



Website-Based Sales Plan for Supiati Cake Shop Using JavaScript and MySQL Programming Languages

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ABSTRACT

Technological and internet developments have made it increasingly easy for people to access information and knowledge. Technological advancements have also impacted various sectors, such as trade. Previously traditional trade has become highly advanced thanks to the internet. E-commerce is the buying and selling of goods or services through electronic networks, primarily the internet. E-commerce simplifies buying and selling. Previously, customers had to visit a store to purchase their desired items. Now, customers simply access a website on a computer or mobile device. Supiati Shop is a cake ingredients store located in Jatiasih, South Bekasi, Bekasi City. Supiati Shop guarantees the quality of all its products and offers various store warranties, ranging from 3 months to 1 year. This shop relies solely on offline sales, making it less competitive than other established stores that sell their products online. One way the power tools headquarters store can grow is by selling its products online.

ARTICLE INFO

Article History:

Submitted/Received 15 Jan 2026

First Revised 20 Feb 2026

Accepted 09 Mar 2026

Publication Date 30 May 2026

Keyword:

Website, E-commerce,
Technology, Internet, Java

1. INTRODUCTION

Nowadays, technology makes it easier for people to access information and knowledge. Technological developments also impact various sectors, such as trade. Previously traditional trading patterns have become highly advanced with the advent of e-commerce systems. E-commerce is the buying and selling of goods or services through electronic networks, primarily the internet. E-commerce simplifies buying and selling activities. Previously, customers had to visit a store to purchase the goods they wanted. Now, customers simply access a website on a communication device such as a computer or gadget.

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E-commerce is currently dominated by clothing and makeup products; it's rare to find e-commerce platforms that market cake shop products. Most cake ingredient businesses sell their products in offline stores, allowing customers to directly select the products they wish to purchase. With the advancement of technology in e-commerce, people can now easily view product specifications and read testimonials online.

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The Supiati Cake Shop website was created using the PHP Hypertext Preprocessor (PHP) programming language because it is open source and easy to learn. Furthermore, PHP is supported by various web hosting servers. The Power Tools Headquarters website also used the My Structured Query Language (MySQL) programming language to process data on the back-end and front-end. This data processing includes displaying data, adding data, purchasing products, and processing payments. Based on this background, a paper entitled "Website-Based Sales Design for the Supiati Cake Shop Using JavaScript and MySQL" was written, which is expected to meet the needs of the community.

2. METHODS

The method used to design and create the website is the SDLC (System Development Life Cycle) waterfall method, as follows:

1. Planning

This initial stage involves planning the creation of a library registration website, which includes visitor registration through the admin. Afterward, visitors will receive a member ID and be able to print their own card.

2. Analysis

Analyze the technology and information used in creating the website by searching for the necessary information, such as the programming language used and the required data.

3. Design

The design includes designing the navigation structure, database design, and website appearance..

3. RESULTS AND DISCUSSION

3.1. Results

Supiati's cake shop doesn't have a website for sales, so sales have declined due to competition from other shops that already sell their products online.

To create this website, the following data is required:

1. Various data regarding the products sold.
2. Customer data.
3. Proof of payment data from customers.

Functional Requirements Analysis

For the Markas Power Tools website, the functional requirements analysis that can be performed are as follows:

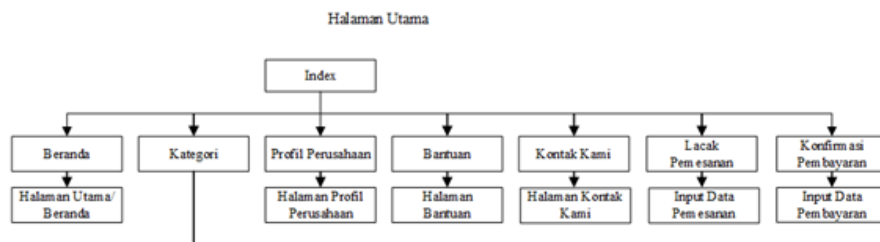
1. Customers can view products on the website.
2. Customers can purchase products on the website.
3. Customers can compare products with others.

