

IMPLEMENTATION OF REST API FOR MUSLIM CLOTHING E-CATALOG APPLICATION (Case Study: Zea Zeo Shop Purbalingga)

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ABSTRACT

Zea Zeo Shop is a Muslim clothing shop located in Kaligondang Village, Purbalingga Regency. This shop sells Muslim clothing such as robes, koko shirts, and hijabs. In the Zea Zeo Shop product marketing system, currently using the Whatsapp Group to provide information on goods and services to prospective customers which is carried out by the online admin, in ordering prospective customers fill in the form provided by the admin in the Group, then the admin carries out the process of sending the goods when they have verified goods have been paid for. With this system, prospective customers are required to join the group if they want to order products, which makes it less effective in terms of marketing and also the service provided to customers. Based on these problems, this research builds a mobile web-based application by utilizing REST API technology, namely as a link between the customer system and the admin system. The data taken in this research are goods data, employee data, and notes. The Web system used by store admins can have features such as managing products and transactions. The admin system is built with Laravel. Then the Mobile Application system used by customers has features such as basket and checkout. The Mobile Application System is built with Android 8, Dart, and web services. The final result of this research is an Android application for ordering products that can improve customer experience in ordering goods and receiving product information, and store admins can manage products well.

Keywords: *Webservice, Catalog, Android, Mobile App, Marketing, REST API.*