

RANCANGAN SISTEM INFORMASI E-COMMERCE

PADA DIMSUM BANG JEE

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ABSTRAK

Karena peningkatan pengguna internet di era globalisasi, kini banyak peluang bagi pengusaha kuliner di seluruh dunia, berhubung jarak sudah bukan lagi suatu hambatan. Bisnis berbasis pesanan online semakin ramai di era globalisasi. Adhi Lukman, Ketua Umum Gabungan Pengusaha Makanan dan Minuman Indonesia (GAPMMI), menyampaikan hal tersebut sekaligus menekankan semakin banyaknya tren kuliner online. Makanan semacam ini dibekukan. Namun, beberapa pengusaha kuliner menjual dagangannya melalui instagram, shopee, go-food dll. Disinilah penulis melihat bahwa hanya beberapa penjual yang menjual melalui website. Agar dapat bersaing lebih jauh penulis menyarankan Toko Dimsum Bang Jee menjual dagangannya melalui website yang baru saja di ajukan perancangan sistem informasinya penjualan dimsum berbasis website, diharapkan dengan di ajukannya sistem informasi ini dapat meningkatkan bisnis penjual dan juga membantu orang orang yang ingin mengembangkan bisnisnya melalui website.

Kata Kunci: Dimsum, Frozen Food, Sistem, E-Commerce

ABSTRACT

Due to the increased use of the internet in the era of globalization, there are now many opportunities for culinary entrepreneurs worldwide, as distance is no longer a barrier. Online ordering-based businesses are thriving in the era of globalization. Adhi Lukman, Chairman of the Indonesian Food and Beverage Entrepreneurs Association (GAPMMI), conveyed this while emphasizing the growing trend of online culinary ventures. Foods of this nature are frozen, but some culinary entrepreneurs sell their products through Instagram, Shopee, Go-Food, and the like. Here is where the author observes that only a few sellers operate through a website. To compete more effectively, the author suggests that Dimsum Bang Jee should sell its products through the newly proposed information system for dim sum sales based on a website. It is hoped that the implementation of this information system will enhance the seller's business and also assist those who want to develop their business through a website.

Keywords: Dimsum Bang Jee, Frozen Food, System, E-Commerce