

PAPER • OPEN ACCESS

Clothing Store Website Creation Utilizing Social Media as Media Promotion

To cite this article: B Kurniawan and M A Ilham 2018 *IOP Conf. Ser.: Mater. Sci. Eng.* **407** 012044

View the [article online](#) for updates and enhancements.



IOP | ebooks™

Bringing you innovative digital publishing with leading voices to create your essential collection of books in STEM research.

Start exploring the **collection** - download the first chapter of every title for free.

Clothing Store Website Creation Utilizing Social Media as Media Promotion

B Kurniawan* and Ilham M A

Departemen Teknik dan Ilmu Komputer, Universitas Komputer Indonesia, Indonesia

*bobi@email.unikom.ac.id

Abstract. The purpose of this study is to facilitate and provide an access for the consumers of the clothing store and also promote the website so it can become a media liaison and media business between the clothing store and the consumer. The clothing store website will operate as a sales medium containing catalogs of the clothing store products, the purchasing process and the payment methods. This research used interview method by collecting information and the waterfall method development by using social media as media promotion. The results achieved from this research is the number of demands for clothing Store website to be more attractive by packaging the latest concept so that the selling value of goods, the consumers visit and the purchasing product can increase.

1. Introduction

Internet at this time become a tool or a way that is needed in assisting business at a company, because with existence of internet can simplify for example process of buying and selling, saving and borrow or other business activity that happened in a company, and inevitably company which not yet integrate the Internet or technology in its business processes, because according to Malthouse et.al, supporting business areas [1] must also begin to move from traditional business processes to an integrated internet business or technology because consumers today want to be pampered with ease and speed in a buying process or whatever, and become a competition with companies engaged in the same field. It needs the integration of several technologies and communications solutions. [2] further mining may lead to revolutionary technology in transforming the Internet into a fully integrated Internet Future. [3] which will impact its specialized business world by using the internet.

One of the reasons companies use or move to online shopping is because it has many competitors in online shopping. However, it should be understood that there are factors - factors that influence consumer behavior in shopping. As explained by Limayem et al. that there is, a model explaining the impact of different factors on online shopping intentions and behavior is developed based on the theory of planned behavior. [4] Then for consumers, the main potential advantage of electronic shopping over other channels is a reduction in search costs for products and product-related information. Retailers, however, fear that such lowering of consumers' search costs will intensify competition and lower margins by expanding the scope of competition from local to national and international. [5] in response to this need an effort in solving consumer problems as the key to the running of a business. Although according to Despite the interest in measuring the price sensitivity of online consumers, most academic work on Internet commerce is hindered by a lack of data on quantity. [6] and can also enhance the power of viral marketing by increasing the speed at which it operates. [7]



Promotion process at this time moves quickly, not only have to pass television or radio or print media, because at this moment a company can take advantage of social media. Social media are fundamentally changing the way we communicate, collaborate, consume, and create. They represent one of the most transformative impacts of information technology on business, both within and outside firm boundaries. [8]

With social media as a medium of information allows companies to promote their products with costs that can be spelled out very little and quite effective. The interdependence of the power of social media in the promotion process can be explained by Mangold and Faulds that the emergence of Internet-based social media has made it possible for the people to communicate with them. Thus, the impact of consumer-to-consumer communications has been greatly magnified in the marketplace. This article argues that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another. The content, timing, and frequency of social media-based conversations occurring between consumers are outside managers' direct control [9] but despite the expanding use of social media, little has been published about its appropriate role. [10]

From some sources and opinions taken that there are some deficiency where there is no main reference that can solve the problem of making Clothing Store website. So the purpose of this study is to design to simplify and provide easy access to consumers in accessing Clothing Store and promote the sales website for Clothing Store which can be a media liaison and media business between Clothing Store and its customers, which will operate as a sales medium which contains the catalog of Clothing products, the purchase process and the mode of payment. Then arouse the younger generation to be interested in developing Online Shop or cultivate the soul of entrepreneurship through the preparation method of writing that is by doing interviewing techniques and gathering sources - sources that are valid for supporting writing with waterfall development methods. . by using social media as a media campaign is expected to quickly raised.

