ANALYSIS AND DESIGN MARKETING SYSTEM BASED ON WEB

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The research purpose was to analyze and design as system that give information about offered product. The used research method to make the e-marketing application was interview, literature study, analysis method, and design method by survey directly to the company. By the e-marketing implementation was hopefully able to help company in giving information about product to the customer and also give better services to the customer. Conclusion from the research was e-marketing implementation as marketing media is able to help the company in taking the customer interest and able to face the fast development and competition of information technology.

Keywords: analysis, design, system, marketing

Introduction

1.1 Back Ground

In many years, the world gets into the fastest change. We often hear many kinds activities use the information technology. One of information's progress is give and supply any kinds of service that has contribution to industry activity, one of them is very important thing in the company.

Marketing through the internet is any kind of marketing that use electronic media called Electronic Marketing (e-marketing). With this system, company can do the building process and keep a good communication with every customer by the on line activity for changing ideas, product, and many kind of service for customer's satisfaction. In this global period, there are many factories already have the e-marketing,

One of the reason is just because there's a strich competition and the progress in the information technology. (Johan Setiawan, Okky Pramudyo, Rinto Ateng, Muhamad Sogit Gita Utama). J.- bee-SISFO Sistem Informasi Manajemen dan Aplikasi Bisnis.

Impression is one of the beauty company, body care and the healthy product sell.

The target of its market its all of the man and woman wjho have not nuch time to taje care of their beauty and body treatment

1.2 Scope

The study to this research is limited to:

1. The marketing product and online service
2. The making of order system onle

1.3 Purpose and Advantages

The purpose to this research is as follow:

1. To analyse the processingsystem in impression company
2. To analyse ang projecting the application of e-marketing for expanding the marketing at impression to face the market competition
3. make the e-marketing aplicatin

The advantages to this research is as follow:

1. Expanding the market
2. Developing the product sell
3. Reducing the operational cost in marketing product
4. the user can get whole information more easily about the product and the package offered trough the website
5. the user can easily order the product trough the internet

THE BASIC THEORY

Analysois and Planning System

System Anlyse

The analyse system to this system information into their elements is for identifying and evaluating the problem, opportunities, obstacles/troubles and needs we that hope so that we can make some improvement.

Planning Suystem

The planning system is the activity to develop the system and the new procedure that has to do with the new targets wanted by management to gain the information system which is capable to manage the company effectively and afficient

Peculiarity and Special Quality of Internet

Internet is one of media that has a good quality and also so special. Here are some more examples about its peculiarity:

1. Efficient
   It means that internet can be more efficient and economic than the other media
2. Unlimited
   It means that internet can be browsed entirely by the users from all over the world, so the information can be distributed fastly and relatively
3. 24 hours nonstop
   We can surf the internet a whole day without stopping, it means we can use it anytime we need the information by surfing the situs that provide all the information
4. Interactive
   Most of interactive media only provide information where is someone can't has a chance to take apart although they can join it but of courseit will takes time. On the contrary, the internet is one of interactive media that allowed all the users to participate anytime they want.

SWOT

Definition

SWOT is the planning instrument used for evaluating Strengths, Weaknesses, Opportunities and Threats in a project or business.

The function of that SWOT is for considering the purpose of the business and to identified the internal and external factor that we use to gain it.

If we finished to identified the purpose, the SWOT analysis would be used to aid and the purpose achievement. In this part, the SWOT is including:

a. Strengths; it is one of the organization's attribut to help in gaining our purpose
b. Weaknesses; it is the thing that can be the odds in getting the purpose
c. Opportunities; it is an external factor to aid the purpose achievement
d. Threats; it is an external factor that can be the troubles in gain the purpose

