

## **E-MSMEs (SMALL AND MEDIUM MICRO ENTERPRISES) BASED ON ANDROID TO INCREASE SALES OF BENI SCROLL ART**

**Triana Sri Gunarti<sup>1</sup>, Baibul Tujni<sup>2</sup>, Imam Solikin<sup>3\*</sup>**

<sup>1</sup>Management, Open University

<sup>2</sup>Informatics Management, Bina Darma University

<sup>3</sup>Accounting computer, Bina Darma University

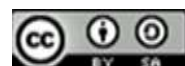
*email: \*mamsolikin@binadarma.ac.id*

**Abstract:** Micro, Small and Medium Enterprises (MSMEs) are business entities or individuals that have productive activities and fulfill the criteria for micro-enterprises. The development of the economic sector in Indonesia is also influenced by MSME businesses. Beni Scroll Art is an MSME engaged in the sale of handicrafts such as making miniature ampers, trophies made of wood, bird statues made of wood and so on. This research is a development of research that previously discussed the use of website-based information technology which was developed into android-based information technology. Android-based sales application development is more effectively used for the community in the buying and selling process because it is more familiar in the community. Therefore, the system development carried out by researchers is an Android-based application in the sales process and to increase sales. The method used in developing this android application is a prototype with several stages of Communication, Quick Plan, Modeling and Quick Design, Quick Design, Construction of Prototype, and Deployment Delivery and Feedback. The purpose of this research is to simplify sales, increase sales, and make the sales process more effective and efficient.

**Keywords:** applications; android; sales; SMEs

**Abstrak:** Usaha Mikro Kecil Menengah (UMKM) merupakan badan usaha atau perseorangan yang mempunyai kegiatan produktif serta memenuhi kriteria dalam usaha mikro. Perkembangan bidang ekonomi di Indonesia juga dipengaruhi oleh usaha UMKM. Beni Scroll Art merupakan UMKM yang bergerak dibidang penjualan keterampilan tangan seperti pembuatan miniature ampere, piala dengan bahan dasar kayu, patung burung dengan bahan dasar kayu dan sebagainya. Penelitian ini merupakan pengembangan dari penelitian yang sebelumnya membahas pemanfaatan teknologi informatika berbasis website dikembangkan menjadi teknologi informasi berbasis android. Pengembangan aplikasi penjualan berbasis android lebih efisien digunakan untuk masyarakat dalam melakukan proses jual-beli karena lebih familiar dimasyarakat. Maka dari itu pengembangan sistem yang dilakukan peneliti adalah aplikasi berbasis android dalam proses penjualan serta untuk meningkatkan penjualan. Metode yang digunakan dalam pengembangan aplikasi android ini adalah prototype dengan beberapa tahapan komunikasi, rencana cepat, pemodelan dan desain cepat, desain cepat, konstruksi prototipe, dan pengiriman dan umpan balik penyebaran. Tujuan dari penelitian ini untuk mempermudah penjualan, meningkatkan penjualan, serta agar proses penjualan lebih efektif, dan efisien.

**Kata kunci:** aplikasi; android; penjualan; UMKM



## INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are business entities or individuals that have productive activities and meet the criteria of micro-enterprises. The development of the economic sector in Indonesia is also influenced by the business of MSMEs. Economic progress is mostly supported by MSMEs, during the COVID-19 pandemic MSMEs are very helpful in restoring the economy, especially the Indonesian economy. The MSMEs discussed in this study are MSMEs in the city of Palembang, namely MSMEs Beni Scroll Art. Beni Scroll Art (BSA) is an MSMEs engaged in selling hand skills such as miniature ampers, wooden bird statues, cigarette ashtrays, wooden trophies and others.

The sales process at Beni Scroll Art is currently still using the system to meet directly with customers and through the website this sales system is considered not optimal to increase sales so it must be developed again. People are now more familiar with using Android-based applications in carrying out activities such as reading news, looking for information, studying, even shopping. MSMEs that have not used Android-based technology in the sales process are still low compared to MSMEs that have implemented Android-based technology. Collaborating with technopreneurs to serve on internet usage [1] explain, penetration of internet usage in 2017, more than fifty four point seven percent estimate about one hundred forty three million thirty six thousand people who use the internet, of the total population of two hundred and sixty-two million Indonesians, with the same survey in 2016 to 2017, according to Henry K Soemartono, Sekretaris Jendral (APJII) Asosiasi

Penyelenggara Jasa In-ternet Indonesia [2].

Android applications are more familiar in the community, so to overcome the decline in sales, researchers have developed an Android based sales system in the form of an Android-based sales application to increase sales and a productive economy [3].

The method used for the development of the sales system is a prototype with the stages of communication, rapid planning, modeling and rapid design, rapid design, prototype construction, and delivery and feedback dissemination. The purpose of the research is to develop an android-based application to increase sales of hand skills in BSA SMEs.

The application discussed in the study is an Android-based application so that it has similarities with ongoing research, namely the Android application, while the difference is where the research is carried out [4] - [6].

Another research that is used as a reference, implementation of Augmented reality (AR) technology in an android based home catalog application [7], where this research discusses android applications but with different problems.

Further research conducted have the same discussion, namely an android based sales application for objects that are used as research on clothing sales [8]. [9].

## METHOD

### Application Development Method

The application development method applied in this research is the prototype method [10]. The method consists of five stages that influence each other or are related, the application de-

velopment cycle can be seen in the image

1.

