The Prototype of Ebod Jaya Online M-Commerce Application

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Abstract---Indonesian people are people who can not be separated from the use of smartphones. M-commerce is a sale and purchase transaction using a smartphone. Currently, in Indonesia the number of chirping fans has increased quite significantly. This opens up very promising business opportunities. Ebod Jaya Factory is a factory that provides for Bird Feed, medicine, vitamins, bird cages and accessories. The system development method used is prototyping. The results of this study are in the form of a prototype m-commerce application for the sale of products manufactured by the ebod jaya factory.

Keywords---M-commerce, Bird, Ebod jaya

I. INTRODUCTION

Indonesia is a country with a population of 250 million. Based on a survey conducted in 2016 by the Indonesian Internet Network Providers Association (APJII), it was revealed that more than half of Indonesia's population is now connected to the internet. One of the reasons, according to the APJII chairman, is the development of infrastructure and the ease of getting a smartphone. The survey results also obtained information that the average internet access currently uses a smartphone. Furthermore, based on the results of Emarketer's research, in 2018 it is estimated that the number of active smartphone users can reach 100 million people [1].

By looking at the results of the research, it can be said that Indonesia will become the country with the fourth-largest smartphone user in the World. One industry that is enjoying the sky-rocketing internet-based business is e-commerce. With such a large number of internet users, the e-commerce market can have the potential to grow very large in Indonesia.

Currently, the community is very dependent on the features possessed by smartphones in supporting daily activities, ranging from the need for information, transportation, shopping, to entertainment. Mobile applications are now more often used, one reason is that this type of application is very practical, the application is on a smartphone that can be taken anywhere.

II. LITERATURE REVIEW
I.I. E-Commerce

E-Commerce (Electronic Commerce) is the buying, selling, and marketing of goods and services through an electronic system. Such as television, radio and computer networks or the internet [2].

E-Commerce covers the process of buying, selling, transferring, or exchanging products, services, or information through computer networks, including the internet (Sulianta, 2019). Some people view E-Commerce only to explain transactions made between business partners [3]. The growing number of chirping fans in Indonesia indeed feels significant. Nowadays, there are more and more people who have a hobby of chirping birds. Not only in Java, but

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chirping enthusiasts are also even active in chirping birds to Bali, Kalimantan, Sulawesi, and Sumatra. Of course, this opens up very promising business opportunities. Ebod Jaya Factory is a factory that provides for Bird Feed, medicine, vitamins, bird cages and accessories.

Based on these data, the authors have the intent and purpose to design a mobile-based sales application to be used to assist the sales process at the Ebod Jaya Factory (Mayarova, 2019).

I.II. M-Commerce

Mobile Commerce (M-Commerce) is defined by Xiaolin and Deren "Mobile Commerce (M-Commerce) is any transaction with a monetary value held via a mobile telecommunications network" [4].

Mobile Commerce (M-Commerce) is defined by Pradhan "Buying and selling goods and services through wireless hand-held devices such as mobile telephones, personal digital assistants (PDAs), MP3 Players, Digital Cameras, Handheld gaming devices, and Computers" [5].

I.III. Method

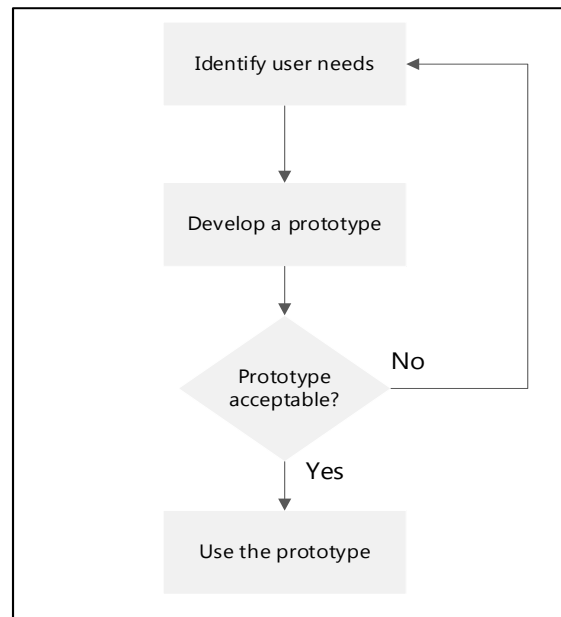In this research, the system development method used is the prototype method [6].

Figure 1:*Prototyping method*

I.IV. Result

 1. Stage Identification of user needs

The results of the identification of user needs generate a list of needs that are further divided into functional and non-functional needs.

