

Web-Based Motivation T-Shirt Sales Information System in T7A Mode distro

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Abstract: E-commerce is the highest development of Internet sales, there are many benefits to online sales via the web. The sale of old patterns that rely solely on customers to come to the store and make sudden transactions that are left out of the covid 19 diagnosis, is what led the writer to take a journal on the application of information systems on the t7a mode motivation T-shirt, using waterfall methodology and data imaging through UML. With the support of web-based management information systems, it is expected to increase the value of business and sales while still under the covid 19 pandemic situation.

Keywords: Information systems, T-shirt Sales, t7a Fashion District, e-Commerce, Waterfall, UML

INTRODUCTION

The fashion giant that was founded in 1978 is Ramayana with a total of 17,867 employees and a myriad of achievements such as “Best Investor Relations 1st Place Indonesia Buy-side view in Asia Equities Investor Relations 2005, Asia's Best Companies 2012 by FinanceAsia, The Best of Medan Service Excellence Champion of Supermarket category in MSEA 2011 (Medan Service Excellence Award), Superbrands 2010-2011 with 104 outlets in Indonesia had to swallow the bitter pill (Closed). The VUCA era it self.

We are currently entering the VUCA (Volatility, Uncertainty, Complexity, Ambiguity) era which is completely limited and unclear (confusing) even until the era of uncertainty, VUCA itself means “V” is Volatility. The world is changing fast, turbulent, unstable, and unpredictable. Businesses experience unexpected changes and even tend to find surprises that were not previously thought of, while the letter “U” means Uncertainty. The future is full of uncertainty. History and past experiences are no longer relevant to predicting probabilities and what will happen. The letter “C” means Complexity. The modern world is more complex than ever. Problems and consequences are more layered, intertwined, and influence each other. The external situation facing business leaders is getting more and more complicated and the last one is “A” with the meaning of Ambiguity. The business environment is increasingly confusing, unclear, and difficult to understand. Every situation can give rise to many interpretations and perceptions.

In addition to the **VUCA** era, a situation that cannot be avoided is the Double Disruption which coincides with the Covid 19 Pandemic which has been going on since 2020 until now, making many UMKM and business people have to use all moves so as not to be left behind by change because otherwise they will become fossils of the future. Then that will be left behind. There are many great companies, but only in the past, when the current situation devastated all aspects of life, finally there was no choice for UMKM and businesses to implement business using information technology systems, one of which is a website (e-commerce).

T7A Mode distribution is clothing selling business in the NAQOY CENTER area of the Serpong BSD, South Tangerang which has "value" providing motivation and positive influence with great words, all types of choice of words (Quotes) are taken from the creativity and validity of the book trilogy. The T7Awareness is One Minute Awareness, The T7Awareness and 21 days to be Transhuman. T7A MODE has a mission to "change fate through words" this is in line with the philosophical concept of The T7Awareness the first part is the art of esoteric thinking with the formula "where the attention goes, the energy flow" without realizing it those who buy T-shirts from T7A MODE participate in providing da'wah and motivation to others to have enthusiasm and optimism on how to rise from the pressure of Covid 19 to rise above average (Naqoy, 2020).

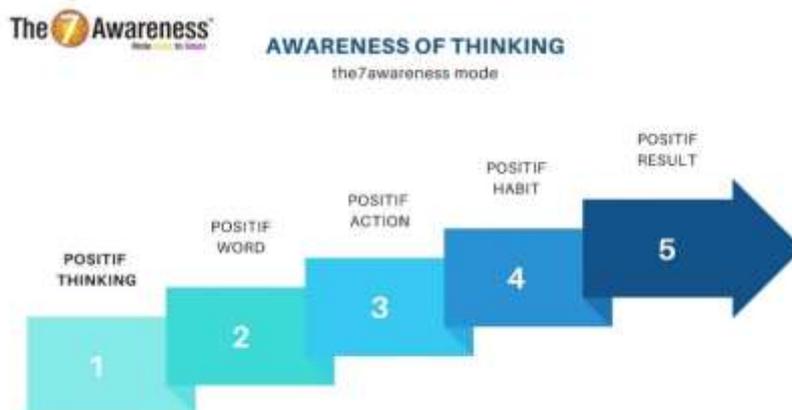
The "Value" of T7A Mode is to motivate Indonesia to remain optimistic and spread the spirit together through positive words. If in Bali there is Joger (1980) while in Yogya there is Dagadu (1994) both are "top of mind" business words that skyrocketed and still exist despite the Pandemic. The challenge of T7A Mode itself is being in a non-tourist location or city, in contrast to Yogya and Bali which are indeed visited by local and international tourists while South Tangerang City is the opposite, even if hotels in tourist city areas are expensive on the week end, while in South Tangerang City, the price is discounted during the week end.

