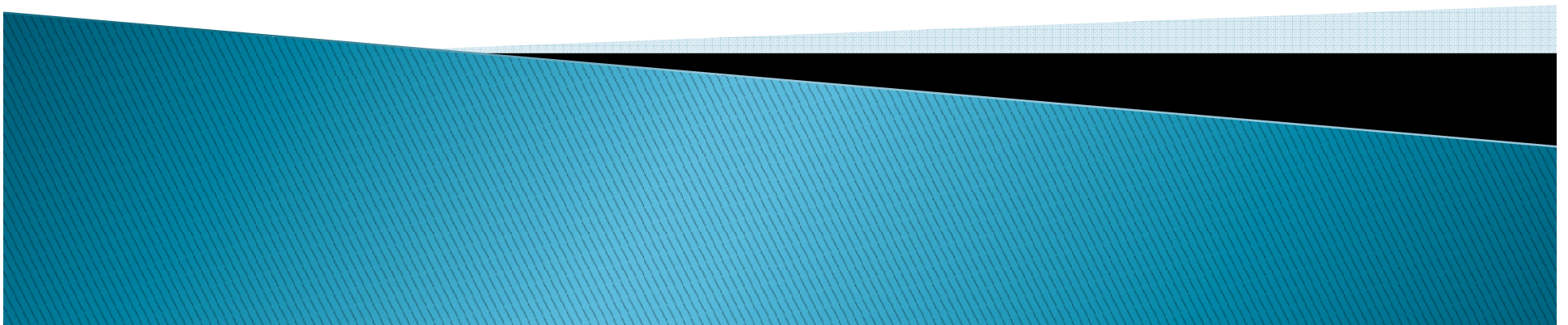


Pengantar e-Commerce





APA ITU E-COMMERCE ??? »»



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[eBay Buyer Protection](#) [Learn more](#)

All Categories

Search

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Get great service & fast shipping from top-rated sellers.



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PayPal is the world's most-loved way to pay and get paid.

Sign in

Back for more fun? Sign in now to buy, bid and sell, or to manage your account.

[Sign in](#)

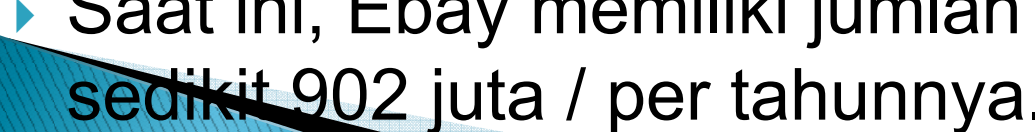
Not registered yet?

Join the millions of people who are already a part of the eBay family.

[Register](#)



eBay (www.ebay.com)

- ▶ Ebay adalah situs Jual-beli yang paling terkenal dan laku dipergunakan oleh masyarakat di dunia.
 - ▶ Item barang yang pertama dijual di Ebay adalah tongkat laser yang rusak dengan harga \$14,83. Herannya, seorang pembeli meminta untuk dijelaskan tentang kerusakan Tongkat laser tersebut. Didalam emailnya, Si pembeli mengatakan bahwa dia seorang pengumpul Tongkat laser yang rusak.
 - ▶ Saat ini, Ebay memiliki jumlah pengunjung paling sedikit 902 juta / per tahunnya.
- 



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BHINNEKA.COM
INDONESIA'S NO. 1 WEBSITE

[Home](#) | [Shopping Cart: 0 Item\(s\)](#)

Search

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24

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BROWSE

WHAT IS COOL?

iPod And iPhone

Harga Rebutan **HR**

Tawar Online™

Highlighted Items

SALE and Promotion **SALE**

HOT and Editor **HOT**

NEW Arrival **NEW**

LIMITED Stock **Limited**

Installment

Cicilan BCA 0% **BCA 0%**

Cicilan Mandiri 0% **mandiri 0%**

CATEGORY

APPLE

iPod And iPhone

Apple iPhone

Apple iPod

**MAU BANYAK
UNTUNG?
KLIK DI SINI!**

HOT NEWS

IPOD AND IPHONE LIST

Convert To [[Rupiah](#)]

Most Selling Products in This Category



APPLE iPod Touch 8GB 4G

[MC540ID/A]

APPLE iPod Shuffle - Silver [MC584ID/A]

APPLE iPod Touch 32GB 4G [MC544ID/A]

Most Viewed Products in This Category



APPLE iPod Touch 8GB 4G

[MC540ID/A]

APPLE iPod Touch 32GB 4G [MC544ID/A]

APPLE iPhone 3GS 8GB

[Compare](#)

Sort By [Name](#) [Lowest Price](#) [Highest Price](#)

Go To Page No. [1] [2] [Next](#)

Page: 1 / 2



APPLE iPod Touch 8GB 4G

[MC540ID/A] **#1** **P#1**

Apple iPod

8GB, 3.5" Color LCD, USB 2.0, Wi-Fi Browser,
Support Audio, Photo, Video and Video Call.

