

ONLINE SHOP COMPARISON USING CMS AND BLOG AND IMPLEMENTATION

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Abstract— online store growing rapidly along with internet technology. online store can be started from social media, like facebook, twitter and other media such as blackberry messenger, blog, and create own online store. until now, peoples only knew that web for online store is appear on browser and have address with suffix (.com) they dont know how to develop web whether write coding, using CMS or blog to be web.

The purpose this paper is describes differences online shop using blog and using CMS especially prestashop. recommend best choice to develop online shop.

after observation that prestashop has many excess like support modules like language, product, template, slider, notification, invoice, purchase, payment, other feature. with all the advantages indicates that prestashop is CMS which support E-commerce. compared with blog not yet support e-commerce but is easy use. because blog made for write article, news, and ideas from its owner. although already given plugin and costumized. blog still blog..

Keywords-; Online Shop, CMS, Prestashop; Blog

I. INTRODUCTION

Nowadays, the online store is growing rapidly along with the development of technology, especially Internet technology. Online stores can be started from social media such as facebook and twitter, other media such as blackberry messenger, blogs, to create their own website for online store.

Online store in the making process can be made through CMS and Blog, as many articles that have posted how to create a website for an online store that is written through the blog or via the forums. In the process of making the online store through the blog and then changed the address to a website address. In the Content Management Systems (CMS) like Joomla and Wordpress added modules or plugins that support e-commerce, with that way blog can turn to be online store. The examples of CMS that support E-commerce are Prestashop, Openchart and Magento, with that making an online store is more easier because it has support feature that can easily change a regular website into a complete online store . With the presence of these media can provide convenience in create a website, so people who do not know any programming language can easily creating a website for an online store.

E-commerce, although through online media such as the internet, but still can not leave the human side from its process such as the payment confirmation and shipment confirmation, which is part of the transaction either through phone or sms.

Until now, people only knew that an online store is a website for appearing in the browser page and possess addresses with the suffix. Com is a website. They do not know how the website is made whether using a CMS, make from scratch with the coding, or blogs are renamed to the website.

The purpose this paper are :

1. Describe the differences in the using blogs and website CMS especially Prestahop.
2. Recommend a good choice in making a website for online store

II. CMS

E - commerce according to Karyatiningsih (2011), is trade that was done through web page in the internet. Advantage of the e-commerce transaction compared with the normal trade are located on convenient and flexibility that is offered. E-commerce is the result of the application Information Technology, which allows transaction occurred between seller/producer and consumer through internet. Transaction information through electronic media is transaction that was done through internet network to provide services business, selling goods, services and information between a number of parties. With more maturing internet technology and web, this technology will be able to improve their ability in terms of business communication and information sharing, as well as the share of other valuable resources. Adoption and application of e-commerce technology is one of the important factors for bolster up the success of a product or service from a company. To speed up and increase sales quickly, when we looking in to the development of information technology that is very rapidly, it can utilize a service on-line in the form e-Commerce. But until now the uses of e- Commerce in Indonesia is still very limited. Based on survey is still a few companies that using e-Commerce as a means to business interests. To make an online store that had been

support e-commerce, there is no need to make coding, it has already provided some CMS that has provided with some supports features such as Opencart, Prestashop, Magento.

First of all, we will discuss about Opencart. Opencart is an option that should be considered by any online merchant who intends to sell their merchandise/goods on the internet. Opencart is one of the content management system which is Open source, free, and features that are quite complete, easy for understood and used, can be multiple languages, can be multiple currencies, as well as development support to SEF (Search Engine Friendly) the URL, this makes Opencart qualified to compared with other packages of e-commerce who have gained present enliven world merchandise online (Mufadhol, 2012).

Opencart have features such as described in its web site www.opencart.com, that is a multilingual, multicultural center, multiple currencies, SEF url, modules or plugins extension. Opencart supports all languages, including Indonesian, because the Indonesian people who able to speak and understand foreign language are only in little amount from its populations, so there is no other way that the online store must made in Indonesian language to service and attract the Indonesian consumer. Beside of that, because most online store use US Dollar as Currency, while in Indonesia USD price always changing rapidly, so Opencart provided a feature to select your currency. SEF url is a customizable web address (url) such as product name www.opencart.com/ipad.

