

Development of Android-Based Tote Bag Business Application

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ABSTRACT

Tote bags made of calico cloth are starting to be known and favored by the community so that many are interested in making them a business field, this makes Zeta Tote Bag businesses have to create competitiveness through the use of technology, namely by creating Android-based applications to make it easier for customers to shop. The purpose of this study is to describe the contents of the tote bag business application needed to develop a business and classify the various benefits of developing a tote bag business application. The method to be used in developing the application is the ADDIE model in the form of a series of analysis, design, development, implementation, and evaluation activities, with no evaluation activities due to the limited time the author has. This research will produce knowledge about the contents of the calico tote bag business application and its benefits in developing the business of the Zeta Tote Bag business. Based on the weight of the assessment using UTAUT with 7 indicators, it was given to 35 management student respondents and the index value was 96% with the criteria "strongly agree". So it can be concluded that the development of the Zeta Tote Bag application can be used as an alternative to developing the calico tote bag business because it makes it easier for customers to shop.

Keywords: Application, Business, Calico cloth, Tote bag.

1. INTRODUCTION

Business is an activity of buying and selling an item or service that is carried out to seek profit and to meet various human needs in living their lives [1]. The business world is becoming more and more attractive to the public because now they can easily get started. It is evident from a large number of start-ups in Indonesia, reaching 992 start-ups [2]. Starting from the young to the old try their luck in business. A business that starts from scratch or is still classified as a new business if it is run and built with the right intentions and with hard effort will certainly become a big business. Moreover, to become a great businessman or entrepreneur, you do not have to have a bachelor's degree first. In other words, ordinary people can also make their business grow rapidly with a determination to always innovate, be tenacious, and be willing to learn and analyze the opportunities that allow their business to progress.

If ordinary people whose educational background does not reach the highest level can develop a business, especially students who have the opportunity to study up to university should be able to do more than them, because it is clear that in terms of knowledge, students are one level superior to those who are not graduates. But it is their skills in entrepreneurship or business that must be encouraged and honed because most students have not yet honed their entrepreneurial skills because they have never directly entered the field. As the saying goes "Experience is the best teacher"[3]. With this experience, we will be more trained and accustomed because we have faced it rather than just studying it in theory. In essence, if you are good at utilizing everything, both human resources and natural resources, even technological advances as tools in doing business can also be a strategy to develop business and win business competition [4].

There are various kinds of businesses that can be tried. Starting from the category of services or goods can be used as a business field depending on the interests. Trying an ongoing business trend is also an interesting idea because in general people will be interested in everything that is being discussed, so there is no need for difficulty in attracting public interest. However, trying a business that is booming also means having to be ready with business competitors trying the same business venture. This business competitor is a common challenge faced by every businessman in running his business. By knowing the tips in developing a business and having the initiative to create something new and unique that will be applied in business to be able to differentiate it from other businesses will make the business more ogled by the public.

The tote bag business is currently being intensively carried out by the community. The tote bag itself is a type of tote bag model that is square or rectangular and open with two straps at the top as a handle. Tote bags made of calico fabric are now also a trend, making many entrepreneurs try this simple business. The advantages they get from this business are also many because the tote bag business from this calico cloth does not take a lot of capital and some even use no capital at all. This tote bag made of calico fabric has benefits such as being environmentally friendly, lightweight so it is easy to carry everywhere and can fit quite a lot of things [5]. Moreover, this calico tote bag is suitable to be used as a fashion complement with the type of bag that is easy to decorate. All you need is acrylic paint. This tote bag can be transformed into a trendy bag, not inferior to bags that cost more. The price of this calico tote bag is very affordable because this type of calico fabric is easy to find on the market. So from so many benefits and advantages, this calico tote bag is suitable as a business idea. However, due to a large number of enthusiasts in this type of tote bag business, it is also a challenge to continue to innovate in business.

