

DAFTAR ISI

| | |
|--|------|
| LEMBAR PENGESAHAN | i |
| LEMBAR PERNYATAAN ORISINALITAS | ii |
| ABSTRAK | iii |
| <i>ABSTRACT</i> | iv |
| KATA PENGANTAR | v |
| DAFTAR ISI..... | vi |
| DAFTAR GAMBAR DAN ILUSTRASI | x |
| DAFTAR TABEL..... | xiii |
| DAFTAR ISTILAH | xv |
| DAFTAR LAMPIRAN..... | xvi |
| BAB I PENDAHULUAN | 1 |
| I.1 Latar Belakang | 1 |
| I.2 Perumusan Masalah | 4 |
| I.3 Tujuan Penelitian | 4 |
| I.4 Manfaat Penelitian | 4 |
| I.5 Ruang lingkup | 5 |
| I.6 Sistematika Penulisan | 5 |
| BAB II LANDASAN TEORI..... | 8 |
| II.1 Kajian Pustaka..... | 8 |
| II.1.1 <i>E-Marketplace</i> | 8 |
| II.1.1.1 Definisi <i>E-Marketplace</i> | 8 |
| II.1.1.2 Evolusi <i>E-Marketplace</i> | 8 |
| II.1.2 Perancangan Sistem | 9 |
| II.1.2.1 <i>Unified Modeling Language (UML)</i> | 9 |
| II.1.3 Proses Bisnis | 10 |
| II.1.3.1 <i>Business Model Canvas (BMC)</i> | 10 |
| II.1.3.2 <i>Business Process Modelling Notation (BPMN)</i> | 14 |
| II.1.3.3 Arus Kas (<i>Cash Flow</i>) | 19 |
| II.1.3.4 <i>Net Present Value (NPV)</i> | 19 |
| II.1.3.5 <i>Customer Acquisition Cost (CAC)</i> | 19 |

| | | |
|----------|--|----|
| II.1.3.6 | <i>Retention</i> dan <i>Churn Rate</i> | 20 |
| II.1.3.7 | Analisis <i>Cohort</i> | 20 |
| II.1.3.8 | <i>CAC Recovery</i> | 21 |
| II.2 | <i>Tools</i> | 21 |
| II.2.1 | <i>Web Server Apache</i> | 21 |
| II.2.2 | MySQL..... | 21 |
| II.2.3 | <i>PHP (Hypertext Preprocessor)</i> | 22 |
| II.2.4 | PhpMyAdmin..... | 22 |
| II.2.5 | <i>CMS (Content Management System)</i> | 22 |
| II.3 | Alasan Memilih Teknologi | 23 |
| II.3.1 | <i>Content Manajement System (CMS)</i> | 23 |
| II.3.2 | Wordpress | 24 |
| II.3.3 | Woocommerce | 26 |
| II.3.4 | PhpMyAdmin..... | 28 |
| II.3.5 | <i>Collaboration Tool: LINE</i> | 28 |
| II.4 | Metode Survey dan Pengujian | 30 |
| II.4.1 | Metode Pengujian <i>BlackBox</i> | 30 |
| II.5 | Alasan Memilih Metode penelitian..... | 30 |
| II.5.1 | Model 3P (<i>People, Process, Product</i>)..... | 30 |
| II.5.2 | Model <i>Design Science and Behavior Science</i> | 31 |
| II.5.3 | Metode <i>Iterative Incremental</i> | 31 |
| II.6 | Penelitian Terkait | 37 |
| BAB III | METODOLOGI PENELITIAN | 40 |
| III.1 | Konseptual Model | 40 |
| III.1.1 | Model 3P (<i>People, Process, Product</i>)..... | 40 |
| III.1.2 | Model <i>design science and behavior science</i> | 42 |
| III.2 | Sistematikan Penelitian | 44 |
| III.2.1 | Tahap Identifikasi..... | 46 |
| III.2.2 | Pemodelan Bisnis | 46 |
| III.2.3 | Tahap Pengembangan Sistem | 46 |
| III.2.4 | Tahap Kesimpulan dan Saran..... | 48 |
| BAB IV | ANALISIS DAN PERANCANGAN | 49 |

