INFORMATION SYSTEM FOR SALES OF HIJABS AT ANAK KULIAHAN SHOPS USING THE RAPID APPLICATION DEVELOPMENT METHOD

Rima Tamara Aldisa
Universitas Nasional, Indonesia
Correspondence author email : rimatamaraa@gmail.com

Abstract
This research aims to design and implement a sales information system for hijabs at Anak Kuliahan Shop using the Rapid Application Development (RAD) method. RAD was chosen for its capabilities in rapid software development, allowing continuous iteration and modification based on user feedback. This study adopted a qualitative and quantitative approach, starting with needs analysis through interviews with shop owners and customer surveys to identify desired features and functions in the system. Next, a system prototype is developed and tested over several cycles, with adjustments made based on evaluations from early users. The research results show that the implementation of a RAD based sales information system at the Anak Kuliahan Store has succeeded in increasing operational efficiency, speeding up the sales transaction process, and providing accurate sales analytics for strategic decision making. This system also increases customer satisfaction through a more convenient shopping experience and personalized service. In addition, the system supports more effective inventory management, enabling Toko Anak Kuliahan to respond quickly to market demand and hijab fashion trends. This research concludes that the RAD method is an effective approach in developing sales information systems for small retail businesses such as Toko Anak Kuliahan. The use of RAD facilitates the development of systems that are responsive to business needs and customer preferences.
Keywords: Information Systems, Hijab Sales, Rapid Application Development Method

Introduction

In the current digital era, a business's ability to adapt to information technology is key in maintaining and increasing its competitiveness in the market. Toko Anak Kuliahan as one of the players in the fashion retail industry, especially hijabs, faces the challenge of increasing operational efficiency and expanding market reach through online sales. With the rapid growth of e-commerce and changing consumer preferences, the need for an effective and efficient sales information system has become increasingly urgent. The Rapid Application Development (RAD) method offers a solution with a fast, flexible and user-oriented development approach, which allows small businesses such as College Kids Stores to better respond to market dynamics. It is hoped that this research will provide both theoretical and practical benefits. Theoretically, this research contributes to the literature regarding the application of the RAD method in developing sales information systems for small retail businesses.

Practically, it is hoped that the results of this research can be used as a reference for college children's shops and other small retail businesses in developing sales information systems that are responsive to market needs and able to increase customer satisfaction.

In addition, this research is also expected to provide insight into the effectiveness of RAD as a system development method in a dynamic business environment. The author looks for several comparisons between them. [1] The system can be used as a medium for e-commerce sales of Sampit flower buckets so that customers can order and buy flower buckets online without having to come to the shop in person, and makes it easier for customers not to waste too much time and energy. [2] The Website-Based Sales Information System at Toko Hijabku was created according to customer needs, namely helping customers shop online so that customers can be more effective. [3] Very helpful in solving problems. So consumers no longer need to come to the Nada Sweet Shop to place orders or to look at Muslim fashion products. Sales transactions use an application so that the recording process is systemized and stored in the database so there is little chance of errors occurring. [4] The system that is planned and designed includes several benefits and improvements, including automation, complete data collection, being able to monitor anywhere and at any time. [5] Makes it easier for admins, this information system website can make it easier for customers to see the products on offer and can easily place orders wherever and whenever.

The author can conclude that this research aims to design and implement a hijab sales information system at Anak Kuliahan shops using the RAD method to identify the needs for a sales information system for anak kuliahan shops, designing a sales information system prototype that suits the business needs and preferences of customers and consumers no longer need to come to the shop to place an order or to see hijab products can be ordered from anywhere and at any time.