The purpose of writing this journal is to motivate UMKM that creativity and innovation as well as persistence are the keys to success in this "Abigality" era. Quoting an article from the book 21 Days to be Transhuman "What limits us is not this inability but is vision". Many people lost their great vision when the pandemic came so they chose to leave the noble and great vision due to limitations. In the BI survey, it showed that 87.5% of Indonesian MSMEs experienced a direct impact from the Covid Pandemic, businesses in Tanah Abang showed a supportive picture, some online drivers when spoken to and discussed, it turns out that he is a shop owner in the Tanah Abang area who is experiencing sluggishness due to heavy business (Sugianto, 2021).

Then how to overcome this era of limitations and confusion (VUCA) and what steps were taken by T7A Mode to prepare itself to make it through tough times into a business leap that is even promising. In the world of leadership, even many obsolete and ineffective leadership styles are used in this era, "No Box Leadership" leadership is needed, in finance and marketing it is also needed not only limited to entrepreneurship but much more than that is "religio-preneur". (Hermawan, 2020).

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Words can actually change a person's fate, that's what becomes the "value" of a person to move forward, every successful person always has magic words in themselves "Quotes Code" which is a safety talk. This is explained in the first part of T7A (The T7Awareness), namely Awareness of thinking with the formula "Where the mind is focused, their energy will flow- Where the attention goes, The energy Flow". This proves that one's energy starts from the mind, when one can manage the mind well it will direct all the great energy towards it. Even without realizing it will end up being a fate. We see the picture below which shows that the influence of positive thoughts and magic words will end in good news in the future.



Source : the7awareness leadership (2021)

Figure 1. Awareness of thinking for Character

T7A MODE (The7Awareness Mode) was born from the noble values of the mind that lead people to goodness and glory. Seeing the lack of disgraceful words or positive "quotes" in Indonesia in the form of fashion (t-shirts) motivates to provide "awareness" to customers that T7A Mode shirts provide "value" which is important to improve the quality of every human being to be above average. When someone orders a T7A Fashion T-shirt with positive writing it will help someone reading to have the motivation to rise towards change from within themselves. In fact, many of the buyers say that their motivation for buying awareness shirts is to give positive sentences (Naqoy, 2018).

The formula for the life of great people such as Matahna Gandhi, Mother Theresa, Soekarno, Bung Hatta, Kyai H. Hasyim Asy'ari and KH. Ahmad Dahlan and many others, the leaders of change are that they manage to control their thoughts and words. Each of his words succeeded in influencing himself and others to move towards change, such as the sentence from the founder of Kyai H. Hasyim Asy'ari "Love the homeland is part of faith" so that it gave birth to the Santri jihad revolution so that the students had the spirit to take part in fighting for the country from the invaders.

Even a quality nation has words that inspire the motivation of its people to move forward and change to be the best, the quality of a person is also similar, the influence of positive words translated into sentences in the T-shirt is part of an important innovation in encouraging someone to be the best. From the figure (1), it is clearly seen that an effective process when someone thinks positively will give birth to great actions, a great action starts from choosing magic words that are repeated so that they reflect successful habits, a habit that is repeated will form a character. strong and in the end is a good result received.

In the world of motivation, great names such as Dale Carnegie, Vijay Sharma, Robin Sharma, Robert T Kiyosaki, Anthony Robin, and Stephen R. Covey all show that a person's destiny begins with one's ability to manage words for himself and others and the influence of mindset, when a wrong mindset becomes an action it will become a habit and more dangerous it will turn into bad luck. This is the turning point for every person to be successful and happy starting from the "Mindset". (Goldsmith, et al., 2020).

When positive actions are continuously repeated even after 21 days of breaking up will give birth to "habits", this is considered important to train everyone to be more successful, one of the most important things is to read good and great words written on clothes or t-shirts so that raises new awareness in thinking ahead and success. A study at Harvard University was conducted when a professor collected 2 groups from 1 class of 50 students each, each group had a task, group A got the task of reflecting positive and magic words every day for 1 month while group B did the opposite. , after 1 month of practicing each sentence, the results were "significantly different" (Tritsch, 2016)

From this research, it can be concluded that words will affect a habit and when a habit has been formed will give birth to character, each superior character will create a glorious future. Thus, even words can change a person's destiny. By choosing and using T7A Mode T-shirts that contain magic and motivational words from The7Awareness will help someone reorganize their lives with the power of positive thinking and ultimately positive results (Ruch et al., 2021).