Second, its Magento. Magento is a platform of e-commerce that have most rapid development. Magento is built with the open source concept. Magento are popular among the CMS users, example of it user are Samsung, Nespresso and The North Face. Magento provides three options package CMS, namely Enterprise Edition, Professional Edition and Community Edition. Enterprise Edition has a package that is very complete and sophisticated in increasing sales, including its inherent store credit, gift cards (virtual and physical), member only sales, clubs, multi-store (retail & wholesale) and support full time. Professional Edition features are not as complete as the Enterprise Edition. Community Edition, free, generally used by downloaded the web developer that has been experts and this package is not supported by support, guarantee and compensation (Yoswara, 2012).

According to Prestashop Yoswara (2012) is one of the CMS e-commerce is quite popular and most widely used in Indonesia. As evidence, at the forum Prestashop has provided room for those who want to discuss in Indonesian language. This software uses Smarty template engine, combined with AJAX in its back-end. Prestashop has a feature that could have been virtually complete for a e-commerce international standard. Prestashop can be downloaded via www.prestashop.com.

Prestashop provides features such as:

1. Unlimited product.
2. Buyers can review products.
3. Giving discounts on certain products.
4. Customize product.
5. Proof of purchase in pdf format.

6. Special offers.
7. Choice of payment method (paypal, bank transfer, check)
8. Product statistics.
9. Replacement language on the web.
10. Reimbursement currency.
11. SEO features.
12. Good security.
13. Customized displays.
14. And many other moduls

Prestashop have 114 modules in the category modules that are divided into 13 modules for administration, 6 modules advertising and marketing, 26 modules analysis and statistics, 2 modules billing and invoice, 46 front office features, 2 means migration, 6 modules payment and gateway, 1 modules security payment, and promotions module 2, 1 modules search and filter, 1 modules SEO, 4 modules shipping logistics, 1 modules shopping smart and 1 modules mobile phone.

Each of this category has a different function such as the front office features that can customize website display, payment modules and gateway used by buyer for how payment methods would be done, shipping option gives buyer an optional delivery service that they can choose.

Kategori	
Favorites	0
Total	114
Administrasi	13
Periklanan & Pemasaran	6
Analytics & Statistik	26
Pengiriman & Faktur	2
Pemeriksaan	1
Front Office Fitur	46
Alat Migrasi	2
Pembayaran & Gateway	6
Pembayaran Keamanan	1
Harga & Promosi	2
Pencarian & Filter	1
SEO	2
Pengiriman & Logistik	4
Belanja cerdas	1
Ponsel	1

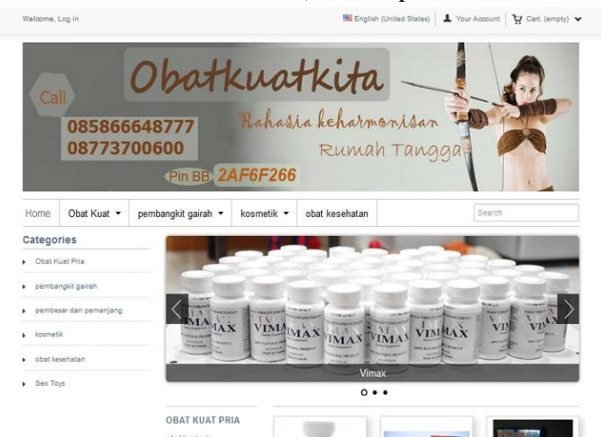
Nama modul	
Blok CMS INSTALLED	Dibuat oleh: PrestaShop Versi: 1.1.1 Kategori: Keterangan: Menambahkan blok dengan link ke halaman Konfigurasi Mengaktifkan Hapus Markas Favorite
Blok Daftar Belanjaan INSTALLED	Dibuat oleh: PrestaShop Versi: 1.2 Kategori: Keterangan: Adds a block containing the customer's sho Konfigurasi Mengaktifkan Hapus Markas Favorite
Blok Kontak INSTALLED	Versi: 1.0 Kategori: Front Office Fitur Keterangan: Memperbolehkan Anda menambahkan inf Konfigurasi Mengaktifkan Hapus Markas Favorite
Blok Link TIDAK TERINSTAL	Dibuat oleh: PrestaShop Versi: 1.5 Kategori: Keterangan: Menambahkan blok dengan link tambah Hapus Markas Favorite