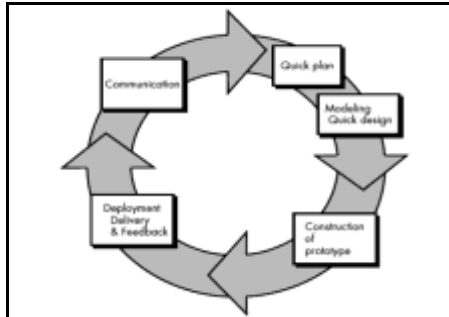


Image 1. Prototype Method

Description of Figure 1, the stages of the prototype model:

1. Communication  
Software design team meeting with stakeholders to get the software needs to be developed and get an idea to continue.
2. Design quickly  
At this stage, the prototype design is carried out quickly and the implementation of the modeling is also carried out quickly.
3. Quick design model,  
This stage is a quick design of the previous modeling by using a flowchart model to describe the process and system analysis and system design.
4. Prototyping,  
The stage of making a quick user interface design. Quick design is the basis for starting the construction of a prototype design.
5. Submission and Provide feedback.  
Feedback comes from Stakeholders to evaluate the prototype design to suit the needs.

### Data Collection Technique

1. Interview technique, the results obtained from interviews conducted with MSMEs owners of Beni Scroll

Art in the form of the number of sales of hand skills, how many stocks are still available, the number of hand skills produced, types of hand skills, how wide is the area of sales of hand skills [11].

2. Observation technique, the researcher went directly to the place of MSMEs Beni Scroll Art. The results of the observation of various forms of hand skills that can be taken directly by taking photos of the results of hand skills [12].

## RESULT AND DISCUSSION

In this section is the development of an Android-based sales application design into coding or published applications.



Image 2. Main view

The main display is the display that first appears when the android-based sales application is run, for its appearance it can be seen in image 2. In the main view, there is an entry menu to login, a list menu for a new account list, an item list menu to view all lists of items sold,

and finally a contact to contact sales directly.



Image 3. Login Display

Login is the display used by customers to enter their respective accounts, the login display can be seen in image 3. Customers who have successfully logged in can select goods and make purchases of goods, while those who have not logged in can only view goods.



Image 4. Registration Display

Customers who do not have an MSMEs Beni Scroll Art (BSA) application account must register first so they can purchase goods until the process is complete. The MSMEs BSA application account registration page can be seen in image 4.

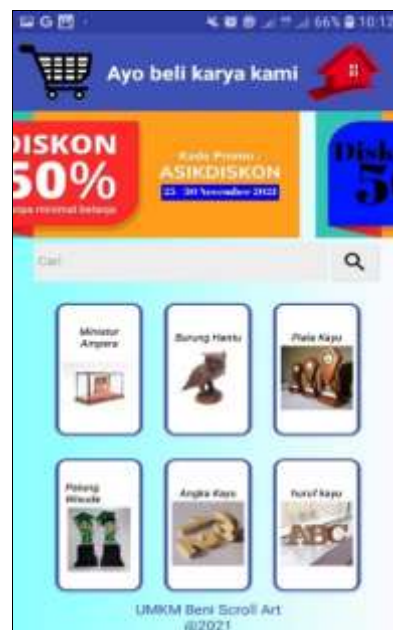


Image 5. Item display

Display of goods is a display where customers can choose the goods they want to buy. On the goods display, all customers can see it, whether it's a logged in or not logged in customer, but what distinguishes a logged in customer can immediately make a purchase until the process is complete, while those who have not logged in can only see, the display of hand skills results can be seen on image 5.

The detail view displays a description of the skill of the item in detail, to display this section the customer must choose one of the items he wants to see, the example in image 6 is a miniature amperage image. In the miniature amperage pictures there are detailed descrip-

tions of goods such as materials, sizes, weights and others.



Image 6. Item detail view

The shopping basket is a display of the goods that the customer wants to buy before making a payment, the shopping basket can be seen in image 7. In the shopping cart the customer can cancel the goods that are not purchased and can find out the total price of the goods to be paid.

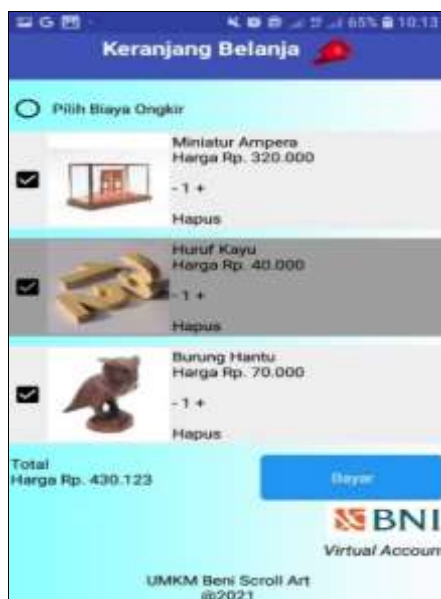


Image 7. Shopping cart view

The payment display is a payment method for all goods purchased at MSMEs BSA. In this view, the method used is the virtual account payment method at BNI, the payment display can be seen in image 8.



Image 8. Payment method

## CONCLUSION

The research resulted in an android-based sales application for the MSMEs Beni Scroll Art (BSA). The resulting application can simplify the sales transaction process, as well as expand the promotion and marketing process for MSMEs Beni Scroll handicrafts.

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