The ability to manage good thoughts and actions for a long time will affect how a person lives life. Naqoy explained in 21 days to be transhuman that a good fortune will start from a superior character, every person who has a superior character is formed by continuous habits without breaking, real habits are influenced by what we do every day and every day's actions start from speech that is chosen by us, everyone who says good or bad starts from the power of his mind first so that thoughts start from the perceptions that he creates or gets (Naqoy, 2019)



Source : 21 days to be transhuman

Figure 2. The power of perception

METHODS

To get through business pressure in a pandemic situation, Naqoy center has a strategy with a new approach, namely using 2 method approaches, namely S + P (Support System + People), the first approach is a support system by creating an online business through the website. So the market for T7A Mode is not only limited to people who are around the NAQOY CENTER business area but reaches the whole world. As for the development of the software used is the waterfall method, a method that is systematically gradual like a waterfall. This research model is an approach to software development that is systematic towards all processes such as design, code, testing, and of course maintenance. In this case, it includes all activities of engineering and system modeling, requirements analysis, coding, and software maintenance, this views the importance of maintaining an existing software system.

This model is linear from stage one, namely system development to the stage of system planning and system maintenance. There is an agreement and a consequence that each of these stages must be passed from the previous, the next stage will not be carried out and cannot be repeated from the beginning (Susilo, 2018).

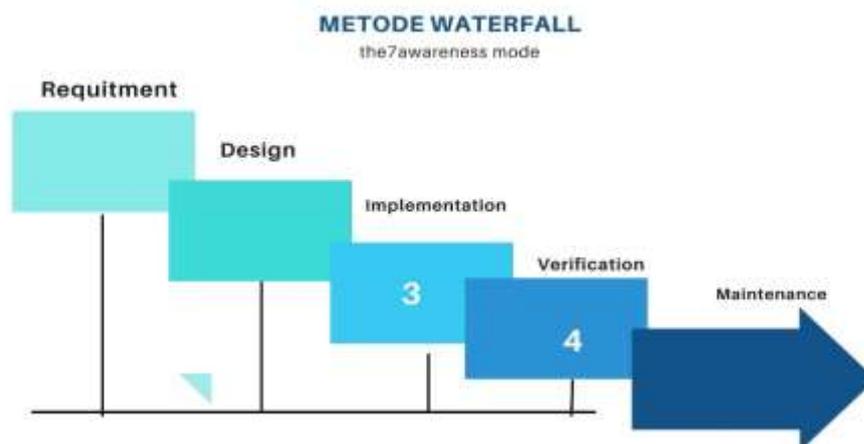


Figure 3. Metode Waterfall, Susilo (2018)

Often the Waterfall method is applied in research, the stages are as follows:

1. Requirement: Everything starts from preparing the background of the problem to be studied, formulating the problem and the limitations of the problem, and researching the object of research.
2. Design: the next step is to make a UML program planning design according to the results of observing company needs.
3. Implementation: This stage is starting to be tried to find the advantages and disadvantages
4. Verification: Knowing where the shortcomings of this program are and then verifying to do good.
5. Maintenance: The last stage of this waterfall is a repair program as needed.

RESULTS AND DISCUSSION

The the7Awareness awareness t-shirt (abbreviated as T7A MODE) is a product of The7Awareness Value brand training, actually, The7Awareness training itself has been around since 2007, only the t-shirt business with the value of positive words has been around since 2019. As for the sales of The7Awareness products, although they have reached overseas, they always use a manual system. The previous process was that the buyer would come or contact Via WA / Phone then order a t-shirt then make a payment and immediately send the goods (t-shirt) according to the intended purpose.

T7A Awareness Shirt (*The7Awareness*) itself has the vision to make a positive contribution to the world with the influence of positive words through T-shirts. Meanwhile, the mission of T-shirts for Awareness is to motivate everyone to be better and nobler with the power of T-shirts based on positive words. In The7Awareness theory itself, the concept of change is explained as follows.

Mind, the influence of positive power in words is poured in the form of an awareness shirt that motivates and makes every buyer aware of the importance of maintaining good thoughts, even in the mindset it is explained that what we say and think is true (Schmidt: 2017)

The mind is like a plant, if we are not diligent in taking care of it, the weeds will grow, the more often someone thinks well it will lead to good words, good words must be maintained by doing "self-talk" to ourselves and those around us. This requires the importance of the strength of t-shirts that have positive "value" (Kong: 2020)

T-shirts can actually influence one's mind to be more positive, especially when it is used by many people, especially in situations of uncertainty due to the impact of the Covid 19

Pandemic. The mind management system is installed starting with positive vibrations and affirmations (Naqoy: 2019).

