

DESIGN E-COMMERCE ANGON BASED ON MARKETPLACE TO INCREASE REVENUE FOR LIVESTOCK'S ACTORS (SELLING MODULE)

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ABSTRACT

Livestock is one of kind agribusiness that used as job in the world especially in Indonesia. Livestock is raising cattle animal to sell and use that as a revenue source. People or organization are working in livestock's activity known as livestock's actor. There are consist of breeder, livestock's industry and user of livestock result. Now days, livestock's actor especially breeder in Indonesia not in safe life yet. They are not accept the same information. Breeder still using tengkulak as intermediary to sell their product. Tengkulak buy their product with the low price and sell it again with the high price. That is make breeder accept the low revenue and it is happened because breeder did not know about price information in market. Because of that, we create application that can integrate communication and interaction between livestock's actor named as E-commerce Angon. This e-commerce based on marketplace and built by PHP that using codeigniter framework. Using e-commerce Angon can achive more customer without care about state. So, the revenue can get increase as much as customer.

Key words: Livestock, E-commerce, Marketplace, PHP, Codeigniter

1. INTRODUCTION

Livestock's actors are consist of breeder, livestock's industry and user of livestock result. Breeder is person or organization who manage and raising cattle animal to sell and use that as revenue source. Livestock's industry are people or organization who sell livestock's stuff. And user of livestock result are people or organization who need animal to be treated being food.

But the fact is there are still constraints in livestock practices based on Livestock's Dasasila was declared on May 17, 2014 that the livestock should be harmonious interaction of actors and have an integrated in marketing. Interaction can be harmony if there are parallels information between the livestock's actors. And integrated marketing that no one of livestock's actors being harmed.

In addition, the presence of middlemen in the sales activity of livestock is getting worst. Based on KBBI (Dictionary of Indonesian) middlemen is a trade intermediary who buy products from the livestock with low prices

and then resold with the higher price. This makes the livestock being lose because their revenue is smaller than the middlemen. Middlemen usually located in rural areas where people still lack information technology. As the result, they do not know information about the real price.

As a solution from that problems, the researchers will design an e-commerce application based on website. E-commerce will enable the farmers to do without middlemen such as brokers. So that livestock's actor can monitor the sale of animals and get the revenue that should be compared through middlemen. In addition, livestock's actors competitors so that they will no longer be deceived by middlemen. E-commerce sales will adopt the type of marketplace, so the seller should do register and will get notification if someone buying their product.

2. THEORETICAL BACKGROUND

2.1 Livestock

Based on Law No. 6 of 1967 concerning

Basic Provisions Livestock and Animal Health in Chapter I Article 1 it can be concluded that the livestock is the concession / farming / cattle raising with all facilities for animal life . Ranch comes from the word meaning livestock animal whose development is regulated and supervised by humans and maintained specifically to produce the materials and services that are useful to humans . Livestock have their benefits and usefulness to humans as a source of nutrition, energy , fertilizer , income , industrial materials , employment , research , and more.

In addition , livestock are also grouped into 4 sections namely poultry farms , beef farms , dairy farms and various livestock . Poultry farms consisting of chickens , ducks , Muscovy , geese and turkeys. Then cut farm consists of cows , horses, donkeys , zebras , camels , goats , sheep and pigs . Furthermore, the dairy farm consists of dairy cows , dairy buffalo , horses, dairy , dairy goat and camel dairy . Lastly is the variety of farm consisting of rabbits , bees , quail , snails , swallows and frogs .