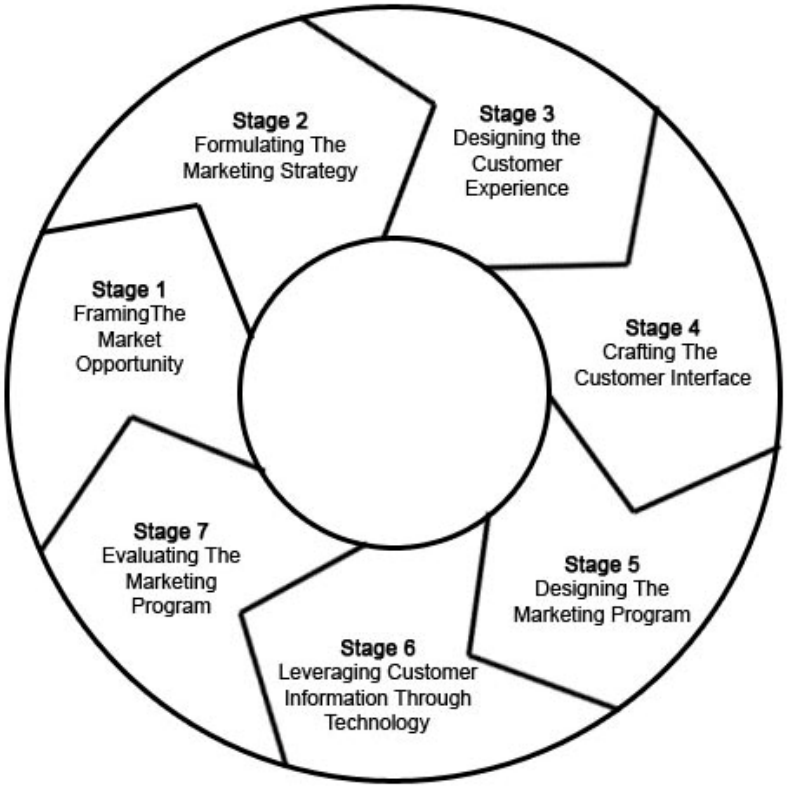
Internet Marketing (e-marketing)

Definition

The internet marketing is the building process and how to keep the connection to every customer trough the online activity for making the exchange ideas, product, and service easier so that it can satisfy the purpose of the both sides. From explanation above, there are five component, as follow:

1) Process
   This process includes the seven – stages which connected to each other
2) Built and keep the relationship with customer
   Marketing has the purpose to build and make relationship with the customer continuously. For that, the marketing programmers must have consciousness, exploration and commitment to keep a good relationship with them.
3) In this part, marketing has to be done by the internet, but the succesful marketing programmer also supported by the offline or traditional marketing.
4) Exchange
   The most important thing in offline and online marketing the exchange concept. The company has economically to be more sensitive to the cross channel exchange, so the marketing online programmer must be evaluated based on the exchange effect entirely not only on the online exchange.
5) The both sides satisfaction
   The both sides must get profits in the exchange. However, the company cannot fill the financial duty to employee, supplier, or even to investor, so the exchange can't be balance. The customer is satisfied, but the company could not contribute their income model. The two groups must be feel satisfied for the next exchange. (Mohammed, Fisher, Jaworski, Paddison,, 2003,p4)

The stages of Internet Marketing



Picture 2.2 The Seven – Stages Cycle of Internet Marketing
Mohammed, Fisher, Jaworski, Paddison, 2003, p9)

THE RUNNING OF ANALYSIS SYSTEM

The Company's Background

It started from the studio at Green Ville, Jakarta Barat in November 18, 1993. The Impression has NPWP No 622.719.1.035.000 with Mr. H. Zawir Simon S.H as the notary

