

DAFTAR GAMBAR

| | |
|--|----|
| Gambar I. 1 Penetrasi Pengguna Internet 2018..... | 1 |
| Gambar I. 2 Penjualan <i>E-commerce</i> Penjualan Ritel Indonesia..... | 2 |
| Gambar I. 3 Proyeksi Pembeli Digital Indonesia..... | 2 |
| Gambar I. 4 Alasan Berjualan Online..... | 3 |
| Gambar I. 5 Rambak Kulit Sapi..... | 5 |
| Gambar III. 1 Model Konseptual..... | 25 |
| Gambar III. 2 Sistematika pemecahan Masalah..... | 28 |
| Gambar III. 3 Alur Pembuatan <i>Website</i> | 31 |
| Gambar IV. 1 Logo Rambak Kulit Asli Siswanto..... | 35 |
| Gambar IV. 2 Rambak Kulit Asli Siswanto..... | 35 |
| Gambar IV. 3 Produk Rambak..... | 38 |
| Gambar IV. 4 Data Penjualan Historis..... | 40 |
| Gambar IV. 5 Proses Bisnis Eksisting..... | 42 |
| Gambar IV. 6 Struktur Organisasi Eksisting..... | 44 |
| Gambar IV. 7 <i>Layout</i> Lokasi..... | 49 |
| Gambar IV. 8 Pola Data Penjualan Rambak ¼ Kg..... | 50 |
| Gambar IV. 9 Pola Data Penjualan Rambak ½ Kg..... | 50 |
| Gambar IV. 10 Pola Data Penjualan Rambak 1 Kg..... | 50 |
| Gambar IV. 11 Plot Data..... | 51 |
| Gambar IV. 12 Proses Bisnis Usulan..... | 59 |
| Gambar IV. 13 Struktur Organisasi Usulan..... | 61 |
| Gambar IV. 14 DFD Level 1..... | 67 |
| Gambar IV. 15 <i>Use Case Diagram</i> | 68 |
| Gambar IV. 16 <i>Sequence Diagram Login Admin</i> | 69 |
| Gambar IV. 17 <i>Sequence Diagram</i> Kelola Produk..... | 69 |
| Gambar IV. 18 <i>Sequence Diagram</i> Cek Status Pemesanan dan Pembayaran..... | 70 |
| Gambar IV. 19 <i>Sequence Diagram</i> Konfirmasi Pemesanan dan Pembayaran..... | 70 |
| Gambar IV. 20 <i>Sequence Diagram Logout Admin</i> | 71 |
| Gambar IV. 21 <i>Sequence Diagram</i> Register Pengunjung..... | 71 |
| Gambar IV. 22 <i>Sequence Diagram Login Customer</i> | 72 |
| Gambar IV. 23 <i>Sequence Diagram</i> Pencarian Produk..... | 72 |
| Gambar IV. 24 <i>Sequence Diagram</i> Pembelian Produk..... | 73 |
| Gambar IV. 25 <i>Sequence Diagram</i> Transaksi Pembayaran dan Status Pesanan..... | 73 |
| Gambar IV. 26 <i>Sequence Diagram</i> Menerima Barang..... | 74 |
| Gambar IV. 27 <i>Sequence Diagram Logout Customer</i> | 74 |
| Gambar IV. 28 <i>Flowchart Login Admin</i> | 75 |
| Gambar IV. 29 <i>Flowchart</i> Kelola Produk..... | 76 |
| Gambar IV. 30 <i>Flowchart</i> Transaksi Admin..... | 77 |
| Gambar IV. 31 <i>Flowchart Logout Admin</i> | 78 |
| Gambar IV. 32 <i>Flowchart Login Customer</i> | 79 |
| Gambar IV. 33 <i>Flowchart Login Customer</i> | 80 |
| Gambar IV. 34 <i>Flowchart Customer Order</i> | 81 |
| Gambar IV. 35 <i>Flowchart</i> Transaksi Pembayaran..... | 82 |
| Gambar IV. 36 <i>Flowchart Customer</i> Menerima Barang..... | 83 |
| Gambar IV. 37 <i>Flowchart Customer Logout</i> | 84 |

| | |
|---|-----|
| Gambar IV. 38 <i>Entity Relationship Diagram</i> | 85 |
| Gambar IV. 39 Tampilan Halaman Utama | 85 |
| Gambar IV. 40 Tampilan Halaman Utama (lanjutan) | 86 |
| Gambar IV. 41 Tampilan <i>Sign Up</i> | 86 |
| Gambar IV. 42 Tampilan <i>Login</i> | 86 |
| Gambar IV. 43 Tampilan Menu Produk..... | 87 |
| Gambar IV. 44 Tampilan <i>View</i> Produk..... | 87 |
| Gambar IV. 45 Tampilan Keranjang Belanja..... | 87 |
| Gambar IV. 46 Tampilan Menu <i>Payment</i> | 88 |
| Gambar IV. 47 Tampilan Cek Status | 88 |
| Gambar IV. 48 Tampilan <i>Login Admin</i> | 88 |
| Gambar IV. 49 Menu Admin <i>Payment</i> | 89 |
| Gambar IV. 50 Menu Kelola Produk | 89 |
| Gambar V. 1 Hasil MSE <i>Double Exponential Smoothing</i> | 101 |
| Gambar V. 2 Rencana Penjualan..... | 102 |
| Gambar V. 3 Volume Produksi | 103 |
| Gambar V. 4 Biaya Pemasaran | 104 |
| Gambar V. 5 Kebutuhan Tenaga Kerja..... | 105 |
| Gambar V. 6 Biaya Tenaga Kerja | 107 |
| Gambar V. 7 Tampilan Halaman Utama..... | 110 |
| Gambar V. 8 Tampilan Halaman Utama (lanjutan) | 110 |
| Gambar V. 9 Tampilan <i>Sign Up</i> | 111 |
| Gambar V. 10 Tampilan <i>Login</i> | 111 |
| Gambar V. 11 Tampilan Menu Produk..... | 111 |
| Gambar V. 12 Tampilan Menu <i>Payment</i> | 112 |
| Gambar V. 13 Tampilan <i>Login Admin</i> | 112 |
| Gambar V. 14 Menu Admin <i>Payment</i> | 112 |
| Gambar V. 15 Menu Kelola Produk..... | 113 |
| Gambar V. 16 Proyeksi Pendapatan <i>Offline</i> dan <i>Online</i> | 114 |
| Gambar V. 17 Proyeksi Laba Rugi | 115 |
| Gambar V. 18 Saldo Kas Akhir | 115 |