| | | |
|----------|---|-----|
| IV.1 | Analisis..... | 49 |
| IV.1.1 | Analisis Bisnis Model | 49 |
| IV.1.1.1 | <i>Customer Segment</i> | 51 |
| IV.1.1.2 | <i>Value Propositions</i> | 51 |
| IV.1.1.3 | <i>Key Activities</i> | 51 |
| IV.1.1.4 | <i>Key Resources</i> | 52 |
| IV.1.1.5 | <i>Key Partners</i> | 53 |
| IV.1.1.6 | <i>Channels</i> | 53 |
| IV.1.1.7 | <i>Customer Relationships</i> | 53 |
| IV.1.1.8 | <i>Cost Structure</i> | 54 |
| IV.1.1.9 | <i>Revenue Streams</i> | 54 |
| IV.1.2 | Analisis Proses Bisnis | 55 |
| IV.1.2.1 | Proses Bisnis Transaksi Jual Beli | 56 |
| IV.1.2.2 | Proses Bisnis Layanan Pelanggan..... | 64 |
| IV.1.2.3 | Proses Bisnis Pengelolaan Akun dan Toko | 66 |
| IV.1.3 | Analisis Kompetitor | 78 |
| IV.1.3.1 | Tokopedia | 78 |
| IV.1.3.2 | Prelo | 79 |
| IV.1.3.3 | YukBaca! | 81 |
| IV.1.4 | <i>Business Rules</i> | 82 |
| IV.1.5 | Analisis Kelayakan Bisnis | 86 |
| IV.1.5.1 | <i>Cash flow</i> (Tahun 1) | 90 |
| IV.1.5.2 | <i>Cash flow</i> (Tahun 2) | 93 |
| IV.1.5.3 | <i>Cash flow</i> (Tahun 3) | 96 |
| IV.1.5.4 | <i>Net Present Value (NPV)</i> | 98 |
| IV.1.5.5 | <i>Return of Investment (ROI)</i> | 99 |
| IV.1.5.6 | <i>Customer Acquisition Cost (CAC)</i> | 99 |
| IV.1.5.7 | <i>CAC Recovery</i> | 101 |
| IV.1.6 | Analisis Potensi Pasar..... | 101 |
| IV.1.6.1 | Deskripsi Pasar | 102 |
| IV.1.6.2 | Potensi Pasar | 102 |
| IV.1.6.3 | Target Pasar | 103 |

| | | |
|----------------------|---|-----|
| IV.1.7 | Rencana Pengembangan Produk | 104 |
| IV.1.8 | Analisis Rencana Teknik..... | 112 |
| IV.1.8.1 | Kebutuhan Sistem | 112 |
| IV.1.8.2 | Roles | 113 |
| IV.1.8.3 | Aktor | 115 |
| IV.2 | Perancangan | 116 |
| IV.2.1 | Perancangan dan Pemodelan Sistem..... | 116 |
| IV.2.1.1 | <i>Use Case Diagram</i> | 117 |
| IV.2.1.2 | <i>Activity Diagram</i> | 123 |
| IV.2.1.3 | <i>Class Diagram</i> | 133 |
| IV.2.1.4 | <i>Sequence Diagram</i> | 134 |
| IV.2.1.5 | Perancangan <i>Interface</i> | 145 |
| IV.2.1.6 | Perancangan Infrastruktur..... | 151 |
| BAB V | IMPLEMENTASI DAN PENGUJIAN | 152 |
| V.1 | Implementasi | 152 |
| V.1.1 | Implementasi Aplikasi | 152 |
| V.1.2 | Implementasi Bisnis | 154 |
| V.1.3 | Implementasi Data | 158 |
| V.2 | Pengujian..... | 159 |
| V.2.1 | <i>Unit Testing</i> | 159 |
| V.2.2 | <i>Integration Testing</i> | 168 |
| V.2.3 | <i>Stress Testing</i> | 172 |
| V.2.4 | <i>User Acceptance Test (UAT)</i> | 178 |
| BAB VI | KESIMPULAN DAN SARAN | 181 |
| VI.1 | Kesimpulan | 181 |
| VI.2 | Saran..... | 182 |
| DAFTAR PUSTAKA | 183 | |
| LAMPIRAN A | 187 | |
| LAMPIRAN B | 202 | |
| LAMPIRAN C | 211 | |
| LAMPIRAN D | 234 | |