDR 300 trillion. This data has the potential to increase the number of consumers for R3N Batik Pekalongan (Susilo, 2018).

METHODOLOGY
Direct Research
This research collects data and information directly from field activities or practical research.

Literature Research
Is research carried out by reading books that are relevant to the topic being discussed. This method is used to obtain a broader picture of the material.

Data Collection And Analysis
The data collection techniques used to obtain information related to the information system that will be built are as follows:

Observation
Observation is directly observing activities that are taking place, to obtain complete and accurate data. In this observation method, the author makes observations by observing each similar shop that has the same problem.

Literature Study

Literature studies are research that utilizes references, both scientific and non-scientific, and involves collecting research-related reference materials.

Documentation

Documentation is the process of collecting data from notes or documents related to the research object. This method can be used to collect data that cannot be measured directly through observation or interviews.

RESULTS AND DISCUSSION
System Analysis and Requirements
Software

The software used in this system is as follows: 1) Windows 11 Operating System, 2) Visual Code Study, 3) Microsoft Edge, 4) Xampp

Hardware

The hardware used in this system is as follows: 1) 4GB RAM, 2) Mouse, 3) SSD, 4) Keyboards, 5) PC/Laptop, 6) Monitors

Design
Application Architecture

This application architecture describes the interaction between applications, databases and systems based on organizational needs. In operating this system, access is given to several users, including admins and customers. An overview of the software architecture of Website-Based Online Sales Design Using PHP and MySQL as in Figure 1 below:

Figure 1. Application Architecture

Context Diagrams

The Context Diagram of this system describes the elements that involve admins and users. In the context of this diagram, the details are not explained in detail, because the focus is on the interaction of the system that will access it. As in image 2 below:

Figure 2. Context Diagram

Data Flow Diagrams

Data Flow Diagrams are a more detailed explanation of entity activities after being described from the context diagram in Website-Based Online Sales Design Using PHP and MySQl. As in Figure 3 below:
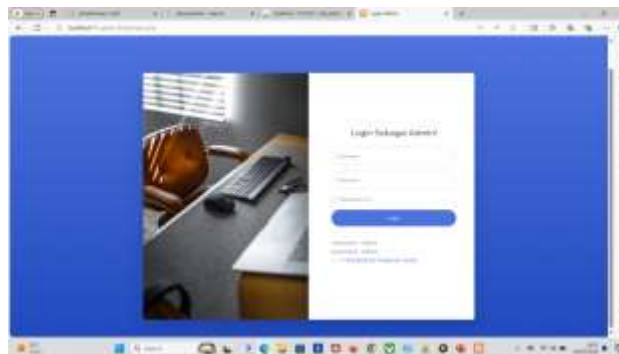

Figure 3. Data Flow Diagram

System Implementation

The design and implementation of the online sales application at Butiq Bilqis can be seen in the picture below:

From Admin Login

From login is usually used to access admin or other users in the dashboard menu which will be displayed as in Figure 4 below:

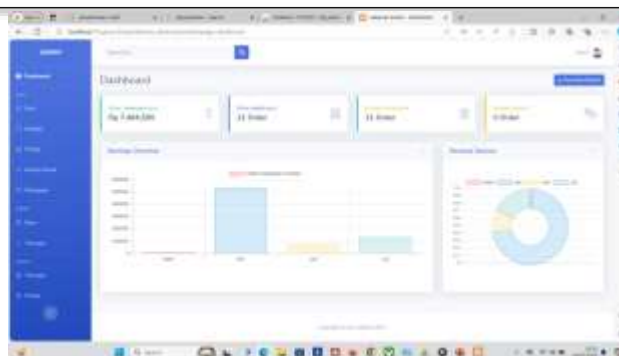**Figure 4.** Admin Login Page View

From Customer Login

From login is usually used so that customers can access the Online sales system, and make it easier for customers to choose what items to choose and make purchase transactions as shown in figure 5 below:

Figure 5. Customer Page Views

Admin Dashboard

The admin dashboard is one of the views of the menu, admins can also access the views of customers, admins can also add users who can log in to the Online sales system. The admin dashboard is like figure 6 below:

Gambar 6. Tampilan Dashboard Admin

Customer Dashboard

The customer dashboard is very important because this is the intended part of the object, which makes it easier for buyers to choose what products will be in demand. As in figure 7 below:

Figure 7. Customer Dashboard Display

Sales Display

This display will display what products are in Butiq Bilqis Asembagus. So that it will attract customers. And there is also from booking. As in figure 8 below:

Figure 8. Sales Display

CONCLUSION

After the problems described above, a solution is obtained which will be proposed by the author and will achieve a solution to the problem, namely the Design and Development of Website-Based Online Sales at the Butiq Bilqis Store Using PHP and MySQL. So this system makes it easier for purchases and sales to carry out sales transactions. With this system, buyers can make purchase transactions even if they do not come directly to the shop. And this application has been implemented at Butiq Bilqis Asembagus

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