

## A Jauharah Hijab Web Site Design

**Eri Mardiani<sup>1</sup>, Nur Rahmansyah<sup>2</sup>, Sari Ningsih<sup>3</sup>, Endah Tri Esthi Handayani<sup>4</sup>, Aditya Nur Rohman<sup>5</sup>, Cintia Marito Sihombing<sup>6</sup>, Ratih Tri Lestari<sup>7</sup>, Trie Widiarti Ningsih<sup>8</sup>, Yusriana Chusna Fadilah<sup>9</sup>**

<sup>1,6</sup> Departement of Informatics, FTKI, Universitas Nasional  
Jl. Sawo Manila No.61, RW.7, Pejaten Barat, Ps. Minggu, Kota Jakarta Selatan  
<sup>2</sup> Departement of Animation, Politeknik Negeri Media Kreatif  
Jl. Srengseng Sawah Raya No.17, RT.8/RW.3, Jagakarsa, Jakarta Selatan  
<sup>3,4,5,7,8,9</sup> Program Studi Sistem Informasi, FTKI, Universitas Nasional  
Jl. Sawo Manila No.61, RW.7, Pejaten Barat, Ps. Minggu, Kota Jakarta Selatan  
Email: erimardiani1@gmail.com

### ABSTRACT

*In this modern era, Muslimah fashion in Indonesia has become one of the fastest-growing sectors, making many consumers look for Muslimah fashion to follow this fashion trend. Muslim women in Indonesia have various tastes in wearing Muslim clothing. Islamic clothing, known as the hijab, now has many views with an exciting variety of creativity, so this has caused many Muslim women in various circles in Indonesia to wear the hijab for their daily clothes. This hijab business is a business that has a minimal loss potential because the hijab is a product that is not easily damaged and does not spoil. Correct storage and skills in creating new variations and combining clothes and hijab with trendy styles will make the hijab sell well. The target market is adult women and various groups, ages, and social statuses because the modern hijab is now more flexible and can be combined with everyday clothes.*

**Keywords:** Website, HIJAB, UML, MYSQL, PHP

### Introduction

Of course, someone with a great interest or desire for entrepreneurial activity will try to make it happen in real action. This desire will be realized with concrete steps in establishing a business. Still, learning entrepreneurship usually starts with looking for ideas about what business to run [1]. Entrepreneurial ideas can come from various sources, including having previous work experience elsewhere because of hobbies, imitating similar companies, heads of entrepreneurship literature, business scarcity, franchise partnerships, etc. One business idea can be obtained from work experience, and work experience can generate inspiration in carrying out entrepreneurial activities [2].

One of the business ideas is hijab. Previously, the hijab model only had a monotonous design, lacked artistic beauty, and tended to be dark in color [3]. Our business which is engaged in hijab fashion wants to introduce hijab products that have artistic beauty and high aesthetic value. Tall and has characteristics from other hijab products so that it invites the attention and interest of potential buyers to use our products which are still syar'i and cover their genitals [4].

Jauharah Hijab which means pearl is a form of innovation in the hijab sales industry in the fashion sector. Hijab is necessary for Muslim women to cover their genitals when leaving the house so that they are not seen by someone who is not their mahram [5]. We can see now that various beautiful models and designs were created to beautify the hijab, which aims to attract interest and raise awareness for Muslim women to wear the hijab [6]. The hijabs also vary and are made according to ongoing trends so that they are readily accepted among the public [7].

Sales are the total amount charged to customers for merchandise sold, including cash and credit. Increasing company sales is very important for the sustainability of a business. The progress and decline of a business can be seen from the increase in online or offline sales [8]. To increase product sales revenue, we utilize the Internet as a means of promotion. The excellent opportunity for using Internet media as a means of advertising is based on data on Internet usage in Indonesia [9].

The development of information technology has been so fast, one of which is the Internet. Internet technology connects thousands of individual computer networks and organizations worldwide [10]. There are at least six reasons why Internet technology is so popular [11][12][13]. The six reasons are that the Internet has

comprehensive connectivity and reach; can reduce communication costs; lower transaction fees; can reduce agency costs; is interactive, flexible, and accessible; and can distribute knowledge quickly [14]. These conditions can be used as a trigger to grow e-Commerce in Indonesia. The increasing number of Internet users is expected to influence people's behavior in purchasing goods/services, from conventional purchases to e-Commerce [15]. Currently, the number of e-shops in Indonesia has reached more than twenty. Various products are sold, such as books, computers, mobile phones, handicrafts, and t-shirts [16][17].