2. Method

Interview conducted with prospective consumer / Clothing Clothing market target that is to the young people. Then Collect data from the Internet, based on data released by *katadata Indonesia* smartphone users in Indonesia sangan rapid rise from year to year and this will simplify or give way to Clothing Store to get target market. And with high smartphone users in Indonesia will also facilitate Clothing Store to promote its products.

Method Approach conducted by the author is object-oriented approach method using usecase diagram, where usecase will describe the business processes that occur in Clothing Store Development method that the authors will apply is the method of waterfall development (Figure 1).

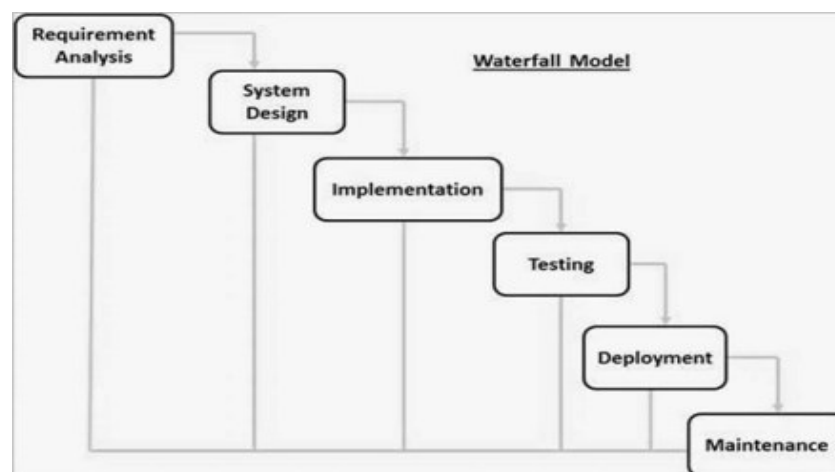


Figure 1. Waterfall Model.

3. Results and Discussion

3.1. Usecase Diagram

Diagram is described in Figure 2.

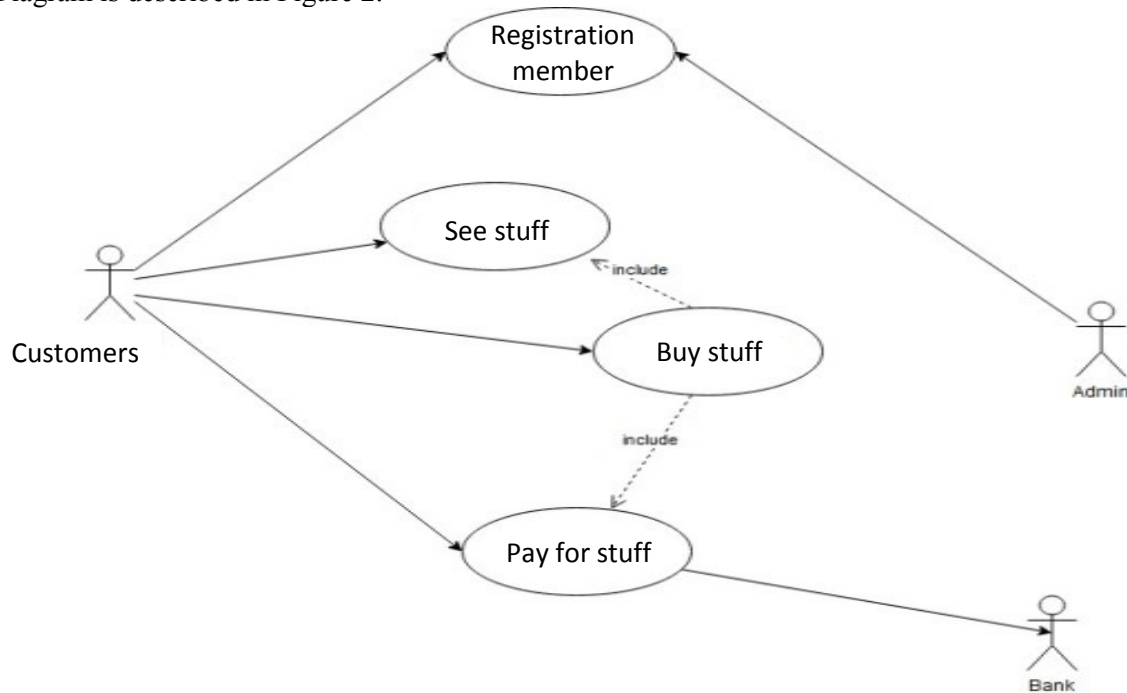


Figure 2. Usecase of Online Clothing Store purchase diagram.