Larsen, P, and Lewis, A, (2007) revealed that one of the most important characteristics of entrepreneurs is their ability to innovate [6]. If a business or business is not innovated, then the business will not last long because customer desires can change. Zimmer (Suryana, 2006:14) states that innovation is the ability to apply creativity to solve problems and opportunities to improve and enrich life [7]. One of the reasons why innovation is so important is because of the rapid changes in technology. In modern times like today, where everything is digital, it is necessary to innovate to help businesses grow and not be left behind with other businesses. Moreover, there are many conveniences from technological advances that can be used for business people to create something new in their business. One example is the use of Android as a form of existing modernization. Android itself is a Linux-based operating system that includes an operating system, applications,

and middleware for mobile devices [8]. Android provides an open platform for developers to create their applications. This opportunity was finally used by Zeta Tote Bag's business in developing its business.

2. RESEARCH METHODS

The method used in developing this research is the ADDIE development model. This model generally suggests a series of activities sequentially in the form of analysis, design, development, implementation, and evaluation (ADDIE) [9]. Starting from the background analysis of application development, the process of making application designs is carried out then application design is carried out until finally the application can be used by the general public, and as the final stage, a satisfaction and application feasibility survey is held. There are 7 indicators of questions related to expectations (Gratification Sought) and perceptions (Gratification Obtained) given to 35 management student respondents. The results of the survey will show the level of user satisfaction and the level of application feasibility according to the users. In the development of research using the ADDIE model, there are limitations, where the research is not carried out until the evaluation is carried out due to the author's time limitation.

3. RESULT AND DISCUSSION

3.1. Analysis

The main activity carried out in this step is to analyze the background or importance of Zeta Tote Bag business development efforts by utilizing technological advances, namely by creating and developing an Android-based online business application entitled Zeta Tote Bag. The results of the background analysis or the importance of efforts to develop the calico tote bag business from Zeta Tote Bag by utilizing technological advances, namely because of the threat from the same business competitors as well as the threat of missing out on business development opportunities if you don't use technology, especially in a digitalized era like today. Starting with finding and sorting several applications, software, and so on that are trusted and supportive, and feasible in the effort to develop a tote bag business application from the Zeta Tote Bag business.

Then determine the application or software that is the most suitable. Until finally the choice of application fell to the application available on the *Google Playstore* named 'bukaOlshop'. After to analysis the importance of the development being carried out, researchers must also carry out an analysis on the feasibility and ensure the requirements for developing the Zeta Tote Bag application are following online shop operational standards. This analysis is carried out to determine the

feasibility of the application is used later according to the application developer.

3.2. Design

At this stage, the design of the tote bag application made of calico fabric from the Zeta Tote Bag is carried out. This activity is a systematic stage carried out starting from choosing the purpose of the application being developed, designing the content of the business application, and evaluating the service or use of the application. This design is only conceptual to underlie the next development process. So it can be said that this stage is a shadow for researchers on what the business application will look like. This is done to minimize errors or risks when application development takes place later. This stage also saves the researcher's expectations when the application has been developed and is ready to be used.

3.3. Development

The stage after the design is developed, in this stage, the realization of the application design activity that is already in the design stage occurs. Designs related to the content and technical procedures for developing Zeta Tote Bag's calico tote bag business applications that have been prepared previously are realized into an application that is ready to be implemented. It is at this stage that possible errors or risks during application development are discovered. This is because sometimes in the implementation there is a discrepancy with what should have been designed. So that at this stage a high level of accuracy and diligence is required or expected so that the risk of errors in the development process activities can be minimized.

The procedure steps in designing applications using the 'BukaOlshop' application itself are also very easy because there are already available places and features that support online businesses such as product display features, testimonials, to chat features with customers. These features are utilized by Zeta Tote Bag as well as possible to achieve effective online business development. The complete main features in the Zeta Tote Bag online business application are as follows:

3.3.1. Product display features and category list

The home window is the initial window which when the Zeta Tote Bag application is opened will be displayed on the user's screen. In the home window, the product display and category list features are located. The product display feature itself is useful as a display where buyers or users can browse and choose the products they want or need. Then to make it easier for consumers to find the product category they are looking for, they can find it through the category list. Zeta Tote Bag has been tagged according to the category of each tote bag product sold.