Research Methods

Research methodology is a set of activities, a set of processes, a set of flows, rules and procedures that will be used by researchers [6]. Research stages are the initial process, method or flow in designing or creating an information system [7]. At this stage, namely the beginning, we must first know what the background is, literature study by observation or direct interviews using the Rapid Application Development Method for the initial method steps for creating the system, analyzing the system, designing the system, whether the system meets the user's needs if Don't go back to designing system revisions, if yes, you will continue with system development and system implementation.
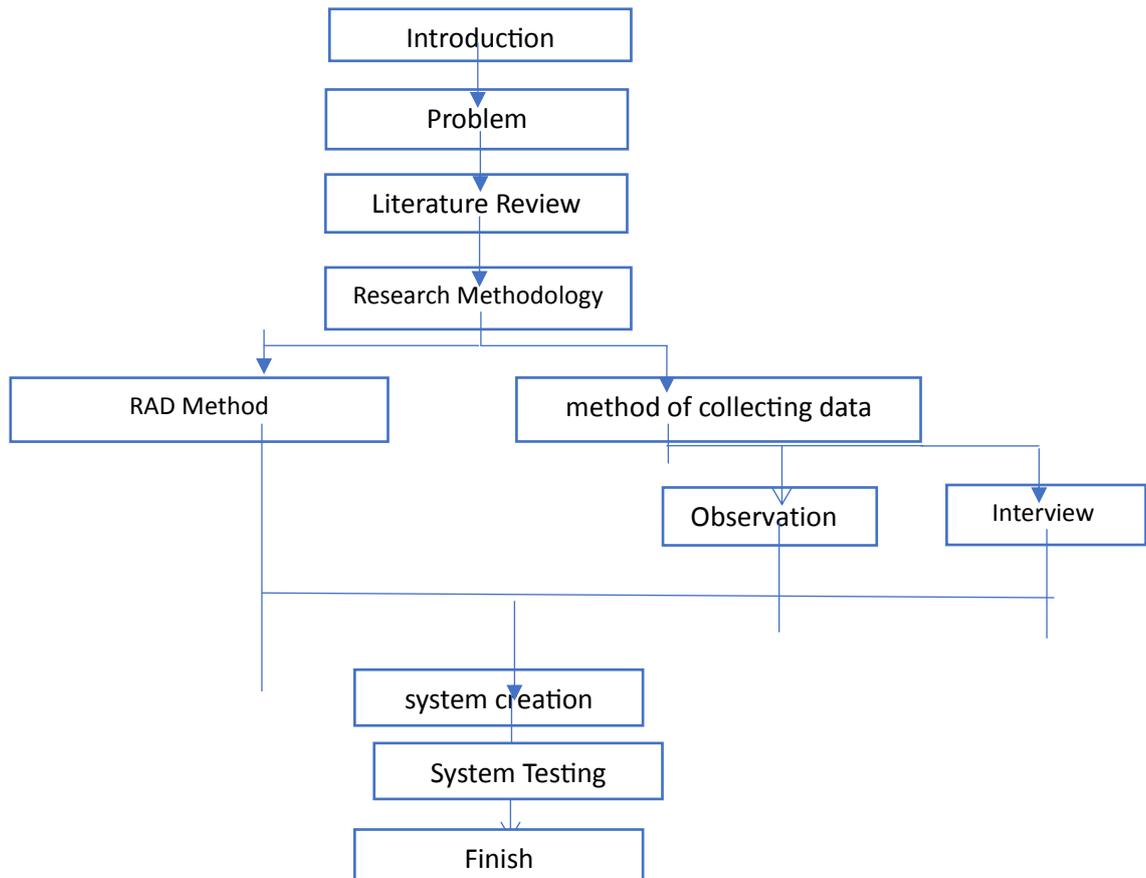
The image below is the system stages:

Figure 1 Design techniques or system creation flow

In Figure 1 there is a flow of system creation where initially we determine the background, find out the problem, look for journal comparisons, research methodology which is divided into two, namely the RAD method and the data collection method which requires observation and interview. Then continue to create or design the system. If the system is successful, it must be tested first so that it becomes a system with maximum results and is easy for customers to use.

Method (Rapid Application Development)

The method (Rapid Application Development) is a method to reduce the time required or needed to design and implement an information system so that the resulting system creation cycle is very short, does not require a lot of time that is too long and wasted [8].

The stages in the Method (Rapid Application Development)
1. User Needs

This first stage is system development, identifying problems, objectives, background and collecting data obtained from system users aimed at identifying and

understanding the final goal of the system and the desired and necessary information needs.

2. System Design.

In this second stage, the design process and improvement process is carried out repeatedly until it reaches a point that meets the final needs of the system user.

3. System development process

In this third stage of system development, the programmer or system developer must carry out activities and monitor the system that is running usefully and consider feedback from users or clients.

4. Product Implementation.

The final stage is where the programmer or system developer can carry out the testing process to detect errors, detect viruses in the system [9].

The stages of the Rapid Application Development method in the Food Promotion and Ordering Information System are as follows:
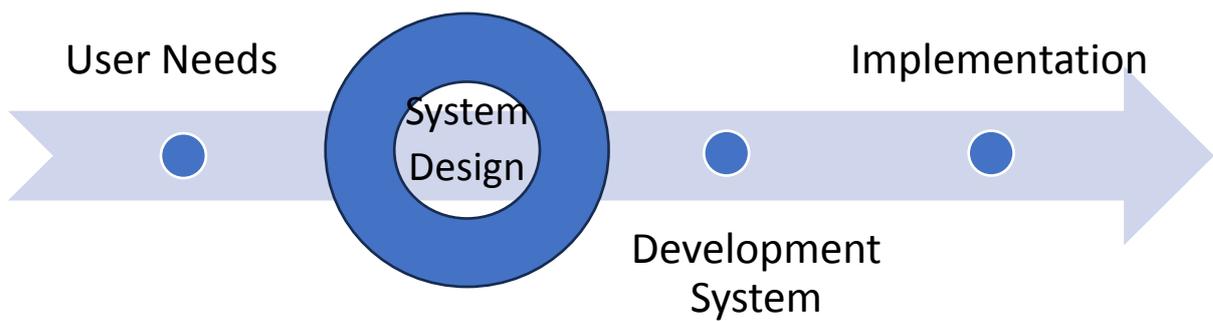