Picture 1. Modules Category

Prestashop have changes appearance or themes that can be directly used after the download. The following is the difference looks that have not yet been using themes and which has been using themes



Picture 2. Default Theme (source : pasutrivitalitas.com)



Picture 3. Responsive Slider theme (sumber : obat kuat kita.com)

Use a theme gave many differences to display include speed response or respond to more quickly..

Magento is a powerful CMS for e-commerce, but it takes more time to learn its features. Prestahop and Openchart have many similarities and have features that support for CMS to used in Indonesia, the features are Indonesian language and currency in Indonesia Rupiah. But Openchart have weaknesses, we need to download each module or plugins if want to add features, the template in Openchart many are free, but sometimes not in accordance with that is displayed in this site where we download templates.

In the other hands, when installing Prestashop all modules will installed automatically. Languages and currency modules will be installed automatically according to the location that was chosen, if it chose Indonesia, than language features English (English U.S.) and U.S. dollars (\$) will be features Indonesian and currency rupiah (Rp) both in its administration and in the web.

Templates in Prestashop usually its paid even though there is a free too. Templates in Prestashop will be displayed in accordance with the example that are displayed at the site where we download template, but must comply with the variant used, the template for prestashop 1.4.0 can not be used on prestashop 1.4.1 because there will be a slight shift in appearance.

With the advantage of every CMS prestashop chosen as the material of this paper, because these modules or additional features have been installed all support English and currency rupiah, have features for SEO which is very useful for raising the page search site such as google.com , yahoo.com etc.

III. BLOG

According to Setianto, et.al (2008), blog or weblog is a website related chronologically, writing in blog is unique, different with a website that formal seem serious. Blog is a diary online from its owner, so passage in blogs can be filled in accordance with the desires and thought the owner, such as note daily diaries), tutorials, tips and tricks of the program and other, personal experience and writing that his personal and informal meetings.

According to Wright (2007: 8), Oroh (2011: 9), Jorn Barger (Kurniawan, 2009: 2), Kurniawan (2009: 3), and Hindarto (2011: 83), and Claxton and Woo (2008: 109) in Siregar (2012) blog is web that contain contents as text, pictures or video that species adapted to users blog was the douban article (itself by its users and as a means of communication that can create a communication that interactive.

According to Zarella (2010: 13-19) in Siregar (2012) there are some characteristics and attributes/features of blog in platform that provides hub-hub that sophisticated, namely:

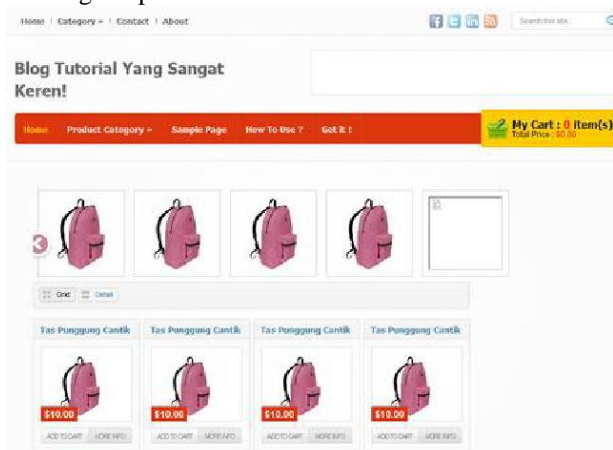
- a. Post
- b. Permalink
- c. Comment
- d. Theme (Template)
- e. Archive and category pages
- f. Blogroll

