Analysis of the Effect of Web-Based Information System

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Abstract. The purpose of this research is to analyze and find out how influential web-based information systems are on the promotion of a trading product. The methods used to conduct this research were descriptive and interview methods. The results of this study could be concluded that the web-based information system influenced the promotion carried out by a company. Web-based information systems are currently widely used to search for product information, although there is an Android-based information system that is also quite familiar among the people to search for product information but cannot replace the web-based information system. Therefore, web-based information systems can influence the promotion of a product because many consumers search for product information through web-based information systems.

1. Introduction
Sales are the main activity carried out by a company. It is because there are prices, negotiations, and payment agreements in sales from customers and sellers [1]. Promotion is the way a company does a conversation so that they can hear new programs and influence the audience. Somehow the audience still hears and knows when and where to hear it. Promotion is about "somehow" [2]. Changes in consumer behavior require a company to formulate a marketing strategy using the digital domain. Second generation internet can improve marketing and promotion quality. Therefore, a web-based strategy is needed in the promotion process. Companies are required to innovate promotional strategies using digital relationships with the awareness of content and meaning. The website can be very helpful for this purpose because it can allow companies to interact with customers and they can respond directly to the company. Website 2.0 can represent a change because the most important focuses in a company are communicating and sharing information with customers. Besides, communication through a website does not require a lot of money. A website gives a big influence on digital marketing, especially in promotion [3].

The internet is a popular medium for sharing information. Promotions, sales of goods, and services have often used the internet because they can provide information to many consumers. On the internet, some websites is utilized to advertise or promote a product that allows users to make money. Twitter is an example to be a web-based information system as a place to promote products because we can post a tweet that contains the product's detail and it will be delivered to the consumers [4]. Along with the development of technology, many consumers are looking for information about products and services using websites. The problem that needs to be considered from the website is the effectiveness of the promotion. Therefore, an investigative empirical study is needed to evaluate the website [5]. Some studies suggest that if the website is well and positively managed, it will have a good influence on gaining interest. Besides, there is also a literature that says website quality is an important thing to
determine online shopping behavior [6]. Many studies say that the website has potential in the business field, including in the tourism industry. The website can be functioned as an effective marketing tool because it can help suppliers and consumers spread the information online. The website can increase the relationship between the company and the customer. Besides, the website can also expand marketing. Therefore, an effective website becomes important for a company [7]. One of the examples of companies that promote using online websites is Lazada. Before starting the promotion, Lazada has three stages that must be implemented, namely planning, implementation, and evaluation. Lazada's promotion website can assist in the communication process, provide information, and help to attract consumers' attention [8]. In the first few years, they did an offline promotion using media such as banners and radio, then afterward, did an online promotion using websites such as Facebook, WhatsApp, and BlackBerry Messenger. As a result of these observations, promoting online is more profitable and saves money.

The purpose of this research is to analyze and study the effect of a web-based information system for the product promotion process in a company. Besides, there is also an Android-based information system. This study used descriptive methods and interviews with several respondents found in UNIKOM. The results obtained according to informant interviews, many consumers who searched for product information through a web-based information system or can also be called a website. This made the website very influential on product promotion activities, and consumers felt facilitated by this information system.

2. Method
This study used descriptive research method that could provide an overview of a group and a mechanism in the process of it. Besides, this research also used interview research methods for several respondents in UNIKOM. The interview was conducted by asking their interest to search for a product on a web-based information system besides an android-based information system.

3. Results and Discussion
Considering that consumer inside the website was growing rapidly and there were still consumers who thought that the advertisement on the internet was negative, the company was required to be able to understand what factors influenced consumer attitude towards website promotion as well as increasing the effectiveness of this strategy [10].

- Main Menu
The features of a website was seen from the main menu. Consumers could see the company’s information on the website, such as Eat & Drink for another restaurant owned by the company, Celebrate for events held by the company, Membership for information to the members, Shop for ticket sales information, News for getting the company news, and Corporate for anything that related to the company. Meanwhile, consumers could see the Gallery menu, Events & Promos, Locations, and Member Benefits to see the information about restaurants (See Figure 1).
Figure 1. Main Menu

- Gallery Menu

The gallery menu contained a collection of photos of foods or drinks served by the restaurant (See Figure 2).

Figure 2. Gallery Menu

View Menu displayed a list of foods and beverages served by the restaurant. The list contained photos of food and menu descriptions. This menu was presented in PDF format so that consumers could download it (See Figure 3).
Event & Promo Menu
Events and Promos contained information about the events held and promos or discounts offered by the restaurant. This menu aimed to attract consumers to be interested in the activities and menus offered (See Figure 4).

Event and Promo menus was seen in more comprehensive and precise information. We could just click on the promo, and the details would appear on your screen. We could also directly use the promo (See Figure 5).
• **Location Menu**

The location contained information about places or branches of the restaurant. The function of this location menu was to make consumers know the place of the it (See Figure 6).

• **Member Benefits Menu**

Member Benefits contained information about the benefits if consumers became a member of the restaurant. There were three groups of members, namely basic, silver, and gold. The purpose of this menu was to attract consumers interest to join it and increase company profits. (See Figure 7).
Figure 7. Member Benefits Menu

- Interview Result
The results of the interviews were conducted with ten respondents who were around the UNIKOM campus. Seven respondents stated that they were still quite interested in finding product information through a web-based information system. Besides, they feel facilitated by the information system, because the information available is usually comprehensive and time-saving. Therefore, consumers could save their time and energy to find accurate information. Moreover, three out of ten respondents stated that they were not very interested in finding product information through a web-based information system. They assumed that web-based information systems were prone to fraud because several people might get wrong information because they visited the wrong or unofficial website pages. Some of them found it difficult to find official websites or accurate information from web-based information systems. Furthermore, they assumed that Android-based information systems were more reliable in finding information about a product because it was accessible.

4. Conclusion
In conclusion, a web-based information system can have a good effect on the promotion of a product. Information systems can facilitate consumers in finding the desired product, web-based information systems can also make a company run its promotional activities effectively, quickly, and expand target market.

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