3.2. Website display

3.2.1. *Website Initial display.* Website Initial display is combining attractive colors by focusing on maintaining Clothing Store website design (Figure 3).

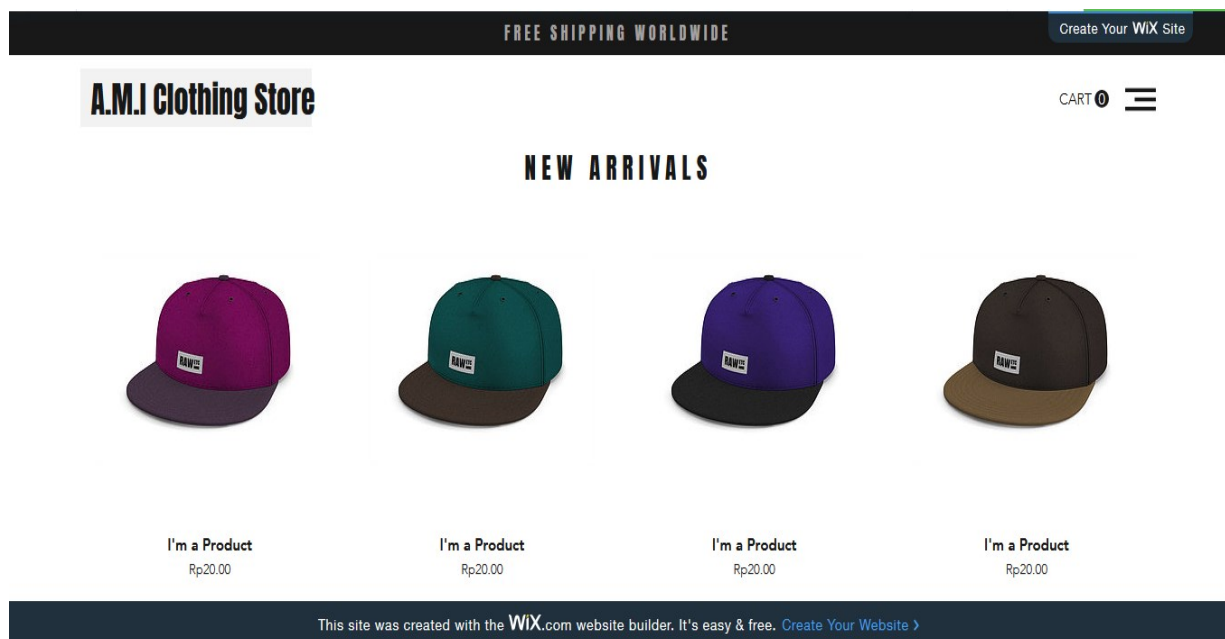


Figure 3. Website Initial display.

3.2.2. Website Menu Display. The features provided to provide services and ease of consumer transactions are made to facilitate transactions and access in the Online Shop. (Figure 4).

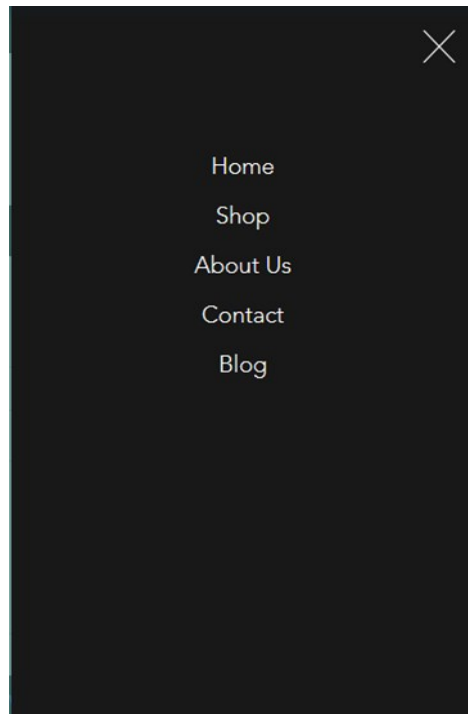


Figure 4. Website initial display.