Based on his nature blog is divided into free blog and paid blog. Free Blog is blog that are made through provider site blogs in free, such as Blogspot (www.blogspot.com), Diary Land (www.diaryland.com) , Multiply (Website) (www.multiply.com), village Blog (www.kampungblog.com) . name and address (URL) of blogs was usually in accordance with username or user name at the time to register, for example <http://budi.blogspot.com>, <http://kinar.blogspot.com> , <http://christian.multiply.com> , <http://aya.diaryland.com> , at its core's address <http://username.namapenyediablog.com>. Profits from free blog is cheap and simple. No need to charge, and don't need competent use programming language HTML and CSS. Only need to fill the blog writing in an orderly way so that it can be read and enjoyed by visitors. Disadvantages less representative, often seen as a cheap (because free), which plugins theme and a limited, could not be able to install

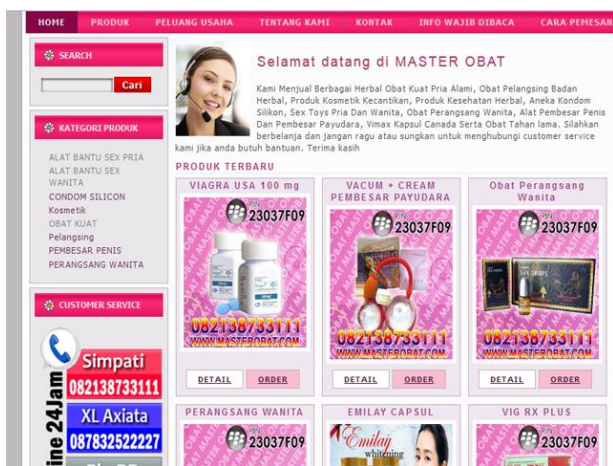
theme and plugins, need to add additional script HTML and CSS that additional features can be used. Blog broadcast is blog domain name itself, according to the wishes all the owner. Named could sue for buying domain and hosting provider through domain and hosting (Setianto, et al, 2008).

Based on its content, blog is divided into blog personal or personal blog and business. Blog writing personal contains personal experience, banishing it or other writings that want to be published by the owner blogs. Blog business is blog that used to sell products and services such as online shops

The booming online store that use blog because there are many posts by the owner blogs in providing training to make website online shop, one of them is <http://www.syamsulalam.net/tutorial-cara-membuat-toko-online-di-blogger>. In his post things that must be done is to change display (theme) blog first, and then do a piece of writing or posting from each product so that each post of the products which are written will look like a web that provides a wide range of products.



Gambar 3. Tampilan blog yang telah berubah menjadi toko online (sumber : syamsulalam.net)



Gambar 4. Tampilan blog yang telah berubah menjadi toko online (sumber : masterobat.com)

Store online such as masterobat.com is one example of blogs business. The advantage of blogs business is

- 1) blogs are well-known by many people. Those who have gotten used to use blog (bloggers) will not have difficulties in developing and managing a blog business.
- 2) Praktikal.
- 3) blogs more preferred by search engine because the structure was more efficient. As a result, ranks blogs more easily increased to the position strategic.

IV. RESULT AND DISCUSSION

Result from the observation can be seen as follows

Table 1. Support to Online Shop

No	Parameter	Prestashop	Blog
1	Hosting	Paid	- Free is not even necessary because been provided by the organizers
2	Domain	-Paid	- Free - Paid
3	Instalation	-Download first -Disediakan penyedia	Easy only apply it has already been directly can be used
4	Template	Download -Paid -Free	Download -Free
5	Modul	Include	Download Install by Source Code
6	Slider	Supported	Not Supported
7	Pembayaran	Supported	Not Supported
8	Comment and Rated	Supported	Supported
9	Produk	Unlimited Support Menu Product	Per Page One by One
10	Notification	Supported	Not Supported
11	Registration	Supported	Not Supported
12	Search engine	Need SEO	Supported from google
13	Invoice	Support	Not support

In prestashop domain and hosting must pay, because a website requires hosting as a place to put your files and domain as obvious. Without the hosting web means there is no file that accessed. The blog does not need hosting because it has provided by service providers, while if we want to address specific only pay domain, so web change will no longer have an address <http://username.blogspot.com> lg but changed to meet its owner like www.masterobat.com

In the Prestashop instalation process, we need to download the installation in www.prestashop.com , will get installation files with ekstensi zip file. It is this file that will eventually be trenchant remarks on the server. Write domain address in browser to begin the installation process prestashop and user registration. During the installation modules and additional features will be installed automatically, log on as admin input, so the process and web display products can begin. The blog installation process does not need to be done because providers have been provided by penyelenggara blog, so users only need to register to get account, as admin of blogs. Log on and start writing content, it will automatically be seen in main page web.

