Information System in Promoting and Ordering of Web-based Confection Service

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Abstract. This study aims at developing a confection service using the website as a medium of promotion and ordering. The methods used in this research were the descriptive method, and the data searched in primary and secondary through the journal of research related to the promotion and ordering web-based. With this research, it expects that confection services can be widely known through the website based on promotions and can be more comfortable with ordering. This study discusses the design of web-based information systems using UML tools that consist of Use Case Diagrams, Class Diagrams, Activity Diagrams, and Sequence Diagrams. From the results of research and design that has been done, the design of information systems web-based online promotion and ordering services is already equipped with database cloud so that the process becomes real time and requires an only internet connection, So it can facilitate service providers to do product promotion and accept product order by online.

1. Introduction
The factors of marketing strategy are product, place, and promotion [1], and promotion is one of the leading elements that will drive awareness-raising of the company's products and services [2]. The current media campaign that is mostly used by companies is using the internet because the internet is considered as the most attention points by customers when looking for something that is needed more effective than the way of promotion using print media [3, 4]. Also with research conducted by that technical content, general content, and appearance of the most important website for the user [5].

While the website is a social networking website that records information about every action undertaken by the Member, the website can also produce relevant that each of its members can be mutually connected [6]. However, despite the use of promotional online much interest, but the knowledge of the personality of the users of the online world must be done. Research conducted by Nanda et al provides findings that promotion through social media strategy centered on the development of content adapted to the characteristics of the social media. The research of Palan et al explains that the methods used to analyze the web visitor behavior are a model production started from website visitors that access the website in question, and include marketing beacon, visitors will be directed to the server provider marketing services. As well as research conducted by Paullud et al generates that aesthetics of web design are an essential criterion for experiential interfaces, so web design looks great, then it will make people visit the places that are promoted via the web.

Research conducted by Tibaná et al found that the scientific production in e-learning every year on average increased by 16%, with the number of students who come from various parts of the world, so
that e-learning regard as a prospect very profitable. Moreover, about the response of teachers on the use
of e-learning in learning process gets a good response for teachers due to the system of learning with e-
learning is easy to use [7].

The critical success factors (CSFs) from the success of the e-learning model based on research
conducted by the Eom et al views the model's success is the quality of e-learning course design,
instructor, student motivation, intercultural dialogue, intercultural dialogue students and instructors, and
independent learning, which can be perceived learning outcomes [8]. Moreover, before implementing
e-learning in a University, research conducted by Edumadze et al explained that the advance should
analyze the readiness among stakeholders, professors, administrators, and students so the results
retrieved can be a maximum [9]. Related research on e-learning system made by Özpolat and root
explained that the characteristics of the e-learning system are expected of its users is the system of e-
learning can provide information appropriately in accordance needs and preferences [10].

The limitations of the information system are the user cannot place an order by choosing clothing to
design they want. Users must select a design that is only available on the website and ordering one type
of goods maximum are one thousand orders. If the user wants to request his design, it must directly meet
or contact the relevant parties of the chat person features of the website. This study aims at developing
a confection service using the website as a medium of promotion and ordering. The methods used in
this research were the descriptive method, and the data searched in primary and secondary through the
journal of research related to the promotion and ordering web-based.

2. Method
The research method used by us was a descriptive method to find out the problems contained in the
entrepreneurs neighbouring activities in doing promotion, advertising and sales using the website.
Searching data in the form of primary and secondary data by making observations or vision directly to
the object of research with direct to where the confection business is located and by looking at research-
related journals.

3. Results and Discussion
Then do system design using UML tool which consists of a Use Case Diagram, Class Diagram, Activity
Diagram, and Sequence Diagram. UML will work to display a system that is being designed, and to
create a promotional information system and online web-based confection ordering service and can
show the flow or how the information system works. Use Case Diagram is a stage to describe the system
user (Note Figure 1).
The next stage of defining variables and functions as well as describing the structure of the class (Figure 2 -5).
Figure 2. Depictions of class structure.
Figure 3. Activity diagram login.

Taken from: https://www.researchgate.net/figure/Sequence-Diagram-for-login-a-user_fig10_273594634
If the Activity Diagram has created, then create a Sequence Diagram. A diagram that describes the flow that defines the system with actors, viewers, controllers, and databases in promotional information systems and web-based ordering services, consisting of Sequence Registration, Sequence Login, and Sequence ordering (Notice Figures 5, 6 and 7).
Figure 5. Sequence Registration.

Taken from: https://stackoverflow.com/questions/29471808/sequence-diagram-for-registration-and-reporting
Figure 6. Sequence login.

Taken from: https://www.researchgate.net/figure/Sequence-Diagram-for-login-a-user_fig10_273594634
After the Activity Diagram and Sequence Diagram have been created, then the next stage is the design of the interface. In interface design, the author has created a website in the form of mockup first and already in the design of the previous system design (See Figure 8 and 9).
The last stage in making information system and ordering web-based confection services is the stages of Designing Network Architecture by using network database structure of the form of cloud because we use freebase database which it is in the type of cloud and database this requires the internet connection (See Figure 10).

Figure 8. Interface registration.

Figure 9. Interface login.
4. Conclusion
From the results of research and design that has been done, the design of information systems web-based online promotion and ordering services is already equipped with database cloud so that the process becomes real time and requires an only internet connection, So it can facilitate service providers to do product promotion and accept product order by online.

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