The choice of Zeta Tote Bag's calico tote bag category, for now, there are only two product categories, namely general for buyers who are looking for a tote bag with a general image and K-Pop for consumers who love all things related to the Korean state, be it girl bands or the boyband. And over time, after more and more varied products are uploaded, the list of categories will also increase. These features are included in the transactional features which will later be useful in the process of tote bag purchase transactions between Zeta Tote Bags and their customers

3.3.2. Search, chat, notification, and cart features

It can also be seen in the home window display in Figure 3 that there are several other features besides the product display and category list features, namely the search, chat, notification, and basket features located in the middle and upper right corner. These features will also be visible when selecting or opening browsing, transaction, and account windows. For the search feature, it is certain to search for tote bag products based on the product name, and this feature is included in the transactional feature. There is also a chat feature where this feature will later be very useful as a means of communication between sellers and buyers in the application, so this feature is included in the relational feature. Then there is a bell illustrated feature which is a notification feature where later all activities from buyers and sellers will be seen there so it can be concluded that this feature is a type of social feature. Another feature is the cart illustrated feature where this feature includes a transactional feature whose function is the same as a shopping trolley basket, which is useful for storing all tote bag products that consumers will order.

3.3.3. Flash sale feature

Improving your marketing strategy is one of the important things when you want a business to grow rapidly. Most online shops or marketplaces apply discounts as a form of marketing strategy, for example, the procurement of flash sales. The definition of the flash sale itself is part of the promotion sales in the form of product offerings through price cuts but with limited quantity and short time [12]. Features flash sale. This is only occasionally held by Zeta Tote Bag, namely at certain times that are considered special, such as on Eid celebrations or on beautiful dates such as December 12 (12.12). The features included in this relational feature are located in the roaming window where when a flash sale is not being held, the roaming window will appear empty.

3.3.4. Features regarding billing, processing, and shopping history

The display on the transaction window of the Zeta Tote Bag application shows that three features are related to each other, namely the billing, processing, and shopping history feature where these three features are included in the transactional features. These features contain or display information related to the shopping activities of consumers. When the consumer has finished selecting the product, he must pay for it, and as long as the payment has not been made it will be seen in the billing features as an unfinished bill. If you have made a payment, the goods will be processed and then sent and information related to the delivery can be seen in the process feature. Meanwhile, the history feature will display consumer spending history in the Zeta Tote Bag application.

3.3.5. Buyer account-related features and other features

The ‘my account’ window is a window that displays more features of the Zeta Tote Bag online business application. There are also photos, names, as well as a history of using the buyer’s account. These features are divided into two types, namely features about user accounts located in ‘My Account and features related to stores or applications located in ‘Other’. In the My Account category line there is an Account information feature that contains user data such as email, name, etc. Then there is the ‘my address’ feature which contains the user’s residential address which is useful as a delivery destination. There is also my favorite feature which contains a wish list of the user’s products, this feature is very useful for the user in saving the product which one day he has the opportunity to buy it.

3.4. Implementation

Implementation is the stage where the application is launched for testing to the public by downloading the application via the following link:

<https://app.bukaolshop.com/toko/zetatotetabag>

You can also access the Zeta Tote Bag online shop website via the following link:

<https://zetatotetabag.bukaolshop.site>

After the user tries the Zeta Tote Bag application, an assessment will be given either by contacting the contact person or through the distribution of a questionnaire containing a satisfaction assessment questionnaire from the user/customer. In the implementation stage or application of this application, application testing is

Table 1. Likert Scale

Weight	Approval Rate
5	Strongly Agree (SS)
4	Agree (S)
3	Doubtful (RG)
2	Disagree (TS)
1	Strongly Disagree (STS)

carried out with the Unified Theory of Acceptance and Use of Technology (UTAUT) standard. There are 7 question indicators in the questionnaire given to 35 management student respondents and used in two parts, namely questions about expectations (Gratification Sought) and perceptions (Gratification Obtained). The level of expectations and perceptions is measured using a Likert Scale, which is a research scale that is useful as a measure of opinions and attitudes [13]. Respondents will be asked to fill out a questionnaire that requires them to show their level of agreement with various questions through this Likert scale [13]. The level of agreement on the Likert scale consists of 5 choices of the following gradation scale in Table 1.