Prestashop already provides 1 templates, as default template from prestashop. Templates in prestashop can be paid and free of charge. In a template appearance broadcast website has been very support to shop online and features modules that are very powerful. Templates that special offers that supports type prestashop can be downloaded through a forum prestashop. Some template also have the support modules to support certain features. But each template must be in accordance with type of prestashop, if not in accordance, it will be a shift news details in. The blog template is not provided some choices. Just choose templates that will be used. If you want to add template must add source code HTML and CSS.

Modules in prestashop installed automatically when installing. Modules installed there are 114 modules, which has been divided into several categories in accordance with its function. Such As front office to edit main page web. One of the modules in front office is slider. Where slider had the function to view pictures went home. These modules one another like payment has been owned by prestashop, modules that supports e-commerce. The blog does not have a module. If you want to add features should add source code HTML and CSS. There is only a display. It is not features that walk actually like prestashop.

Slider in prestashop has been a module that will be visible in main page. Slider in blog should add programming language HTML and CSS.

Payment to prestashop has been provided to the modules. Account number module contains payment, check etc. In this feature blog should be added source code HTML and CSS. This feature is only in the form appearance, but could not be used as expected.

In prestashop and blog every buyer or visitors can give a comment and providing ratings on a product.

In prestashop upload product has been provided to the menu include categories for the product gives you in the provision menu that will appear on the web. The menu products provided a description products, the price, the number of work, category and package if it is to be sold in one package. Users who buy the product will reduce the number of products. Admin products to be able to enter is not limited. The blog each product should be written as post or writing. So each post will be quickly reducing the over-capacity of that provided the organizer.

In prestashop have notification that functioned to provide information on admin that there is a transaction such as

pesana and number of products that decreases, as well as greetings from a buyer and comment and rated shaft from buyer to products that, as it is red message above main menu from admin. Notification on the other hand makes it easy to admin that there is any information that is important to be taken care of as soon as possible. To user and providing information status from items purchased, what had been sent or not and is still in process packing. On blogs are notification that it is not known, they product which, as well as there is no future or not so that it has to be dicheck broadest email or short message service (sms, bbm etc).

Registration process in prestashop is one of the security of user that is not responsible, such as spamming, as well as fraud, because at the time the registration online shop will be sent to enable users via email that were numbered. So long as there is doing activating the user is not able to do transaction. The blog is provided comments and rated shaft, so it is very likely that to happen spamming.

Search engine optimation (SEO) in prestashop must be done by itself. Although the menu prestashop were prepared to SEO in the menu products. The blog SEO supported because blogs have been acquired by by google. So there are automatically support SEO.

At the time will users will receive an invoice automatically with extensi pdf and it is impossible that there has been manipulation bills, sent to email and user account. The blog there is no delivery invoice or bills.

After a thorough observation that prestashop has many advantages such as a separate kernel modules support such as language, the product, the outward appearance, payment, shipping, slider, and features such as management products, category, the elections, will display, the administration management, notification, an invoice, and other features. With the advantage that is why prestashop to CMS that has supported as e-commerce.

Blogs in use it is easy, but do not support to shop online. Because blogs are made up for the writing, the good news, the news, and ideas from its owner. Although it has been given many costumized, blogs remains a blog.

V. CONCLUSION

Conclusions that could be taken :

1. Online shop that using Prestashop more powerful and has supported as e-commerce and e-businness, compared to shop online that comes from blogs.
2. For making online store it is better to use Prestashop instead of using blogs

VI. FUTURE RESEACH

It needs to be done research on ease of use Prestahop and blog on user admin or buyers. High security transaction using Prestahop and blogs.

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