



Web-based Information Systems in Veterinary Industry

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Abstract:

The purpose of this study is to provide convenience for farmers to market local-breed chickens and facilitate consumers in purchasing it so that consumers do not need to go to the farm. Besides, this study also aims to identify whether the design of a web-based local-breed chickens sales information system can significantly affect the number of sales. In this study, we used a descriptive method, namely by conducting direct interviews with local-breed chickens' breeder to describe its sales system. The results of this study indicate that the design of sales information systems can provide a significant increase in sales of local-breed chickens. In conclusion, the design of a sales information system for local-breed chickens can help farmers in marketing and selling local-breed chickens at reasonable prices so that farmers get more profits.

Keywords: Online marketing, Veterinary industry, Web design

INTRODUCTION

An information system is a system that provides information to all who are involved in an organization without a certain time limitation (Gumilar, et al., 2017). Local-breed chickens are typically kept up by little ranchers in the town. Promoting chicken is still limited, they are typically promoting or selling chicken just in the encompassing territory (Fuah, Petheram, Priyanto, 2016). The transactions by utilizing the web is more efficient because the purchaser does not have to go to the dealer to keep costs just as power and the seller can extend a piece of the overall industry (Liao, et al., 2017).

However, previous research stated that the investigation concentrates on the support or expansion of chicken is great and right to decrease the danger of misfortune from the passing of chickens because of malady and how to oversee domesticated animals (Fuah, Petheram, Priyanto, 2016). The demise of winged creatures is one factor that can cause extensive misfortunes in the main week after the eggs bring forth the ligament stage infection passing (Vakalis, et al., 2017). Another issue is a procedure that is not advertised broad yet with the goal that ranchers just offer chickens to their neighbor Mambile, Machuve, 2019). This will certainly reduce the profits earned by native chicken breeders. Marketing must find the needs of consumers. In addition to

the need for products, consumers also need convenience in getting information (Soegoto, 2014). Structuring a site can improve business forms in the offers of chicken (Hashemi, Han, 2018). E-commerce is marketing and service activities conducted through the electronic transaction on the internet (Yetilmezsoy, et al., 2018). E-commerce is viewed as a proper tactic for promotion, selling, and integrating online service that plays a role in identifying by keeping customers (Choshin, Ghaffari, 2017). By utilizing e-commerce, the customer can buy the product when the price gets lower and the quality of goods improves as well as when service delivery speed increases (Wang, et al., 2016)

The purpose of this study is to provide convenience for farmers to market local-breed chickens and facilitate consumers in purchasing it so that consumers do not need to go to the farm. Besides, this study also aims to identify whether the design of a web-based village chicken sales information system can significantly affect sales figures. In this study, we used a descriptive method by conducting direct interviews with local-breed chickens' breeder to describe its sales system.

RESEARCH METHOD

The method used in this study is a descriptive method by conducting direct interviews with local-breed chickens' breeder to describe the local-breed chickens' sale system. After identifying the data, we collected it to do system design.

RESULTS AND DISCUSSION

The development of chicken breeders is one of the occupations for people who live in the town. They raised the local-breed chickens from the beginning only for individual or family consumption. However, after several times, they raise local-breed chickens as a business. In an ordinary deal, the framework requires planned purchasers to go to the spot of the offer. With the improvement of innovation, local-breed chicken ranchers want to change from the ordinary transactions to the site-based deal's framework.

The depiction of this local-breed chickens' transactions data framework is an electronic framework. This framework is an online transactions framework that uses the web in its activity. On this local-breed chickens' transactions site, there are a few menus, namely (1) Home Menu, (2) Login Menu, (3) Register Menu, (4) Product Menu, (5) Order Menu, (6) Testimonial Menu, and (7) Contact Us menu. The following is the main page of the local-breed chickens' transactions site. Figure 1 is the display of the Home page. On the Home page, it displays images of certain instances of local-breed chickens that is available to be purchased. Moreover, there is also a data or organization profile of local-breed chickens. Figure 1 shows the Home page.