Meanwhile, in fulfilling or filling out the expectations (GS) and perceptions (GO) questionnaires, the question indicators are taken based on the variables from the UTAUT model as shown in the following Table 2 and Table 3. The following table results from filling out the

Table 2. Indicator of each variable of hope (Gratification Sought)

Variable	Indicator	Question
Performance Expectancy	PEE1	Users experience many benefits by using the Zeta Tote Bag application.
	PEE2	Users feel that using the Zeta Tote Bag application is very helpful in buying tote bags online.
Effort Expectancy	EFE1	Users can easily operate some of the features of the Zeta Tote Bag application.
	EFE2	Users feel that using the Zeta Tote Bag application is more efficient in terms of time and energy.

questionnaire with 7 question indicators using a Likert scale by 35 management student respondents in Table 4.

Based on the assessment criteria in Table 5 with an index number of 96%, the answer indicator is Strongly

Table 3. Indicators of each perception variable (Gratification Obtained)

Variable	Indicator	Question
Performance Expectancy	PEE1	Users are satisfied with the benefits of the Zeta Tote Bag application.
Effort Expectancy	EFE1	Users are satisfied with the Zeta Tote Bag service which gives a good impression through the provision of promos and flash sales.
Facilitating Conditions	FAC1	Users are satisfied with the features of the Zeta Tote Bag application that support the behavior and lifestyle of its users.

From the table, the total Likert score can be calculated through the following calculations:

- Strongly Agree (SS) = 29 respondents x 5 = 145
- Agree (S) = 5 respondents x 4 = 20
- Doubtful (RG) = 1 respondent x 3 = 3
- Disagree (TS) = 0 respondents x 2 = 0
- Strongly Disagree = 0 respondents x 1 = 0

Total Score = 168

Calculating max score and min score and Index (%):

- Maximum Score (number of respondents x highest Likert score) = 35 x 5 = 175
- Minimum Score (number of respondents x lowest Likert score) = 35 x 1 = 35
- Index (%) = (Total Score/Max. Score) x 100
Index (%) = (168/175) x 100
Index (%) = 96%

Agree. Thus, it can be concluded that the development of the Zeta Tote Bag application can be used as an alternative to the development of a calico tote bag business because the application has quite good eligibility criteria for an application and is considered satisfactory and make it easier for customers to shop.

3.5. Evaluation

At this evaluation stage, it is planned to carry out a final revision regarding the development of a tote bag application made of calico fabric made by Zeta Tote Bag. This stage will run based on criticism or suggestions from users or buyers regarding services or application features through the space provided in the application. Then Zeta Tote Bag will evaluate or improve as well as support services both within the application and services outside the application. This step is implemented so that the applications developed are even better and provide more convenience for buyers so that they can increase sales.

4. CONCLUSION

The Zeta Tote Bag online business application can be used as an effort to develop a calico tote bag business. In it, various features are needed to support marketing, such as product display features and product category lists, chat features, notifications, baskets, flash sales, billing-related features, processes, and user history, user account information features, and features. Related to the Zeta Tote Bag store or application. The benefits derived from the features resulting from the development of this application are also various, including:

- 1) Guaranteed convenience for users or buyers when shopping using the Zeta Tote Bag application.
- 2) Able to compete with the same business owner.
- 3) Become a marketing strategy to increase sales.
- 4) The effectiveness of time and service is guaranteed and monitored.

Table 4. Questionnaire Results

Approval Rate	Number of Respondents
Strongly Agree (SS)	29
Agree (S)	5
Doubtful (RG)	1
Disagree (TS)	0
Strongly Disagree (STS)	0

Table 5. Assessment Criteria

Index Interval	Answer Indicator
0% - 19.99%	Strongly disagree
20% - 39.99%	Disagree
40% - 59.99%	Doubtful
60% - 79.99%	Agree
80% - 100%	Strongly agree

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