2.2 E-commerce

Trading activity that uses information technology known as e-commerce . (Steven , 1996)

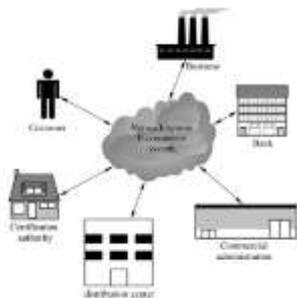


Figure2.1 E-commerce Components (Steven, 1996)

Based on Figure 2.1 it can be concluded that e - commerce has six components , namely :

- a. Network
In e - commerce which is included in the network is the internet , intranet and extranet .
- b. Users of E- commerce
Users of e - commerce is the customer and the company .
- c. Authentication Authority
Authority granted by each offender e - commerce should be recognized by law.
- d. Distribution center

The distribution center is the medium used to deliver the goods delivered by the company to the customer .

- e. Bank Online
All banking activities are performed manually can be performed automatically via online bank.
- f. Administration of Trade Activities
Relating to the administration of government such as taxes, interest and other .

2.3 Marketplace

Marketplace is a meeting place for buyers and sellers to transact with each other either goods or services . Transactions that occur within the marketplace is managed directly by the management marketplace (Corrot , 2014). Marketplace providing payment management , catalog sales , stock products and information about buyers and sellers who have been verified by the management. Besides the price specified in the marketplace already fixed means not going to bargain . Here is an illustration of the marketplace :



Figure 2. 2 Marketplace Illustration(Corrot,2014)

From Figure 2.2 it can be concluded that the buyer will make a reservation through the marketplace , and the marketplace will pass on to the seller and the seller will deliver the products ordered to the buyer . Thus, the marketplace just as a transaction between the seller and the buyer.

2.4 Marketplace

The sale is the concept of which maintained that goods are produced not be purchased by the consumer if the sales person is silent , therefore needed businesses goods are produced up to the consumer (kotler , 2001) .In contrast to sales marketing .Marketing the process of producing , promote up to sell their goods , so sales are part marketing the process .The sale can be carried out or digital traditional (staton , 2007) . Sales to

be discussed is the digital.

Digitally or online sales can be done use the internet .Digital sales do not need a store to sell .The following are excess or sell online if (melody , 1990):

- 1.Communication in terms of communication, through online media the seller can exchange information by buyers.
- 2.The transaction by when transactions uses the media online, the seller will get more customers, because the sales are not limited a territory.Range for expand markets will be even higher.Hence, some company using internet to sell with the bertambahnyapasar they, thus, pendapatperusahaan it shin, 2001).
- 3.Distribution the seller can shortening chain supply the goods and cut operational costs.

2.5 Codeigniter

Framework php to ease developers in building a website with tools that has been provided (yicheng, 2001).How to work ci started from web browser which is directly connected with a controller.Then a controller will receive and give a response of a demand web browser.A controller will ask model a user to be used to view.After that a controller will receive a response from view of what the models are a user to be used.When web browser for a web pages desired, router will find that page through a controller.Then a controller will find the request through the model and view and displays them to a user through web browser.

3. RESEARCH METHOD

3.1 Conceptual Model

Model conceptual this is framework or description general who built through review theories literature reference / to connect entanglement the variables used in research.

Based on a picture 3.1 that can be concluded model conceptual research it consists of three major components , namely input , the process and output .On the input there are present condition that drew background research .Then in part of the process of explained methods and technology support to produce solutions from trouble currently faced by .Last , on the output explained features will be produced and become the focus of researchers is box who were given a yellow color .