Display when a picture is clicked, there is a description of the products that will be provided by the seller. The description generally describes briefly about a product (Figure 5).

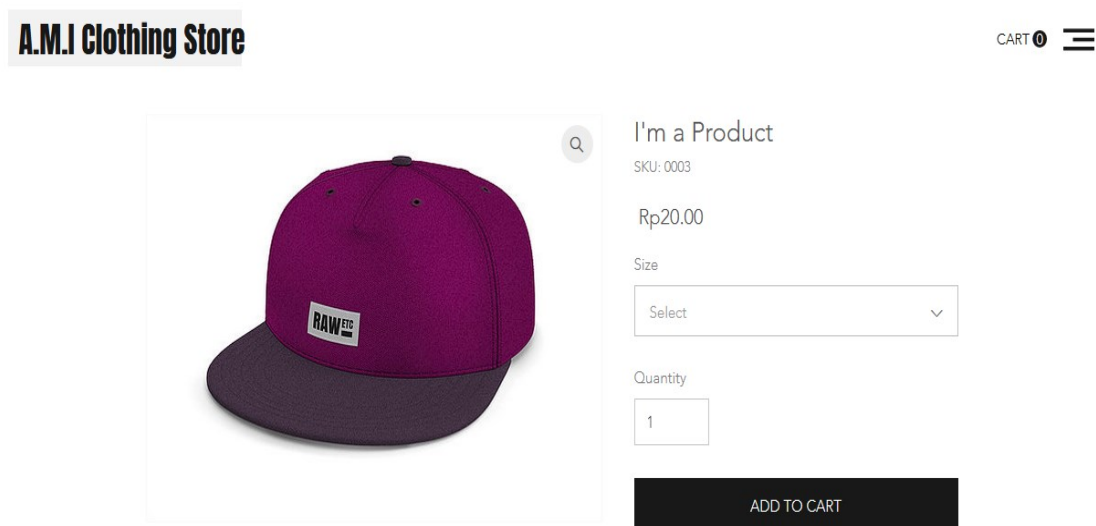


Figure 5. Display when a picture is clicked.

Display When clicking the buy button is one of the features provided for the consumer where, in a single look website or Online Shop features to be able to directly display the product on sale. This can be used as proof of online transaction. (Figure 6).

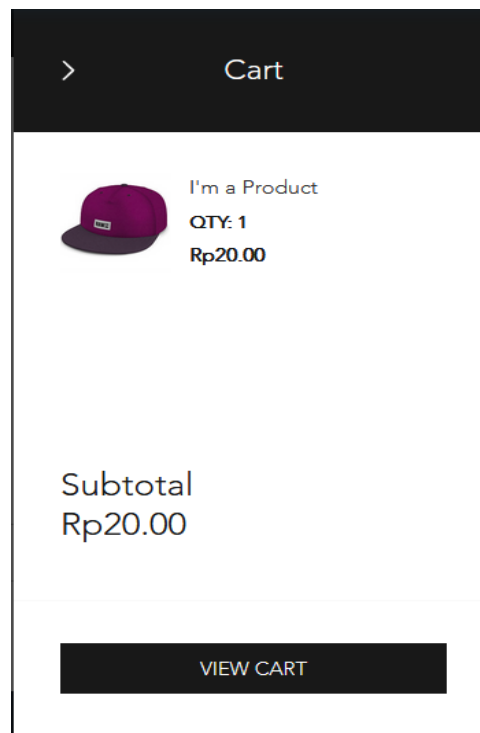


Figure 6. Display when clicking the buy button.

3.2.3. Display of shopping cart. Display of shopping cart is the last process in ordering a product. Consumers can cancel product selection and even add some product items that can be displayed in Cart Clothing basket. (Figure 7).

