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**PERANCANGAN TOKO ONLINE BERBASIS WEBSITE PADA AKUN
INSTAGRAM HELMET INDONESIA STORE**

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ABSTRAK

Pertumbuhan pengguna internet dalam beberapa tahun terakhir meningkat sangat pesat dan mengalami perkembangan yang sangat cepat. Hal tersebut memicu terciptanya model bisnis baru dalam bentuk marketplace yang dimanfaatkan untuk jual-beli barang. Penelitian berjudul “Perancangan Toko Online Berbasis Website pada Akun Instagram Helmet Indonesia Store” memiliki rumusan masalah Bagaimana desain aplikasi *Marketplace* berbasis web yang dapat lebih mempermudah proses transaksi penyedia jasa titip dan konsumen/masyarakat.. Tujuan penelitian ini adalah menghasilkan toko online yang sederhana, ringan, namun dapat memenuhi kebutuhan penjual dengan menggunakan website ini..

Penelitian ini menggunakan metode Prototyping dalam merancang aplikasi marketplace berbasis website, kemudian pemodelan aplikasi menggunakan UML berupa Use Case Diagram, Class Diagram, Activity Diagram dan Sequence Diagram .

Hasil dari penelitian ini diharapkan menghasilkan rancangan aplikasi marketplace berbasis website yang dapat memudahkan proses transaksi penyedia jasa titip dan konsumen pada toko Helmet Indonesia Store. Kemudian, desain prototype aplikasi jasa titip ini masih perlu dikembangkan dalam segi user interface dan user experiencenya agar konsumen dapat lebih nyaman dalam bertransaksi.

Kata kunci : Marketplace, Website, Perancangan

ABSTRAC

The growth of internet users in the last few years has increased very rapidly and is experiencing very rapid development. This triggered the creation of a new business

model in the form of a marketplace that is used for the sale and purchase of goods. The research titled "Website-Based Online Store Design on Helmet Indonesia Store Instagram Account" has a problem formulation of How to design a web-based *Marketplace* application that can further facilitate the transaction process of titip service providers and consumers / communities.. The purpose of this research is to produce an online store that is simple, lightweight, but can meet the needs of sellers by using this website..

This research uses Prototyping method in designing website-based marketplace application, then application modeling using UML in the form of Use Case Diagram, Class Diagram, Activity Diagram and Sequence Diagram.

The results of this study are expected to produce a website-based marketplace application design that can facilitate the transaction process of titip service providers and consumers at Helmet Indonesia Store stores. Then, the prototype design of titip service application still needs to be developed in terms of user interface and user experience so that consumers can be more comfortable in transacting.

Keywords : Marketplace, Website, Design

Pembimbing

A handwritten signature in black ink, consisting of several overlapping loops and lines, positioned above the name of the supervisor.

(ISWORO NUGROHO, SE, A.Kp, M.KOM)