It turns out that in fact positive thoughts are influenced by what books are read, the more often you read positive books, you will increase your immunity and mentality, resulting in high performance and ethos. The second is the influence of a positive environment, when someone has a positive environment it will have a strong influence on mental growth. Positive Action, as a form of awareness to maintain a positive motivational environment by buying quality Indonesian products such as The7Awareness awareness t-shirts, t-shirts that have "differentiation" and "positive vibes" to the public. Education on the awareness of buying T-shirts with positive words is still relatively low, this is something that must be improved in the process of supporting Indonesia above the average. People are more likely to buy fashion that does not have a "positive value", the level of sales is still below expectations so that the sale of awareness t-shirts uses the strength of the community built by Rumah Awareness.

Rumah Awareness community is an association of alumni of the 21 Days to be Transhuman & The7Awareness leadership training that has grown in Asia and even in France. Its own branches have been in Hong Kong, Macau, China to Europe (Ireland & France). The two countries in Europe have joined since the Covid 19 Pandemic. Awareness-based webinar activities have a positive influence on "Mindset, Bodysuit, heart set, soul set". The focus of the training itself influences the mindset until the action is repeated so that it becomes a great habit.

Habit wakes up automatically when the habit has been running repeatedly, the power of focus is the answer. As Edy Susanto said, the success of a habit begins when a person has focus. In the end, when a habit has become DNA, it will certainly affect a person's life because a strong character has been formed. Kaos Awareness in its roadmap is that in 2025 every city district will open an outlet and franchise of Koas Keadaran so that the opportunity to contribute to building the nation is felt too remote corners of the country. The character as outlined in the awareness shirt contributes to a strong influence on a person in dealing with the heavy pressures of life. The character possessed by a person will provide attitudes such as giving, motivating, forgiving, and being able to work well with others and have the willingness to move forward together.

The following are the types of awareness shirts that have been used as "Brand loyalty" for alumni of The7Awareness training and 21 days to be Transhuman. No. 1 for example with "quotes" reasons with positive sentences **"Failure people have thousands of reasons while successful people have only one reason"**, this sentence gives an important message to T-shirt users, realizing that if you want to have successful goals, stop complaining and many reasons. . While the second t-shirt has the following motivation, **"If you cannot control, surrender to Allah"**. The words contained in this awareness shirt make a person aware that hard and thorough work is okay to do but also must be strengthened with sincere work because of God. While the third awareness shirt is a sentence that reads like this **"If you can see the future, save it"**. Every big dream and ideal must be fought for with sincerity, one of which is to keep it in the heart so as not to go out and give up by circumstances.

The awareness shirt has many original quotes taken from The7Awareness book trilogy, namely One Minute Awareness, The7Awareness, The Heart of 7Awareness, and 21 days to be Transhuman. The awareness shirt is deemed necessary to make improvements by improving the sales information system using a web-based web because so far it has been limited only to communities and buyers around the NAQOY POINT CENTER area. This of course has an impact on sales and limited relationships due to distance and time, especially with the PPKM imposed by the government to reduce the rate of spread of covid 19, the opportunities that have been in front of us have collapsed.

Weaknesses of the existing system

The 7Awareness Awareness T-shirt since opening its outlet has system weaknesses, including:

1. The marketing network is still limited to the T7A Awareness Shirt outlet area.
2. The sales process is too time and effortless so it looks less effective and efficient.
3. Limited income because buyers are limited to people in affordable areas.
4. Payment transactions that still require face-to-face contact between the seller and the buyer.

System requirement analysis

The creation of information media in the Covid-19 Pandemic situation is an unlimited opportunity, an idea to empower businesses in an era of open, web-based technology. The goal is to expand the coverage network to improve customers by system transformation. Doing business globally will have a positive impact on the expansion of the business network, by implementing a web-based information system it is considered important because it will reduce budget costs resulting in savings for all parties. The process of need-based effectiveness and efficiency will feel close to being real, no longer just a desire.

