

ABSTRAK

Bitcarlius Situmorang (12145349), Aplikasi Penerimaan Order Percetakan Berbasis Android Menggunakan Algoritma Apriori

Perkembangan teknologi layanan e-commerce berbasis marketplace sudah sangat marak di Indonesia. Namun, belum ada layanan jasa percetakan berbasis marketplace. Padahal kebutuhan jasa percetakan di masyarakat tetap tinggi. Layanan jasa percetakan yang ada saat ini adalah layanan berbasis business to consumer (B2C) sehingga masyarakat harus membandingkan informasi harga dan layanan secara langsung ke pemilik percetakan baik online maupun offline. Salah satu solusi dari permasalahan tersebut adalah membuat sistem informasi berbasis marketplace untuk jasa percetakan. Dengan aplikasi ini, informasi layanan percetakan di suatu wilayah dapat diintegrasikan pada sistem ini. Sistem integrasi marketplace percetakan ini dibangun dengan metode prototype dengan 4 tahapan yakni, pengumpulan kebutuhan, proses desain, membangun prototype dan evaluasi perbaikan. Adapun fitur yang ada pada aplikasi marketplace ini adalah pendaftaran, pemesanan jasa percetakan. Aplikasi sistem informasi ini memberi nilai tambah yakni membuat proses pencarian percetakan dan harga layanan jasa percetakan lebih efektif dan efisien karena masyarakat tidak perlu mengunjungi alamat percetakan. Di sisi lain, keuntungan yang didapat bagi pemilik toko dapat memperluas daya cakupan iklan tokonya sehingga masyarakat luas bisa lebih tahu adanya percetakannya tersebut.

Kata Kunci: sistem informasi, marketplace, e-commerce, percetakan, pemesanan,

ABSTRACT

Bitcarlius Situmorang (12145349), Android-based Printing Order Receipt Application Using Apriori Algorithm

The technological development of market-based e-commerce services has become very prevalent in Indonesia. However, there are no market-based printing services. Though the need for printing services in the community remains high. Printing services that are currently available are business-to-consumer (B2C) -based services so people must compare prices and service information directly with printing owners both online and offline. One solution to this problem is to create a market-based information system for printing services. With this application, information about printing services in an area can be integrated into this system. This printing market integration system was built with a prototype method with 4 stages, gathering needs, the design process, building a prototype, and evaluating repairs. The features in this market application are registration, ordering printing services. This information system application provides added value which makes the search process for printing and printing services more effective and efficient because people do not need to visit the printing address. On the other hand, the benefits for shop owners can expand the scope of store advertising so that the public can know more about printing

Key Word: Information System, Marketplace, e-commerce, Digital printing, Ordering