Navigation Structure

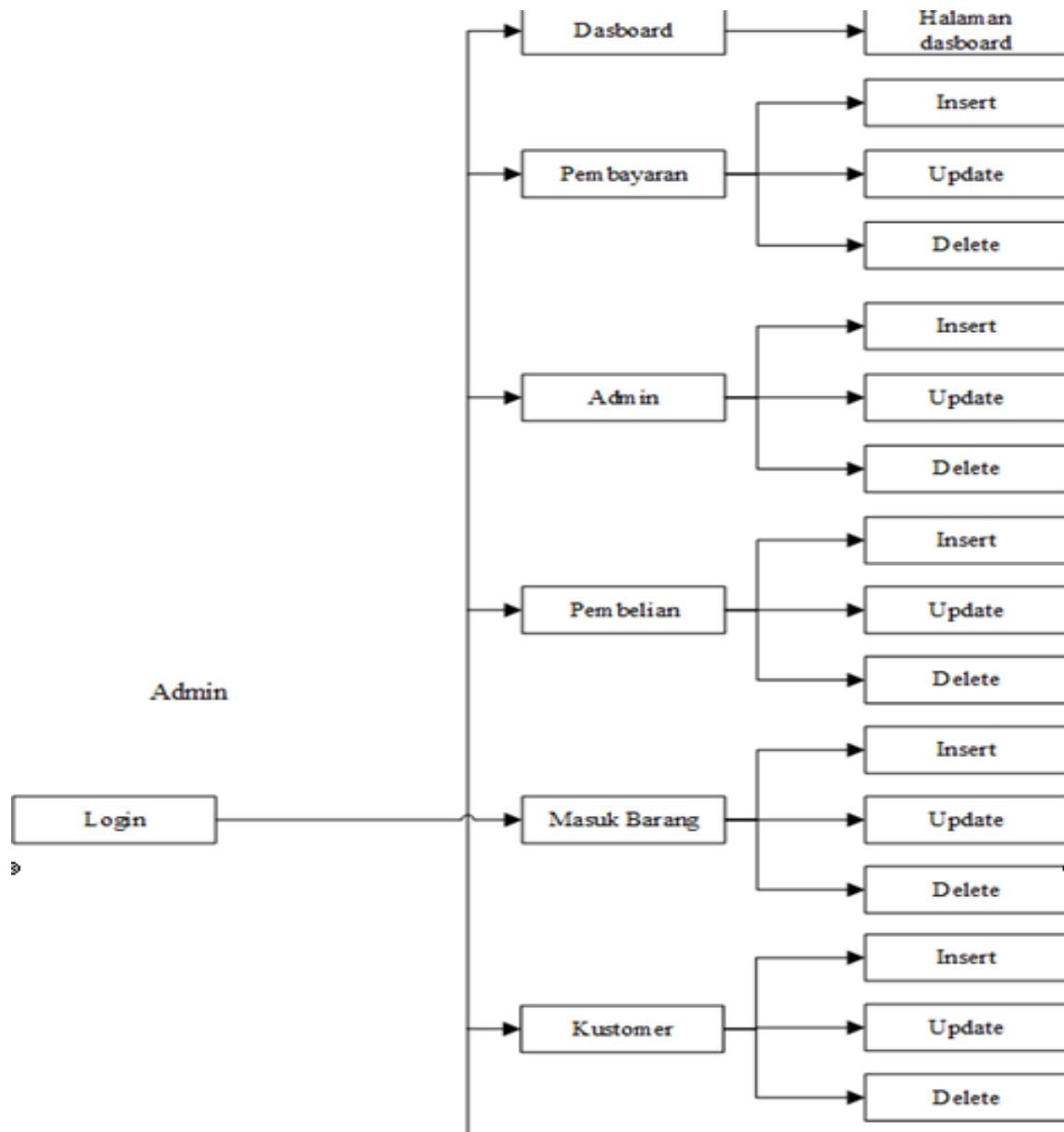
In creating this web-based Markas Power Tools e-commerce application, there are two navigation structures: the navigation structure on the main page and the navigation structure on the admin page.

Main Page Navigation Structure

The user navigation structure uses a non-linear navigation structure.



Navigation Structure Admin



Admin Table Design

The admin table is used for admin login. This table contains the admin ID, name, username, and password. The admin ID, username, and password are 10 characters long, while the name is 30 characters long. The admin ID serves as the primary key in the admin table.

Table 1. Admin Table Design

Field Type Description
Id_admin Varchar(10) Primary Key
Name Varchar(30)
Username Varchar(10)
Password Varchar(10)

Goods Entry Table Design

The goods entry table contains the entry ID, item ID, item name, entry date, quantity entered, and supplier. In the table below, the entry date is of the date data type so that only dates can be entered. The quantity entered is of the integer data type because arithmetic operations will be performed to calculate inventory.