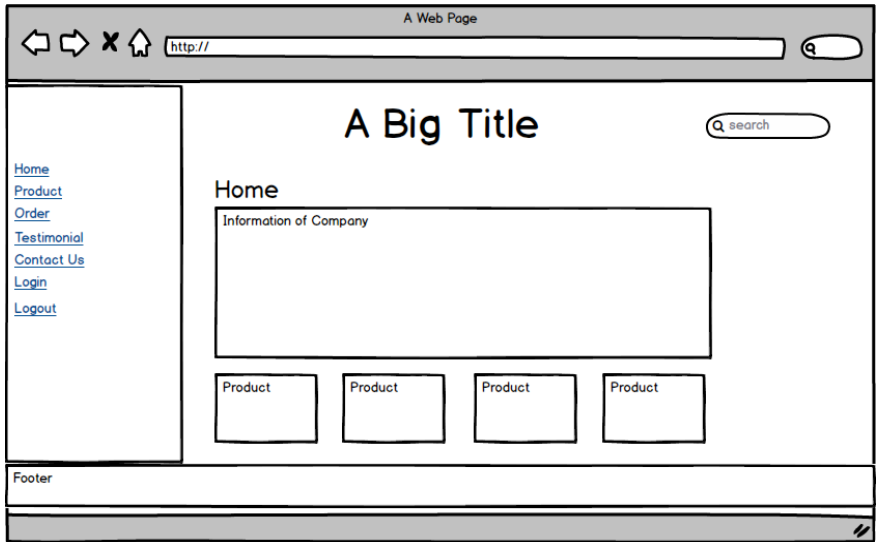


Figure 1. Home

Figure 2 is the display of the Login page. On this page, the customer that already has an account can log in to their account. The customer who already has an account can get several advantages. For example, they can get several promotions. Figure 2 shows the Login page.

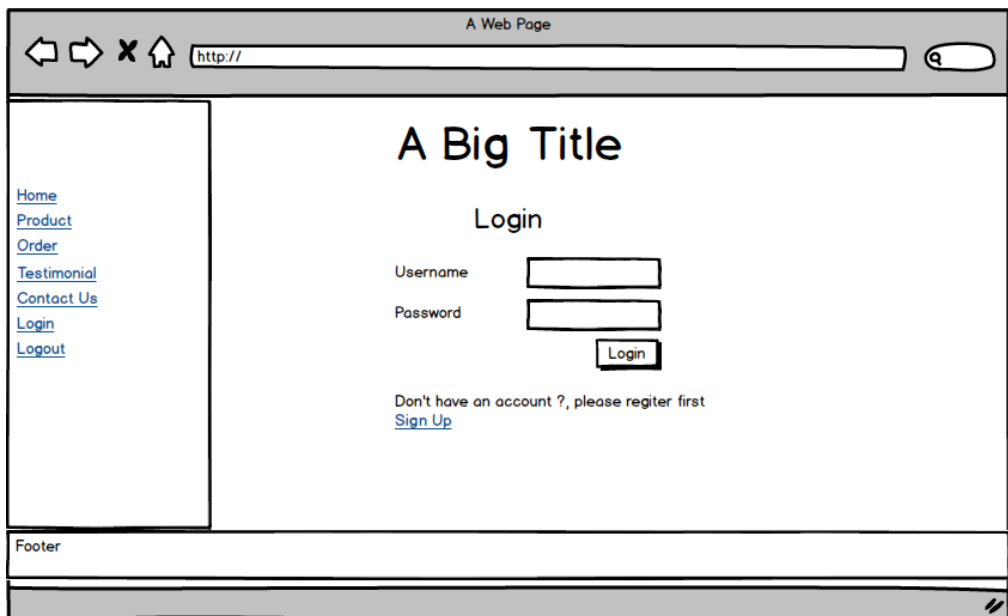


Figure 2. Login

Figure 3 is the display of the Sign-Up page. The Sign-Up page shows the enlistment page to turn into a part of the customer. On this page, the customers can enter their KTP ID, Name, Address, Email, and Call Number. Figure 3 below shows the Sign-Up page.