Sales with digital systems change consumer behavior today, and this can be seen by consumers making purchasing decisions, one of which must also be based on purchase intention. Purchase intention is influenced by perceived benefits, risks, and trust in the store [18]. Consumers will be more likely to engage in purchases via the Internet when perceived risk is low, perceived benefits are high, and when trust is high (direct effect), consumers' confidence in sellers will also increase their intention to buy indirectly [19].

MSMEs have an essential role in advancing the Indonesian economy today as an alternative to expanding new jobs [20]. One way to increase MSME income is to use Internet media to promote. The excellent opportunity for using Internet media as a means of promotion is based on data on Internet usage in Indonesia [21]. To support sales, building an information system for web-based SMEs is one of the factors to increase sales, and it can use PHP and MySQL programming languages [22].

## Research Methods

This research prioritizes using methods on the central issues in the study conducted. This research is intended to obtain an overall picture of the development of Micro, Small, and Medium Enterprises (MSMEs). And the method used is the waterfall method because it takes a systematic and sequential approach to building the system. Cascading flow is that the system is written sequentially. The resulting system produces excellent quality because the implementation is gradual and not focused on a particular phase [23].

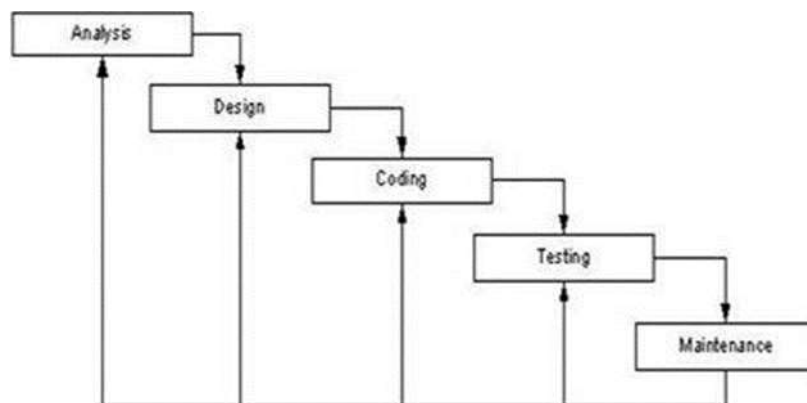


Figure 1. Waterfall method

This method is systematic at the stage of developing a system, and the series in the software design system are carried out sequentially. The waterfall method or also called the waterfall method is a method that is often used to update the application system that is currently running [15]. This method has several stages: application analysis, application design, application implementation, application testing, and maintenance [24]. At this stage, coding is done using a programming language. The programming language used for this research is HTML, CSS, PHP, and MYSQL as a database [25].

## Results and Discussion

This business, called Jauharah Hijab, was created because we saw that many hijab enthusiasts wanted to look trendy and not old-fashioned. In addition, besides the many consumer interests, the thing that underlies us to create a hijab business is women who are busy with their work and don't have time to do shopping in person to come to the store. Therefore, Jauharah Hiab's business makes it easy for consumers to get hijabs quickly and practically with our website.

Innovation emerges from observations and surveys that we have conducted on women who are busy with their jobs. With the Jauharah Hijab website, it is very easy for consumers who want it to be used every day with a syar'I model and remain trendy. We have an excellent opportunity to sell hijabs through a website that is easily

accessible to all people, from young to old, and can attract the interest and desire of Muslim women who don't yet wear the hijab to buy it.  
To support our product sales promotion, we created a website. As for the plot, we can see in Figure 2.