Figure 2 Rapid Application Development Method

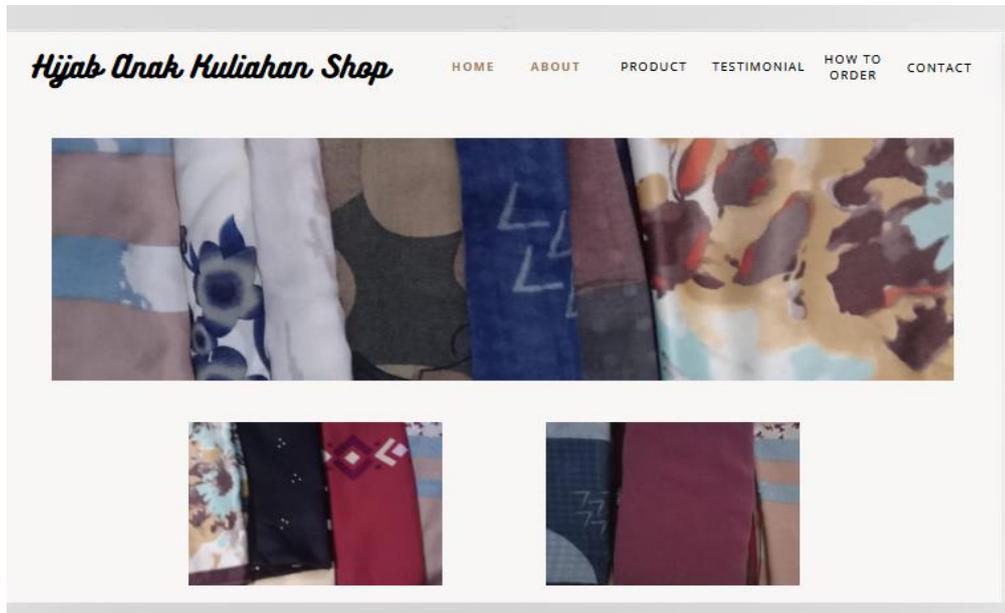System Implementation

1. Home Page

Figure 3 Main page

In Figure 3 there is the main system page where there are other menus such as about, product, testimonials, how to order and contact
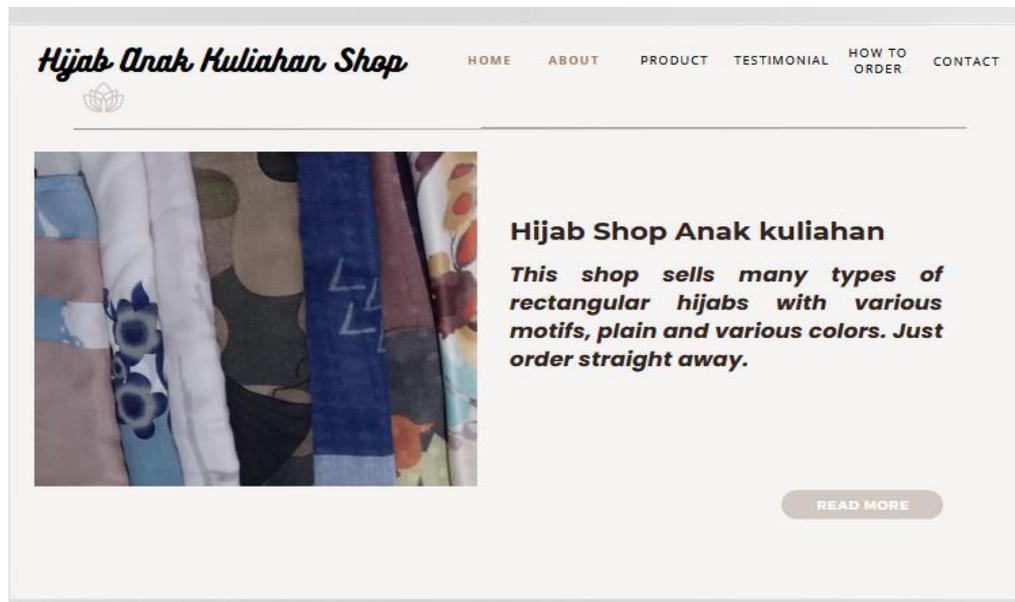
2. Menu About

Figure 4 About

In figure 4 there is an about menu which is a brief description of the online shop regarding motifs and color variants.

CONCLUSION

This research succeeded in designing and implementing a sales information system for hijabs at the Anak Kuliahan Shop using the Rapid Application Development (RAD) method. The use of RAD enables rapid and efficient system development, with the ability to dynamically adapt to user feedback throughout the development process. This has proven effective in meeting the specific needs of the Anak Kuliahan Store, which requires a sales information system that is not only capable of managing sales transactions efficiently but also provides in-depth sales analysis and inventory management. Implementation of the system has resulted in significant improvements in store operational efficiency, particularly in terms of time management, reduced errors in sales, and increased ability to make data driven decisions. This system has also increased customer satisfaction through an easier ordering process and faster access to product information. From a management perspective, the system has provided valuable insight into sales trends and customer preferences, allowing Anak Kuliahan Stores to better target their marketing and product development strategies.

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