The functional requirements of this system consist of several main functions that are interconnected and support each other, which include the following functions:

 1) Input items from the admin user
 2) Registration for users who want to use system facilities
 3) Purchase of goods from individual customers

Whereas the non-functional requirements are mapped based on the following parameters:

 1) Availability: required applications that can operate 24 hours nonstop
 2) Ergonomics: applications made must be user-friendly
 3) Portability: the application must be accessible using an Android-based smartphone

4) Security: users who want to buy goods, must register and log in first
5) Language: The language used is Indonesian

2. Prototype
   The following is a display of prototypes that have been presented and accepted by the ebod jaya factory.
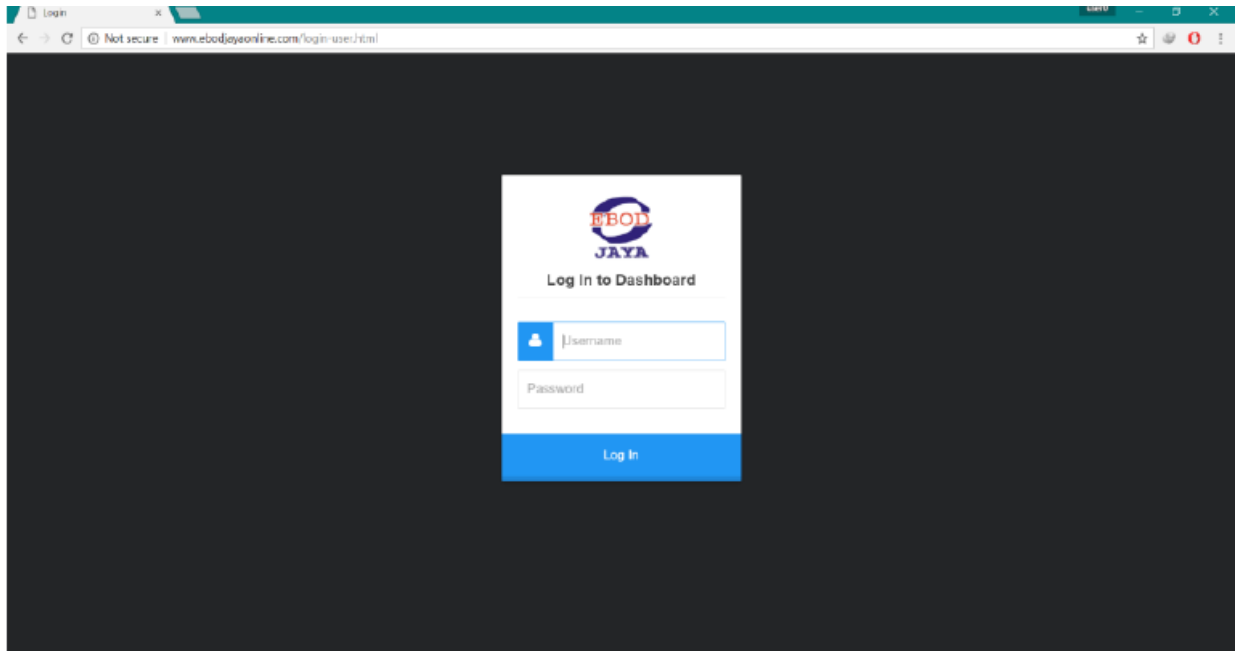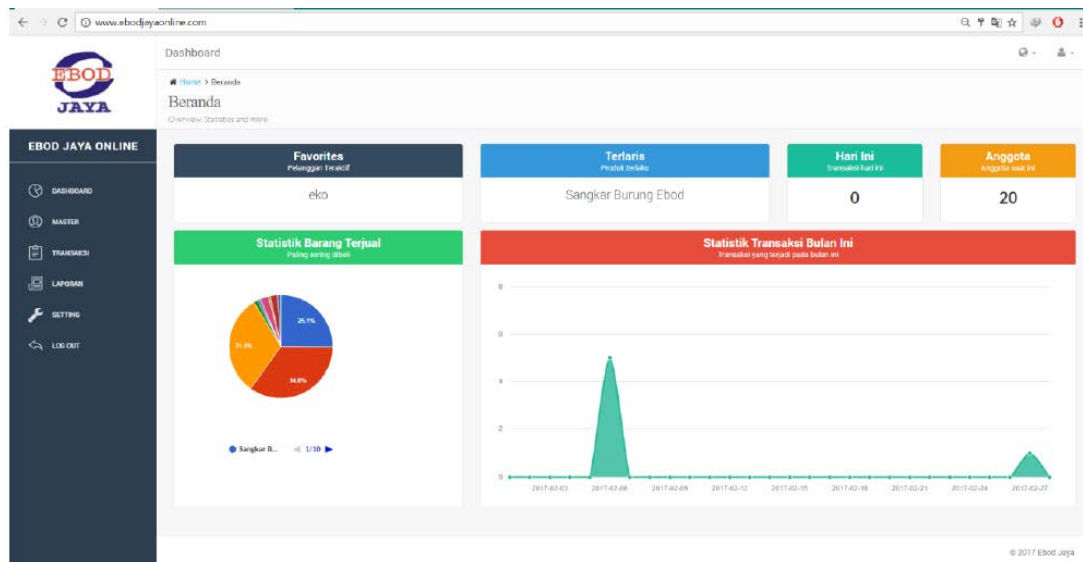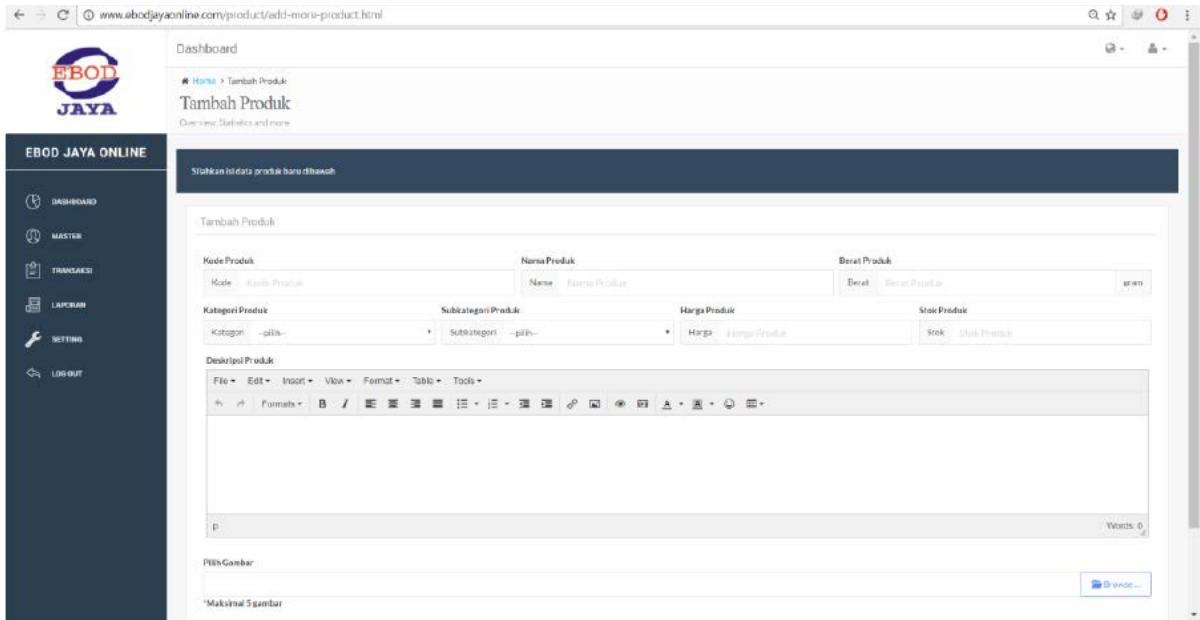