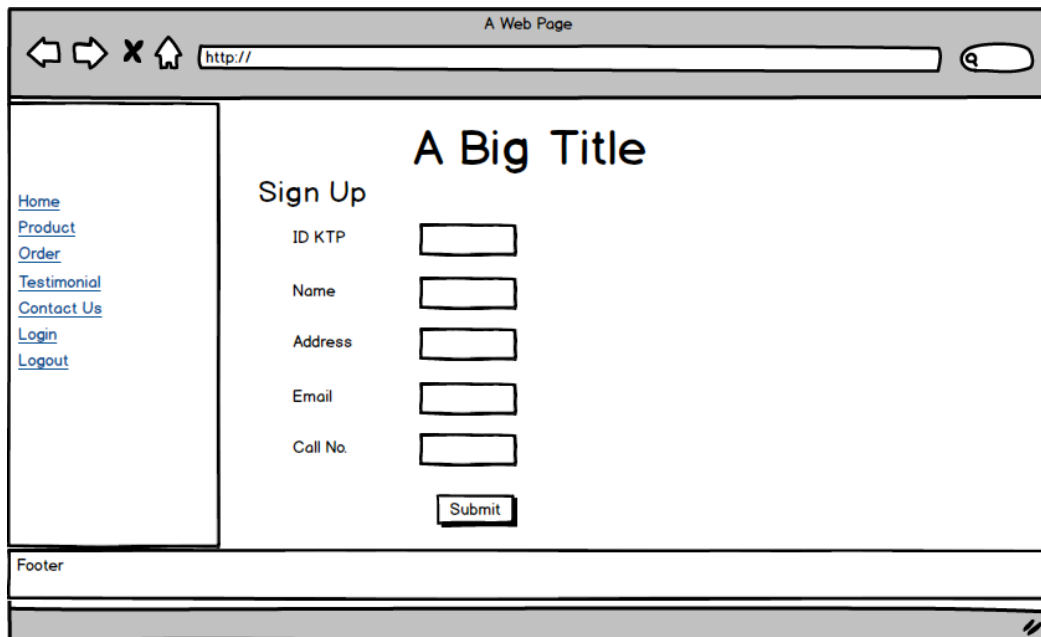


Figure 3. Sign Up

Figure 4 is the display of the Product page. This page shows an image of local-breed chickens and subtleties of local-breed chickens that are accessible. The data from subtleties is the weight and age of the chicken. Figure 4 below shows the Product page.