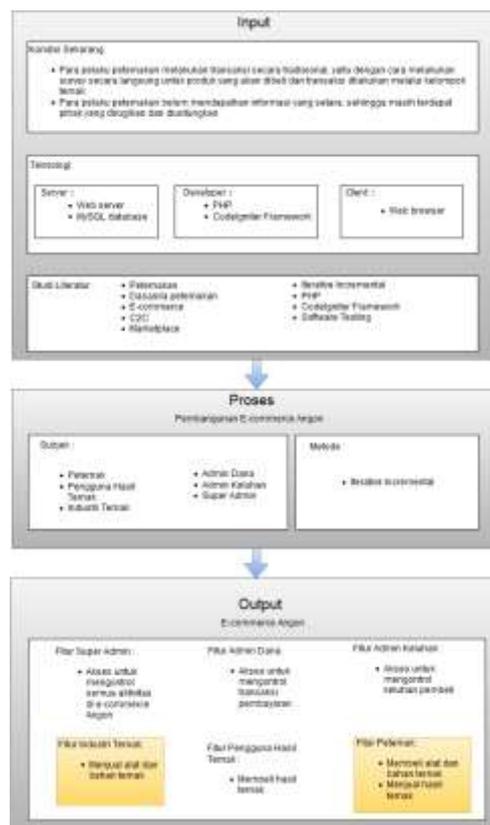


Figure 3.1 Conceptual Model

3.2 Systematic of Research

On the systematic of research will described is that done in do research duty end of this.That done to e-commerce angon based marketplace with sales is the stage identification, system development and conclusion and recommendations. There are 3 stage of systematic of research, such as :

- a. identification stage at this stage researchers see background a ranch in indonesia today.Then after know about what happened on farms in indonesia, researchers composing research objectives by taking into account limit matter to be examined.To support the research and limits problems we need to data collected sourced of literature.
- b. stage first system development is a phase insepri in this phase it researchers will conduct analysis needs system .Analysis needs consisting of analysis technology needs that is used and actor who will use the system .Second is a phase elaboration in this phase it researchers will conduct analysis and a system design that will be built .This stage explain what the e-commerce angon desired by researchers .Third is a phase construction .In this phase

it researchers will do construction or development e-commerce angon based on the results of analysis and a system design .Latter is transition phase .In this phase it researchers will run a test as unit testing and acceptance testing to get error e-commerce angon and feedback to e-commerce angon . c. stage conclusion and recommendations the last stages of systematic of research is conclusion and recommendations .Conclusion will outline are the research reached.

4. RESULT AND DISCUSSION

4.1 Result

The process of making e-commerce sales on the side of applying Free-range 3 increments. The following is an explanation of each increment Free-range e-commerce on the sales side:

1. first Increment

In increment function designed the first login, logout and register for the perpetrators of the ranch from the sales side. The perpetrators of the farm which included as a seller is breeders and livestock industry. Results of testing the unit for the first increment are present in Appendix a.

2. The second increment In increment both the designed functions for input products, edit products, product updates and view list items. The seller can perform management of farm products will be sold. Results of testing the unit for second increments found in Appendix b.

3. The third increment On the third increment function designed to view orders, order details, change status, view product on the sales page, update the sales receipt and see product reviews from buyers. The results of the testing unit for third increment designed function to see order, detail order, change status reservations, see products on page sales, update resi sales and see review the product of buyers. The results of testing a unit for increment third there are found in Appendix c.

4.2 Discussion

Researchers test function sales by 13 scenario can run well .Then , researchers conducted testing usability to potential users e-commerce angon to know feedback they .The results of testing usability are in appendix d .Based on the results of testing usability can be concluded that the candidates users agree with the e-

commerce angon because can help transactions between the farm .But , there are some things that must be considered as menu-menu in e-commerce angon more user friendly for easy to understand by users especially farmers .Then , some user not all his had a bank account hence it would be advice development e-commerce angon next .Last , consideration security level data on e-commerce angon .

5. CONCLUSION

The following are conclusions from the study:

1. E-commerce angon help farmers and industry cattle to sell the product his farm directly to users livestock produce without limited areas raising kostumer farmers and industry cattle.

2. Farmers and industry livestock can see product and price information competitors.

3. Farmers and industry livestock can raise revenue by selling through e-commerce based on previous studies (shin, 2001).

In design process and making e-commerce angon there are the process of testing. Here are some suggestions the result of testing to the development of e-commerce angon fore:

1. Need to of an improvement a user interface e-commerce angon that more interesting.

2. Add function security for storing data livestock agents.

3. Farmers and industry livestock can raise revenue by selling through e-commerce based on previous studies (shin, 2001).

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