Figure 2: *Login page for Admin*

Figure 3:*Dashboard*

Figure 4:*Add Product Page*
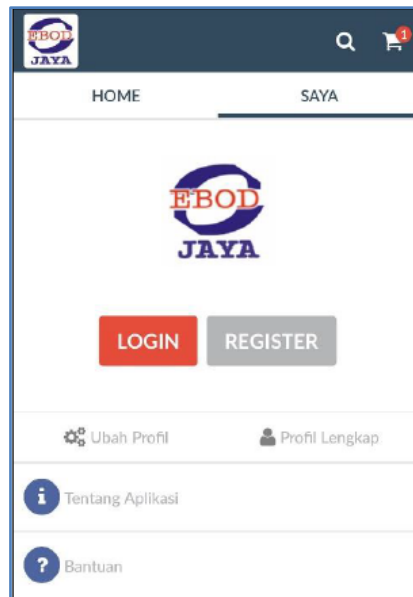
Figure 5:*Start Page Mobile Application*

Figure 6:*Register Page*

Figure 7:*Login page*

Figure 8:*The main page of the mobile application*
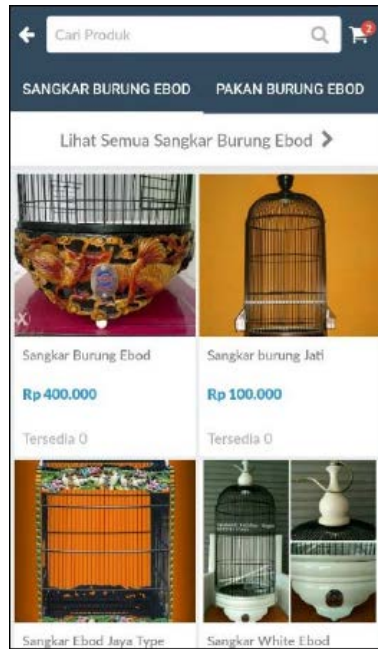

Figure 9:*Cart*

Figure 10:*Shopping category page*

Figure 11:*Latest Product Page*

Figure 12:*The best-selling product page*

Figure 13:*Product detail page*

II. CONCLUSION

Based on the results of the study, it can be concluded that:

1) Ebod Jaya customers can now find out the desired product information and details.
2) With the presence of this application, buyers can use their smartphones to purchase the desired products.
3) Information on goods/products that are used up, as well as best-selling products, can be directly seen and use by the consumers.
4) The usage of the smartphone would enable the buyer to evaluate the products' specification and know the accurate details of the products.

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