Description of required hardware

A web-based sales information system, of course, requires the necessary tools that support making internet needs more well-supported. The specifications for web requirements are as AMD 2.0 GHz Processor, Personal Computer (PC), 2GB RAM, Hard disk 100 Gb, Monitor, Mouse, Keyboard, Modem 500 KBps (Minimum), and ISP (Internet Service Provider)

Description of web requirements (Software)

The need for web creation in the sales information system of The7Awareness T-shirts, apart from the need for hardware, which is no less important, is software. The needs are:

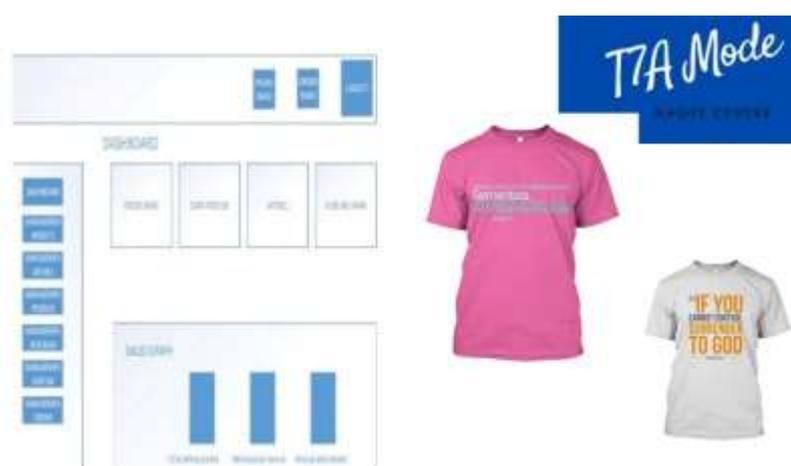
1. Minimum Windows 7 operating system
2. Mozilla browser, google chrome
3. Virtual webserver (XAMPP)
4. Filezilla Client

UML Modeling

The software is used for modeling the mapping of specifications or system requirements to be built. This modeling requires many UML (Unified Modeling Language) modeling tools as part of the system modeling notation in The7Awareness Awareness Coast. In planning the system using "activity diagrams, use case diagrams, class diagrams, and sequence diagrams".

System implementation

The following is an information system design described in T7A Mode (Awareness T-shirt)



Source : rumahkesadaran

Figure 4. Information system design T7A Mode

Administrator page view

The display in the T7A Mode administrator page after using a web-based system is as follows:

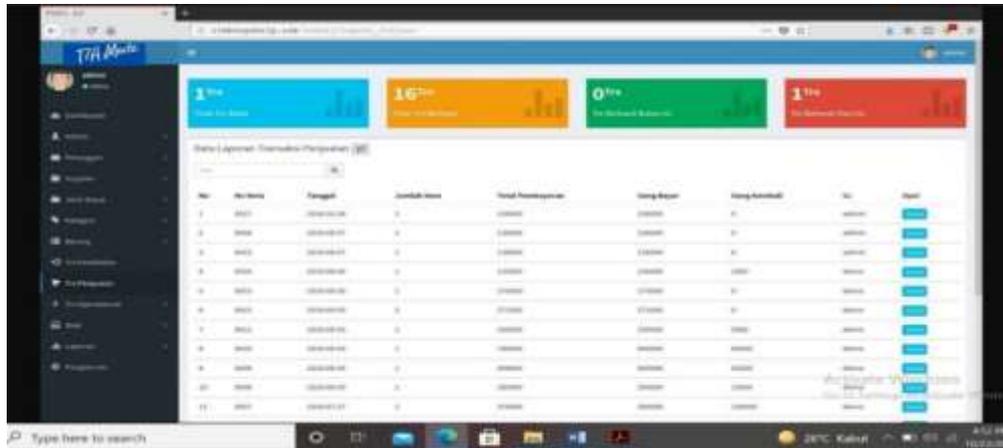


Figure 5. Administrator page view

CONCLUSIONS

Every change, in the beginning, is not easy, everything requires a process, target focus, and vision. It's not just a web system that goes with the T7A Mode even a small child when it comes to riding a bicycle needs it all. T7a Mode (Awareness T-shirt) applies The7Awareness' motto itself "From Good to Great", from good to great and extraordinary. This is certainly felt after a web-based sales information system has been applied to sales. The following are the conclusions that were found including:

1. The network that is getting wider and easily accessible by anyone and at any time is a joy for T7A Mode. So far, buyers have only relied on those located around the T7A Mode store, with the T7A Mode system reaching everything.
2. The increase in sales turnover of T7A Mode is a real result of changes to the sales information system via the web. Not limited by time and place to be the reason for inspiring sales.
3. Buyers feel happier because they can buy T7A Mode t-shirts online via the web, joy

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