

E-MARKETING ANDROID-BASED MOTOR SALES SYSTEM

(Case Study: Arta Jaya Motor)

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ABSTRACT

This application is designed to streamline dealers' and buyers' used motorcycle sales process. The system has been developed to address the distinct needs of each party, utilizing different platforms. The dealer-oriented system is a web-based application with essential features, including motorcycle data management and report generation. Conversely, the buyer-oriented system is an Android-based application that encompasses key features such as a splash screen, a main page displaying a list of motorcycles, a motorcycle description page, login and registration functionalities, a checkout process, the ability to upload proof of payment, purchase history tracking, a dealer information page, a buyer profile, and an option for profile editing. The Black Box testing method results indicate that this application performs as intended. It facilitates buyers in locating and purchasing used motorcycles while assisting dealers in managing and marketing their products more effectively. Recommendations for future development include adding features such as chat functionality and payment processing through a payment gateway to enhance the application's overall functionality.

Keywords: *E-Marketing, Android, Website, Sales, Used Motorcycles*