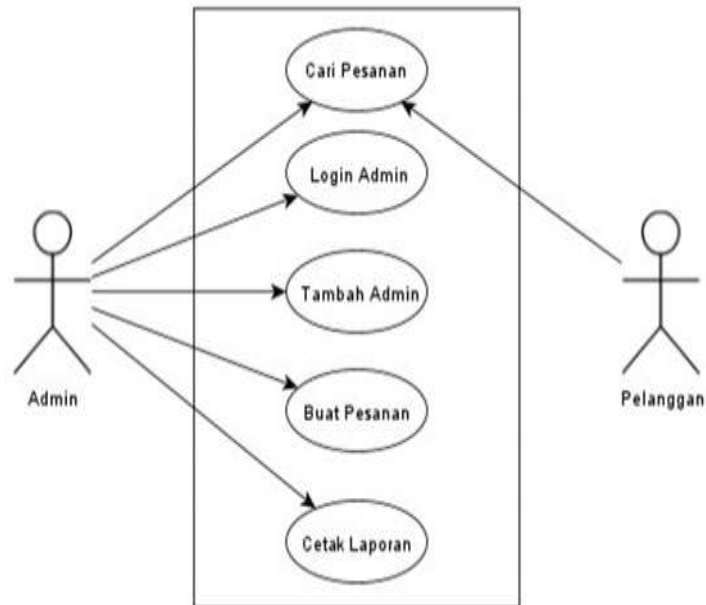


Figure 2 Use Case Diagram

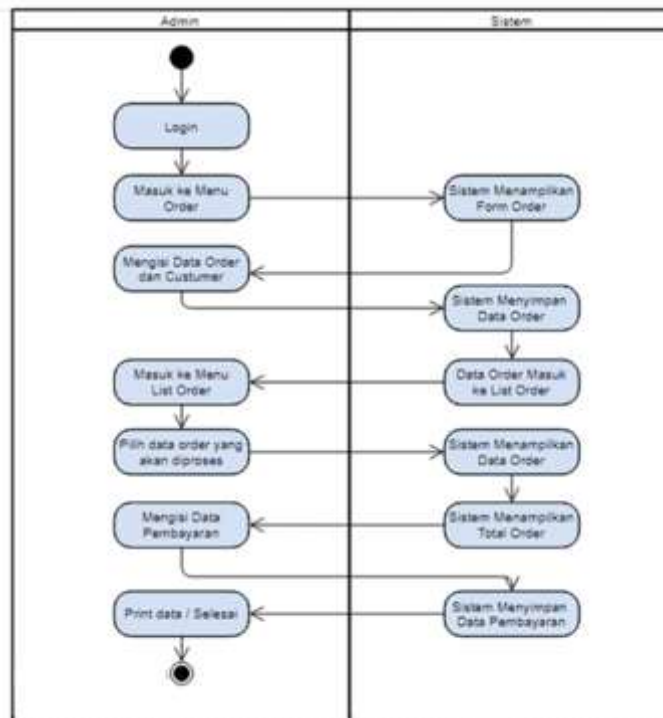
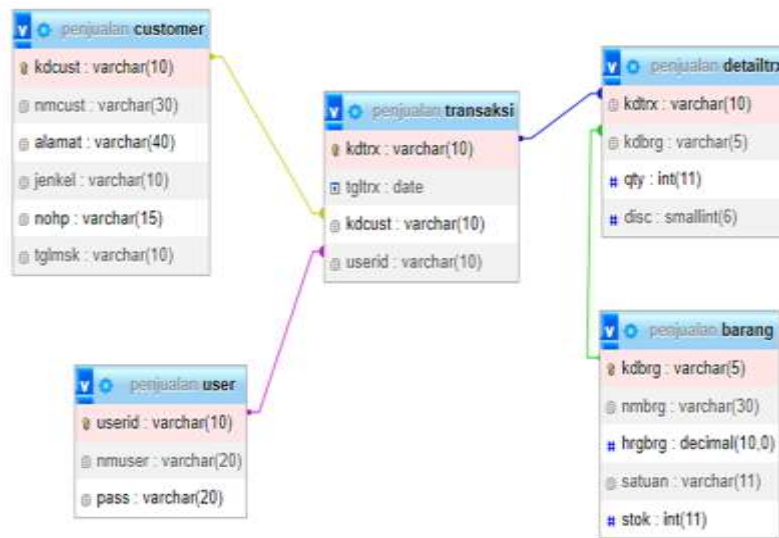


Figure 3 Activity Diagrams



**Figure 4** Sales database

System implementation in this study is a display of the system that has been built, along with the collection of the system we made.



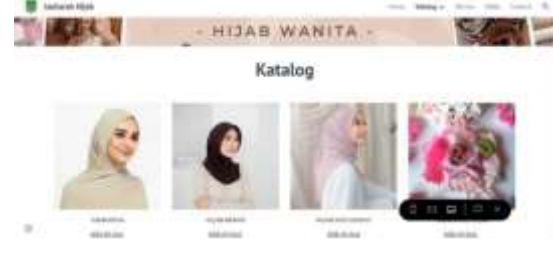
**Figure 5** Home page



**Figure 6** Types of Hijab Products



**Figure 7** Hijab Accessories



**Figure 8** Product Catalog



**Figure 9** Reviews



**Figure 10** Contact Page

### Conclusion

To facilitate sales, one of the supporting sales activities must be supported by an application that makes it easier for buyers to make purchase transactions, namely by creating a hijab online shop that is very supportive for selling hijab because using internet facilities can provide information on the types of hijab products being

sold. Buyers can also make transactions via the website or the contact facilities that we provide so that buyers can interact directly. This web-based online store is used to make it easier for customers to shop, transact, and consult with the store, make it easier for customers to view products in detail, anytime, anywhere, and make it easier for customers to place orders without having to come to the store location. And make it easier for stores to create product data reports and carry out store product promotions and sales reports.

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