

CHAPTER 1. INTRODUCTION

1.1 Background of The Study

In today's era, many people feel that their needs are increasing. Especially the need for food in this prolonged pandemic era. This is because food is one of the most important factors that must be owned. In addition to functioning as a source of our energy, food also serves to enter various types of vitamins into the body so that we can become healthier and fitter. Therefore we also have to eat regularly every day because it greatly affects the ability of our bodies.

From the first before the hard times began, we have been able to order various kinds of food needs online. Such as cooking ingredients, vegetables, fruit, snacks, ready-to-eat food, to non-instant food. But in the past, this way of ordering food online was still less attractive to the public because they preferred to go directly there and get their own experience. But after the pandemic period began, people began to feel less free and sometimes even unable to go out due to the regulations that apply if conditions are not possible. This is where people get used to buying their food needs online. Besides being safe, buying food online also helps them to save more energy and time.

Usually nowadays many millennials or young people are very fond of using social media such as Instagram, Facebook, TikTok, and others. It's the same as ordering food or cooking ingredients for food sources, people also often use social media to make it more practical and easy. With conditions like this, automatically there will be many people who sell their services and goods online as well. Now, based on what I have observed, many people are selling their goods and services through social media. However, not many small online shops have complete facilities on social media so that their buyers can easily make purchases. They only have a chat feature or a link to their contact. They don't know there is a website feature that will easily display the products or services they sell and buyers can directly make purchases there without having to talk for a long time.

Based on the things and reasons I mentioned above, I intend to help small businesses or businesses that are just starting their business as an online shop by making their shop a

website which will later help them to more easily sell their products or services on social media. media.

1.2 Problem Identification

Based on the background described above, the following problems can be formulated as :

1. How to create a website that can help online buying and selling transactions between buyers and sellers be safe and comfortable?
2. How to develop a website that can facilitate good service for sellers and buyers in conducting transactions?
3. How can the website meet the requirements for selling online and what features can the website offer?

1.3 Purpose of The Study

The purposes of this website development are listed as follows :

1. Creating a website that can be used by sellers so that their buyers can more easily get the products they want online and also can save more energy.
2. Develop a website that provides features to fulfill the needs of sellers and buyers in making transactions.
3. Develop a website that can help sellers adjust to the times, especially sellers who are just starting a small business.

1.4 Scope

The limitation of this study is including :

1. Services that can be used and trusted on a national scale.
2. Transaction between seller and buyer.
3. Online web-based commerce system.

1.5 Benefits of The Study

The benefits of developing this website are mentioned as follows :

1. This website makes buying and selling activities become easier and more practical.
2. This website adds plus points in online shops created by sellers both in social media and other means.
3. This website increase the confidence between seller and buyer.

1.6 Scheduling

Scheduling of this thesis will be implemented as follows :

- Observation : Week 1
- Literature Review : Week 2-3
- Analysis of Requirements : Week 4-5
- Design : Week 6-7
- Coding : Week 7-9
- Testing : Week 9-10
- Implementation : Week 10-11

1.7 Writing Structure

For the writings in this thesis, it will be divided into several structures or more precisely divided into 5 parts. These sections will be explained below :

1. CHAPTER I INTRODUCTION

This chapter consists of background, problem formulation, research methodology, research benefits, and writing structure.

2. CHAPTER II LITERATURE REVIEW

This chapter describes the theoretical basis relevant to the topic to be discussed and the comparison between the proposed solutions and other research methods or studies.

3. CHAPTER III ANALYSIS AND SYSTEM DESIGN

This chapter contains a clear picture of system design that includes flowcharts, implementation and evaluation of applications in the form of: use case diagrams, class diagrams, sequence diagrams, activity diagram.

4. CHAPTER IV RESULT AND DISCUSSION

This chapter contains the results of the designed application. With values from applications such as: level of accuracy, precision, and others.

5. CHAPTER V CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary that includes whether all the benefits have been achieved as well as suggestions from developing research to achieve unattainable goals.