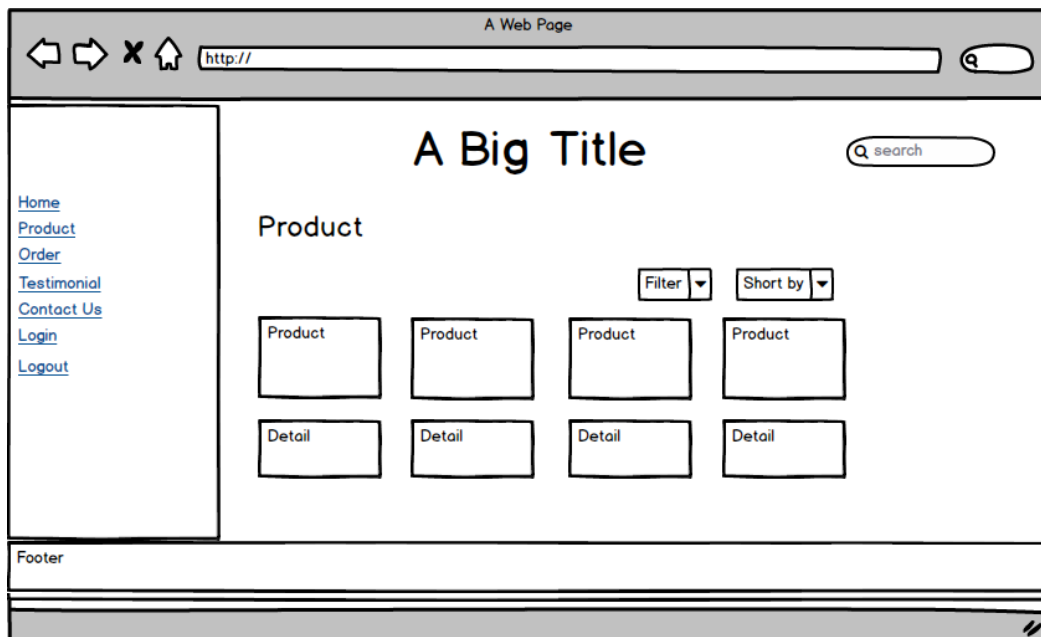


Figure 4. Product

Figure 5 is the display of the Order page. In this page, it shows a page for ordering local-breed chickens. Customers can handle the request structure by entering the Members ID, Name, Address, Product, Quantity, and Call Number. Figure 5 below shows the Order page.

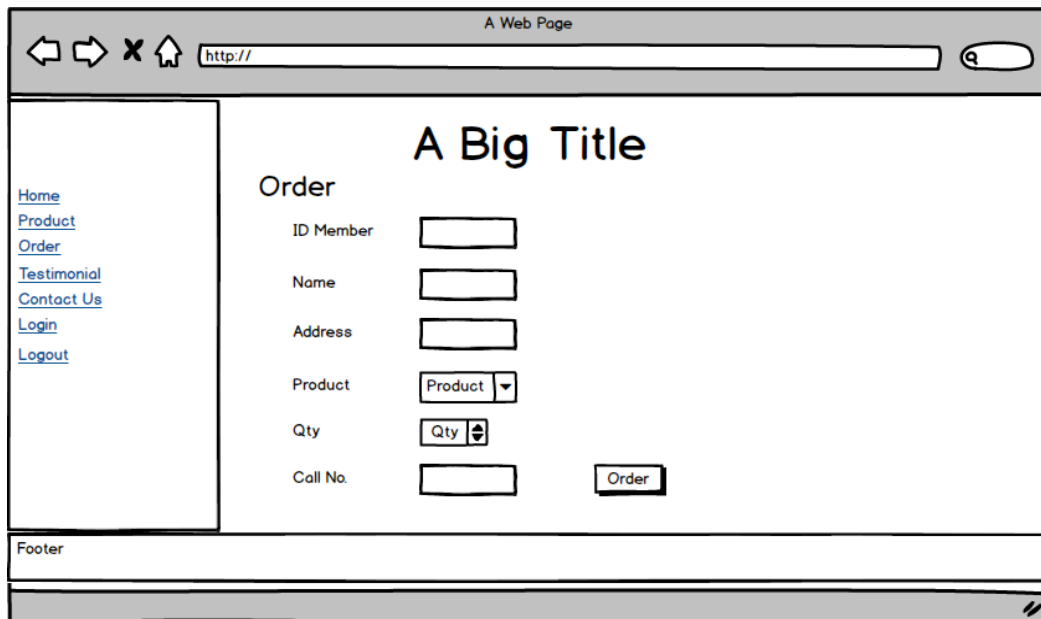


Figure 5. Order

Figure 6 is the display of the Testimonial page. On this page, there is a picture of a testimonial about a local-breed chicken that has been purchased on the web. Testimonial images are usually uploaded after the product is received by the buyer as a buyer's review of the product. Figure 6 below shows the Testimonial page.

