

LEATHER JACKET UMKM WEBSITE DESIGN AND IMPLEMENTATION TO SUPPORT PROMOTION INCREASE

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Abstract: There are quite a lot of Micro, Small and Medium Enterprises (UMKM) in Sidoarjo, especially in the Candi and Tanggulangin areas. UMKM in the Candi area mainly have the type of leather jacket MSME business. The leather jacket business in Candi sub-district needs assistance to increase the business. The problem faced by UMKM in leather jackets is the promotion of the products they have made. During the COVID-19 pandemic, the leather jacket business experienced difficulties in sales promotions because consumers did not know about these local products. The form of assistance carried out to increase promotion is the creation of websites and blogs that will be easily accessible to all consumers. In making the design and implementation of the website using the Systems Development Life Cycle (SDLC) model. The process is carried out with the stages of (1) planning, (2) Analysis, (3) Design, and (4) Implementation. The results obtained in making a website as a promotional medium can increase consumer interest in buying the desired leather jacket product..

Keywords: *UMKM, UML, Website, Promotion, leather jacket*

1. Introduction

Micro, Small and Medium Enterprises (UMKM) play a very important role in regional or state economic growth. The position of UMKM plays a role as (1) the main player in economic activity, (2) the provider of employment, (3) the development of regional economic activities, and (4) the creator of new economic markets. The development of a well-known UMKM is in the city of Sidoarjo, so that the city of Sidoarjo is dubbed the city of MSMEs [2]. UMKM that are well-known in Sidoarjo and are a favorite for consumers are processed products from leather. Products produced by processed leather include leather jackets, bags/wallets, sandals, belts and shoes. The large number of products produced by UMKM to be marketed is a major obstacle for UMKM actors. Another obstacle faced by UMKM in Sidoarjo is the COVID-19 pandemic. The existence of the COVID-19 pandemic has caused a lack of community activity which has made the economy in Sidoarjo sluggish. Impacts like these need a change in increasing sales of UMKM products. The way to improve that has been done in the development of UMKM is by going digital. Go-digital is online marketing and interacting with customers using digital technology. The use of digital technology that does not limit consumers by terms of space and time in interacting. The digital technology needed by UMKM in promotional media is a company profile. Web company profiles can solve problems by means of online promotion so that prospective customers can easily access information in the form of business location, products, and prices. To make it easier to create a web profile for UMKM, there needs to be a way to be able to design and implement website

creation. The model used for website creation is the Systems Development Life Cycle (SDLC). The approach to using the SDLC method is because the design and implementation of the website has an object oriented concept.

2. Research Method

In the design and implementation of making a leather jacket UMKM profile website using the SDLC model. The use of the SDLC model is very good for the analysis and design stages for the development of certain systems for both users and website builders. The steps for the SDLC model are (1) planning, (2) analysis, (3) design, and (4) implementation. SDLC stages can be seen in figure 1.



Figure1: SDLC diagram for creating a UMKM profile website

At the planning stage for the creation of the UMKM profile website, it was carried out on the NTZ Leather Fashion UMKM. The UMKM problem is a promotional media to be able to facilitate the introduction of leather jacket products and processed products from leather to consumers. From these problems, a plan is needed to create an online UMKM profile. In this planning stage, an interview process is carried out with the user to obtain the needs and problems obtained. After the planning stage is passed, then the analysis stage is carried out.

Stages of analysis to identify and solve the right problem [5]. The analysis stage is to find out the needs of NTZ Leather Fashion UMKM for online promotion media. These needs were solved by making a profile website for NTZ Leather Fashion UMKM and also making a web blog to make articles about these UMKM.

The next stage is design to determine exactly how the system will operate. The design stages are used to design the UMKM profile website. The design stages for the website use the Unified Modeling Language (UML) model. The UML model can create object-oriented systems that focus on the structure and behavior of information. The structure and behavior of information is formed in a diagram. The use of diagrams in the UML model in making the UMKM profile website is a use case diagram. Use case diagram is a diagram that describes the modeling used to determine the behavior of the system. Making a website for the NTZ Leather Fashion UMKM profile, using a use case diagram design is carried out to find out the user and the behavior of the system. The diagram of the uses of the UMKM profile website can be seen in figure 2.

The next stage is implementation, this stage is a programming process that uses HTML programs. This stage starts from the design of the interface that follows the flow of the use case diagram model to the stage of testing the website program. Implementation on the UMKM profile website is also carried out a testing process with the NTZ Leather Fashion UMKM by conducting discussions for the suitability of the website based on user needs. the implementation stage process is in accordance with the needs of NTZ Leather Fashion UMKM, then the website can be made into the domain creation process and stored in hosting.