Table 2. Goods Entry Table Design

Field Type Description
Input ID Varchar(10) Primary Key
Item ID Varchar(10)
Item Name Varchar(30)
Input Date Date
Quantity Entered Int(5)
Supplier Varchar(20)

Item Table Design

The item table contains the item ID, item name, item image, specifications, price, stock, category, and best seller. Price and stock are integer data types because arithmetic operations will be performed.

Table 3. Item Table Design

Field Type Description
Item ID Varchar(10) Primary Key
Item Name Varchar(100)
Item Image Varchar(100)
Specification Text
Price Int(10)
Stock Int(3)
Category Varchar(20)
Best Seller Varchar(20)

Payment Table Design

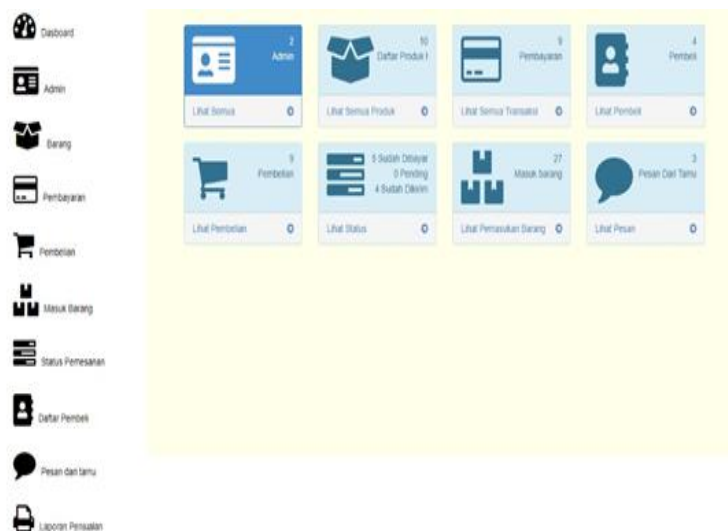
The payment table contains the payment ID, payment code, proof of payment, account name, payment amount, and date. In the table below, the date is of the date data type so that only dates can be entered. The payment amount is of the integer data type because arithmetic operations will be performed to calculate the amount the customer owes.

Payment ID Varchar(20)
Payment Code Varchar(20)
Payment Proof Text
Account Name Varchar(20)
Payment Amount Int(100)
Date

3.2. Discussion

Creating a Website Homepage

When you first open the website, the homepage will appear. This homepage features a large image and a button that, when clicked, automatically scrolls to the featured products section. Then, you'll find information about the store's advantages and a featured products section.



Testing on Computer Devices

Tests were conducted on several different devices, as shown below.

1 Asus DESKTOP Laptop - K2HN4IM

- Processor: Intel(R) Celeron (R) CPU N3060 1.60GHz

- Memory: 2048MB RAM

- Operating System: Windows 10 Home Single Language 64-bit, Google Chrome, .

The test run went well; all features were usable, but the access speed was a bit slow.

2 Asus DESKTOP Laptops - J16AST2

- Processor: AMD A8-7410 APU with AMD Radeon R5

- Memory: 4GB RAM

- Operating System: Windows 10 Pro version 1903, Mozilla Firefox,

- Google Chrome. Microsoft Edge Menu navigation is smooth and error-free.

However, access speed is slow.

3 Asus DESKTOP-LNE8ARI Laptops

- Processor: Intel(R) Core(TM) i5-8250U CPU @1.60GHz

- Memory: 8GB RAM

- Operating System: Windows 10 Home Single Language Version

- 1903 Google Chrome, Microsoft Edge, Mozilla Firefox. Navigation is smooth and usable.

Test results from all three devices showed no issues, but web page access speeds varied due to the different specifications of each device.

4. CONCLUSION

The design for the Supiati cake shop has been successfully developed. The research phase included analyzing the required system, designing the website's appearance using navigation structures and UML diagrams, creating the shop application using PHP and MySQL, and conducting trials on a localhost server and web hosting, store web application still has room for further development. Possible improvements include adding a product comparison feature, adding a shopping cart feature so consumers can purchase multiple items with a single payment, and adding shipping methods to expand sales reach.

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