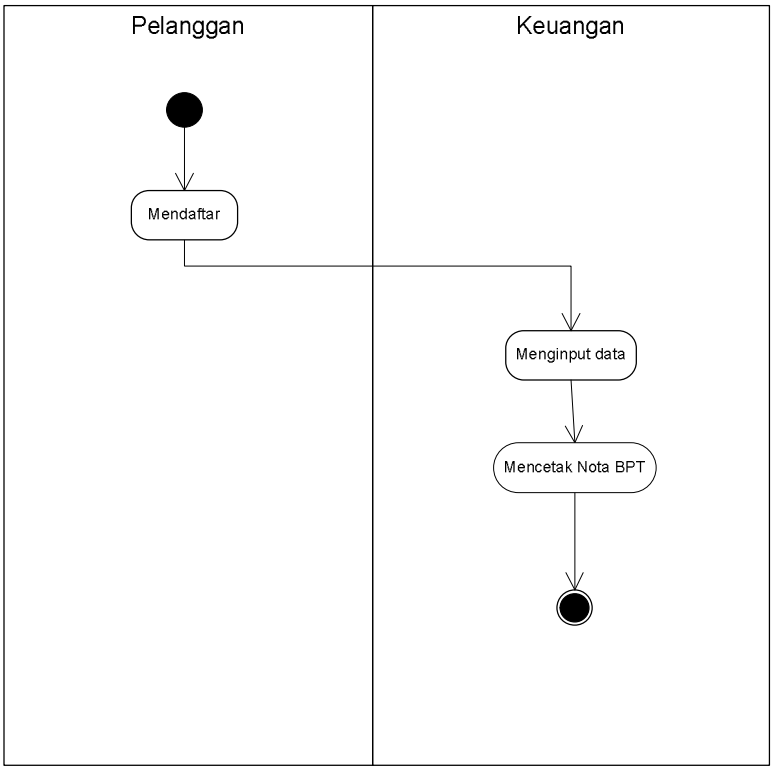
The Running of Business Process

Business Process

A new customer who wants to get the Body care at Impressions can ask first by telephone or come to that place. For those who comes to Impressions can fill the guest book and they will meet the consultant. After getting more information from them, they can choose the package or body care programme at Impression based on their need. If the customer agree to take the programme given, they will fill the data customer (Kartu Catatan Pelanggan) and can do the treatment that they want.

The order of product must be suitable with the treatment we want. Consultant gives data product and noted by cashier in the Form Nota Sell BPT. The customer has to pay on cash for purchasing product. And for those who

want to take the treatment can do the payment on installment system, and after paying all the money, the treatment can do immediately. The BPT Note Form is printed two times, the first for the customer and the second for branch studio.



Picture 3.2 Overview Activity Diagram

The Problem Identification

The problem we could find in Impressions company is as follow:

a. The information about service offered to get the customer is still needs more progress
b. There's a limited time for the customer to get the information about the product and service offered
c. It still has less employee who serves by telephone, so it make the customer waiting too long for the information
d. The data about customer is not computerized yet, so it still in a file form.

The Solution

There's some more solutions to this problem that we propose, including:

a) Creating an application based on the web so the customer can find all the information through the website without time limit and can do it anywhere
b) Creating the order system programme for any kinds of treatment, so they can do it online.

THE PLANNING SYSTEM

When the customer visits this website, the first page that we see is a homepage.
This page is presented the woman who is getting the body care. At the header part, there's an Impression logo, and go to the beneath there are the button that have already connected to the fiturs on the website. In the middle of the homepage, there's a new information about Impressions. This page can be browsed by the customer as a member or non member.

In about us page, we can find the description about the profile company including the short history about Impressions and the information about product and care. On the right side, there's a sub menu about vision and mission and of course it also contains the customer's experience from different profession who has already used the programme and its product.

The information which is presented through the website has a high sensitivity. The pages on Impression web contain product catalog, Impressions service, forum, news will be up dated according to the information change.

Gambar 4.1 *Context* Halaman *Home*

Section Breakdown

Aesthetics

Impressions
body care center
news & forum | profile | impressions service | product catalog | contact us | order
News
content type
Hot news
read news details
read forum details
Bulan ini Impressions akan menerima mesin baru untuk melakukan pembesaran payudara. Mesin ini dijamin lebih....
(lihat detail)
berita-berita selalu di update
news & forum | profile | impressions program | product catalog | contact us | order
© copyright 2007, allright reserved
www.impressions.co.id

Impressions
body care center
Gunakan Kepentingan ini sesuai keguanaannya.
selamat datang ADMIN nbimanyu
Log Out?
Lain-lain
Home
View member
News dan Forum
1. View News
2. View forum
Fasilitas
Paket
Program
Produk
Order baru
View order
Selamat datang
Ingatkan diri anda untuk melayani Pelanggan dengan Baik.
Berikan info yang up-to date dan hangat, serta palayanan yang memuaskan.
WARNING !!
Gunakan Media admin ini sesuai kegunaanya jangan disalah gunakan
Selamat Bekerja
www.impressions.co.id
copyright 2007.

CONCLUSION AND SUGGESTION

Conclusion

Through this research, we can conclude that:

1. The e-marketing application based on the web could help the company in distributing the information fastly and always up to date especially about the product and service offered, expanding the marketing without time limit and we can do it anywhere.
2. Through this website, it hoped the company can progress its service to every customer
3. It can help the customer In doing the order online which make it easier for them because they can use the time effectively. With this e-marketing, Impressions can be closer to all customers and make relationship with them. It can do in the forum that contain the information from customer about its product and service and also there's a customer experience who used its service and product, so the company is able to know what kind of marketing strategy that suitable with it for the next

Suggestion

1. The company can hold the project/cooperation with mass media or even electronic, so the customer not only knows it from brochure and pamphlet
2. The company tries to offer an interesting package and another fitur to make the customer having a chance to choose more information through the website
3. Provide the e- marketing service online and use the fire wall security system for its web for us to be felt confortable and safety in doing the transaction

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