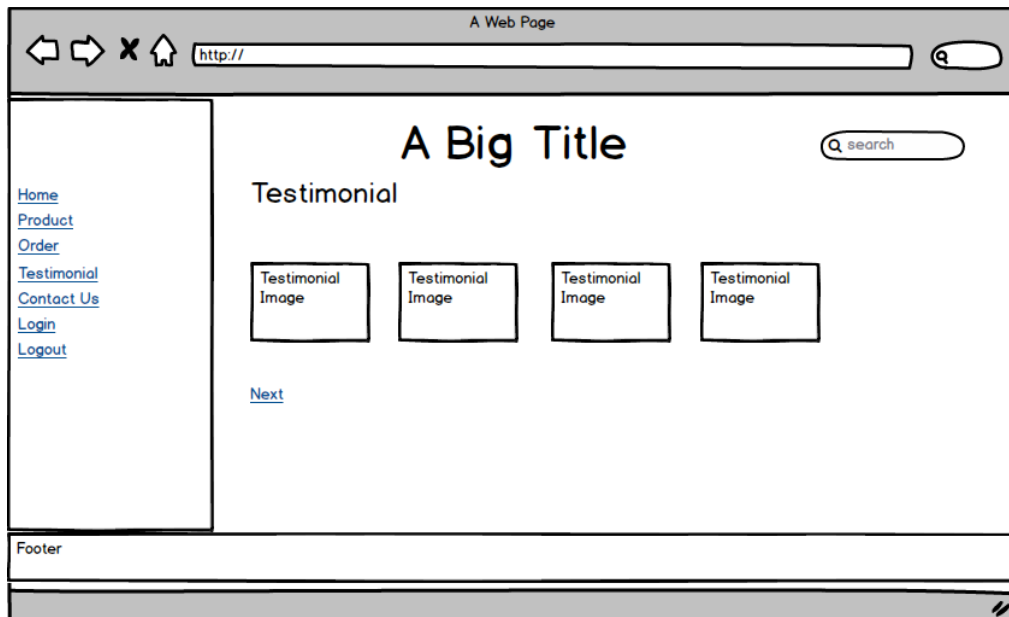


Figure 6. Testimonials

Figure 7 is the display of the Contact Us page show. This page shows a page for customers to complain about service and product quality. Other than that, this page can see there is additional data about the organization's location and consider focus that can be reached by customers. Figure 7 below shows the Contact Us page.

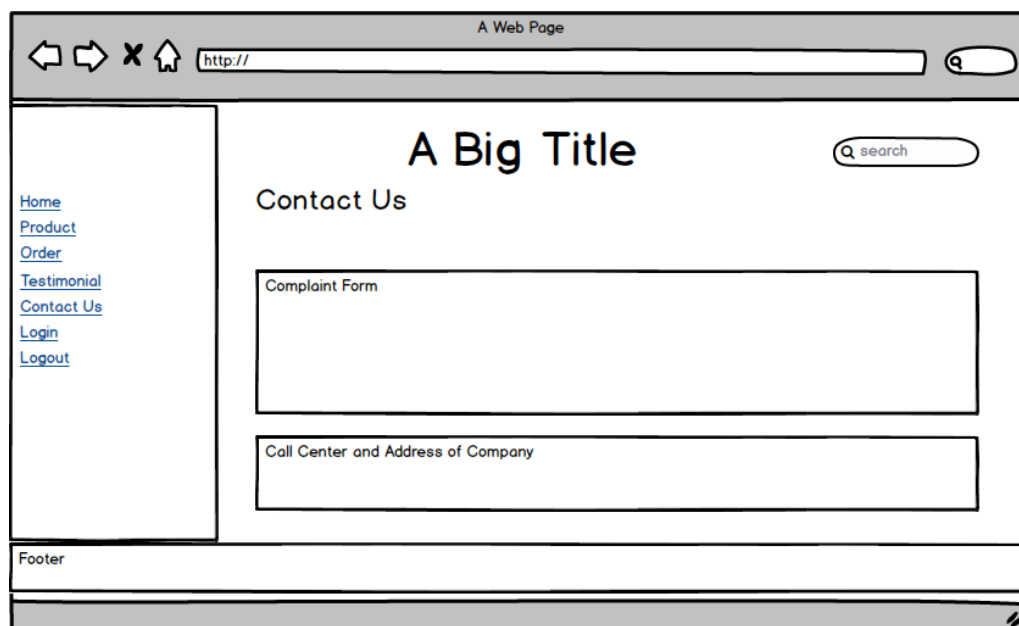


Figure 7. Contact us

CONCLUSION

From the results obtained, we can conclude that the design of a sales information system for local-breed chickens can help farmers in marketing and selling local-breed chickens. With this information system, farmers can sell their local-breed chickens at reasonable prices so that they get more profits.

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