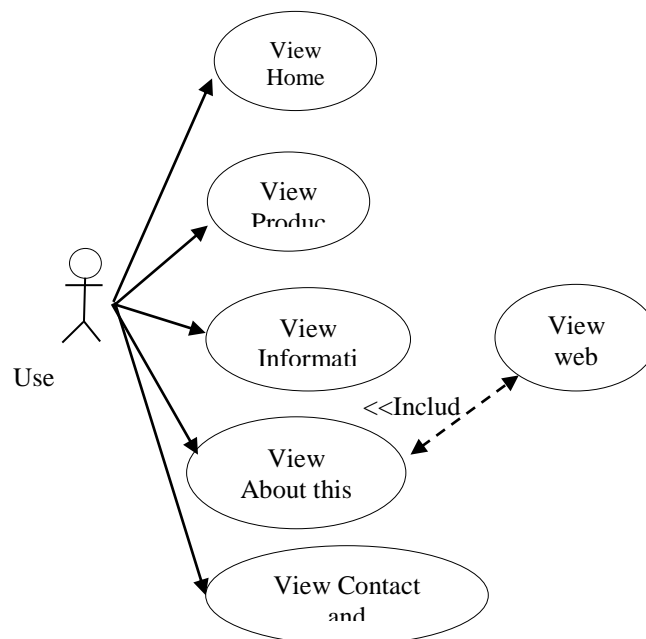


Figure 2: Uses Case Diagram of UMKM Profile Website

3. Results and Discussion

3.1. Results

The results of creating a NTZ Leather fashion UMKM profile website using the SDLC model and the design using the UML uses case diagram greatly facilitates the implementation of website creation. The interface design for the NTZ Leather fashion UMKM profile website can be seen in figure 3.



Figure 3: Website Interface Design NTZ Leather Fashion UMKM Profile

To find out the results of the UML design on how to use case diagrams can be seen on the button section of the website. These buttons are used as part of the operating system for customer needs to be able to view the profile of NTZ Leather Fashion UMKM. The results of implementing the uses case diagram can be seen in figure 4. There is also a button that is connected to a web blog as a source of information used by the owner as a means of promotion.

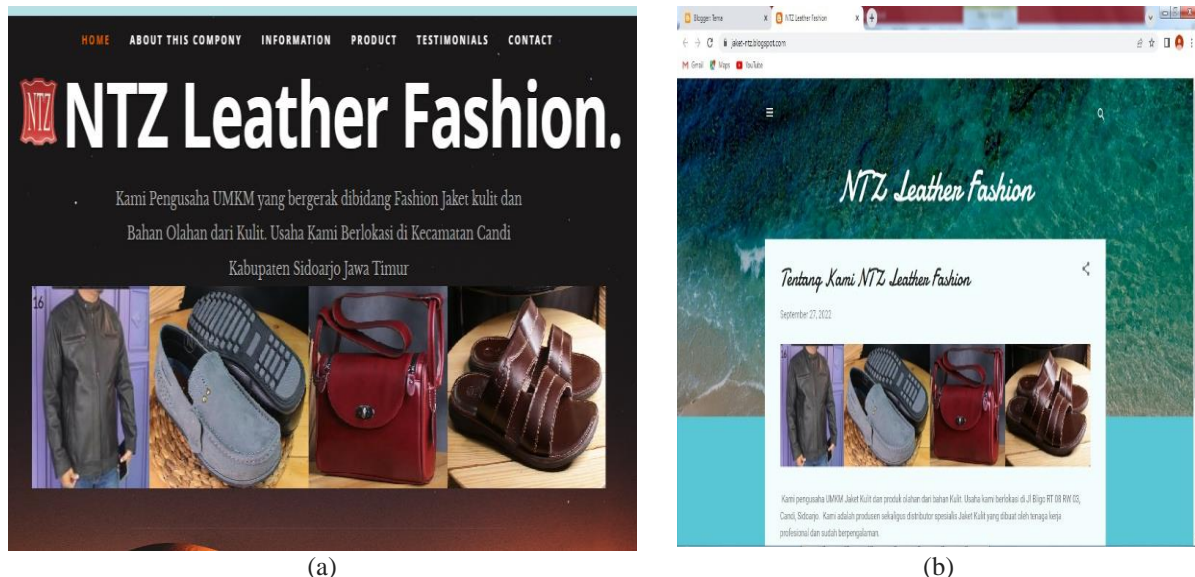


Figure 4 : Implementation of the results of the use case diagram, (a) website button, (b) web blog

3.2. Discussion

The design and implementation of the NTZ Leather Fashion UMKM profile website is used for the UMKM profile as an online promotion media. The use of online media makes it very easy for customers to find out the profiles and products marketed at UMKM NTZ Leather Fashion. The use of online media as a promotion of UMKM products can be a substitute for brochures so far.

Making a website with the SDLC model is very helpful in website design and implementation. The concept of the SDLC model is a form of the stages of making a website according to the needs of NTZ Leather Fashion UMKM owners.

The design concept in the SDLC that uses the UML use case diagram model also helps in making the interface requirements of the website with the user who will open the website. The concept of use case diagrams helps to determine user needs in operating the system on the NTZ Leather Fashion UMKM profile website

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