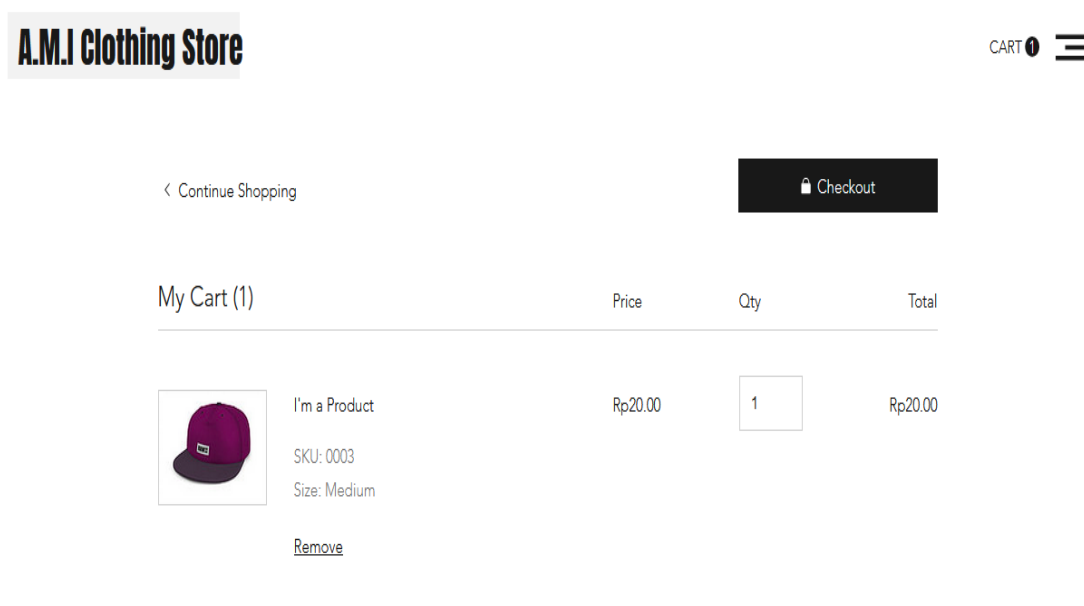


Figure 7. Display of shopping cart.

3.3. Social Media As A Media Promotion

Social media is a medium that is often used by the community, whether it's a child of adults and parents, because social media is a place or network that can be accessed anytime anywhere. With the existence of this social media can be used to promote superior products from Clothing Store by utilizing Social Media like facebook, Instagram and twitter.

4. Conclusion

The results of data collection that is obtained showed that consumers want an online store that looks attractive and easy to use. Then must be able to compete with competitors to get customers or consumers remain so that it can quickly lifted Clothing Store and many buyers or consumers.

References

- [1] Malthouse E C, Haenlein M, Skiera B, Wege E, and Zhang M 2013 Managing customer relationships in the social media era: Introducing the social CRM house. *Journal of Interactive Marketing*, **27**(4), pp. 270-280.
- [2] Atzori L, Iera A, and Morabito G 2010 The internet of things: A survey. *Computer networks*, **54**(15), pp. 2787-2805.
- [3] Anderson E L, Steen E, and Stavropoulos V 2017 Internet use and Problematic Internet Use: A systematic review of longitudinal research trends in adolescence and emergent adulthood. *International Journal of Adolescence and Youth*, **22**(4), pp. 430-454.
- [4] Limayem M, Khalifa M, and Frini A 2000 What makes consumers buy from Internet? A longitudinal study of online shopping. *IEEE Transactions on Systems, Man, and Cybernetics-Part A: Systems and Humans*, **30**(4), pp. 421-432.
- [5] Lynch Jr J G, and Ariely D 2000 Wine online: Search costs affect competition on price, quality, and distribution. *Marketing science*, **19**(1), pp. 83-103.
- [6] Chevalier J, and Goolsbee A 2003 Measuring prices and price competition online: Amazon. com and BarnesandNoble. com. *Quantitative marketing and Economics*, **1**(2), pp. 203-222.
- [7] Thackeray R, Neiger B L, Hanson C L, and McKenzie J F 2008 Enhancing promotional strategies within social marketing programs: use of Web 2.0 social media. *Health promotion practice*, **9**(4), pp. 338-343.
- [8] Aral S, Dellarocas C, and Godes D 2013 Introduction to the special issue—social media and business transformation: a framework for research. *Information Systems Research*, **24**(1), pp. 3-13.
- [9] Mangold W G, and Faulds D J 2009 Social media: The new hybrid element of the promotion mix. *Business horizons*, **52**(4), pp. 357-365.
- [10] Neiger B L, Thackeray R, Van Wagenen S A, Hanson C L, West J H, Barnes M D, and Fagen M C 2012 Use of social media in health promotion: purposes, key performance indicators, and evaluation metrics. *Health promotion practice*, **13**(2), pp.159-164.