ABSTRACT

Web Based Application Prototype Design for Promotion And Marketing Online Book Store (Case Study In PT Penerbit IPB Press)

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E-commerce development in Indonesia has encouraged IPB Press publisher to designed web based application prototype for promotion and marketing online book store cooperate with IPB university network. The online book store was expected to: (1) promote and increase the number of published book, (2) facilitate the authors’ procurement by online registration, (3) enhance the trustworthiness of customers, distributors, authors and author candidates about the reputation of IPB Press, and (4) ease the communication with external parties of IPB Press. This research was employed descriptive approach method by conducted in-depth interview with respondents assisted with questionnaires. The method used in designed system prototype was benchmarking to attractive and interactive sites. The stages in system development activities using web engineering was: 1) initial planning, 2) system designing, 3) prototype evaluation. The result of this research was an prototype application bridging between business industry (IPB Press Publisher) and public. The developed Online Book Store system has provided various kind of information required by public and supported by a variety of facilities. The service types provided for public include: comment to the book, online subscription, etc. There were some suggestion for the sustainability of system management: 1) continual update of application to suit customers; need, 2) additional application such as discussion forum to obtain customers’ responds about publication from IPB Press, 3) upgrading information system function for full transaction to support internet banking facility and e-commerce service.