★★★★★

Rp 2,279,000

[Shipping Cost]

BELI

Kelancaran bis_

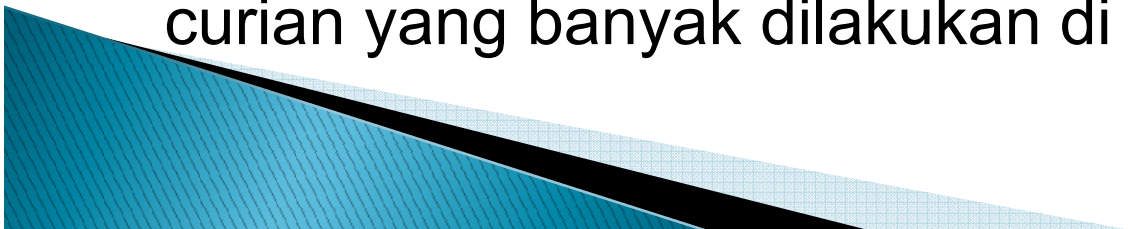


INTERNET CONNECTION &
CO-LOCATION PROVIDED BY



Bhineka.com (www.bhinneka.com)

- ▶ Bhineka.com menjadi webstore komputer terlaris di Indonesia yang memfokuskan diri pada proses distribusi / penjualan komputer dan peralatan IT maupun solusi IT.
- ▶ Mekanisme pembayaran yang digunakan sebetulnya relatif konvensional, melalui transfer Bank, dan secara offline membayar melalui kartu kredit atau Cash on Delivery (COD).
- ▶ Dengan cara itu, tidak mungkin terjadi pencurian kartu kredit maupun adanya masalah dengan kartu kredit curian yang banyak dilakukan di Internet Indonesia.



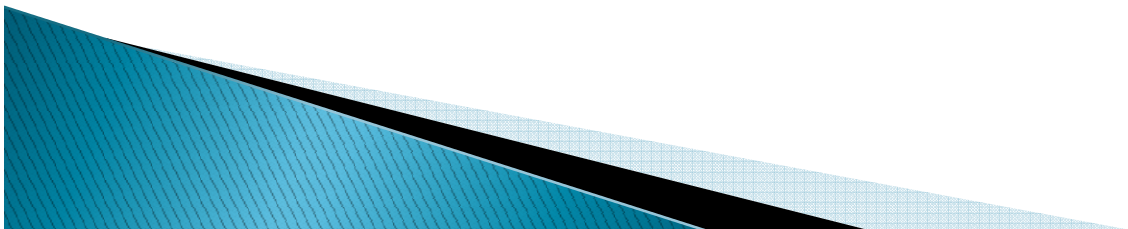
E-commerce

- ▶ E-commerce atau Electronic Commerce
- ▶ **Perdagangan elektronik** adalah penyebaran, pembelian, penjualan, pemasaran barang dan jasa melalui sistem elektronik seperti internet atau televisi, www, atau jaringan komputer lainnya.
- ▶ E-commerce dapat melibatkan transfer dana elektronik, pertukaran data elektronik, sistem manajemen inventori otomatis, dan sistem pengumpulan data otomatis.

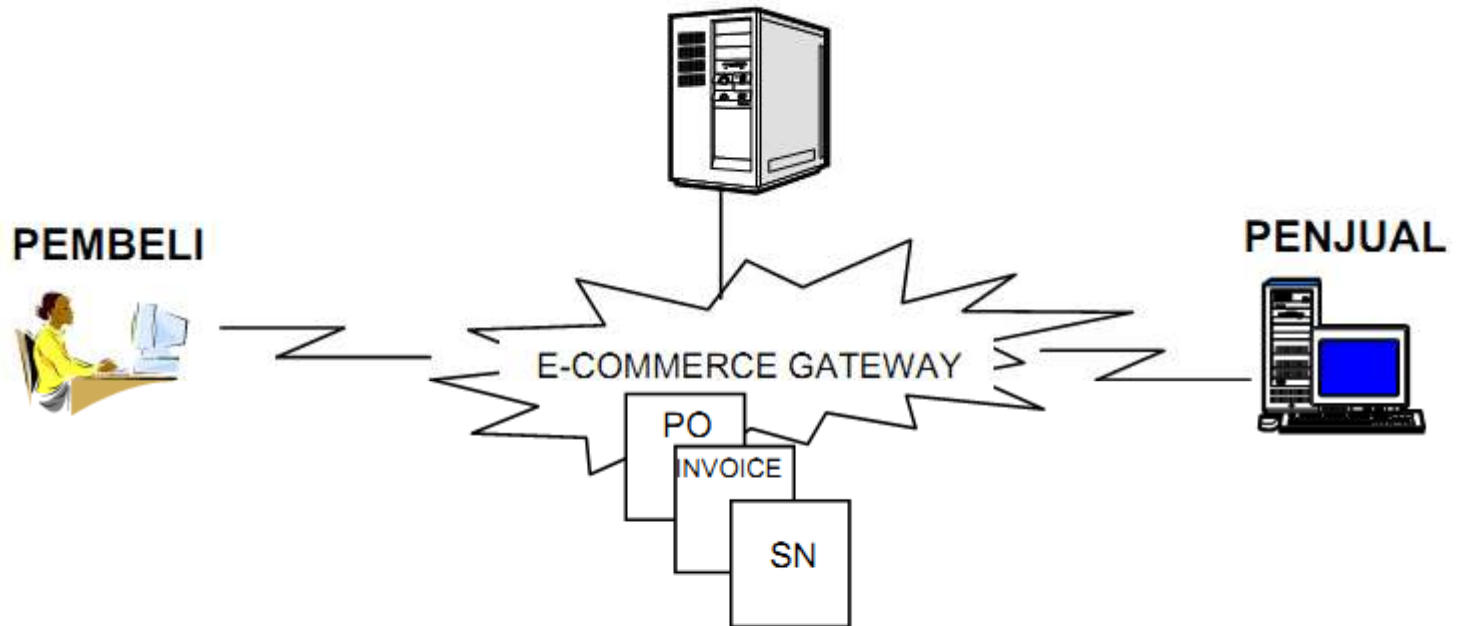


Bisnis di Internet

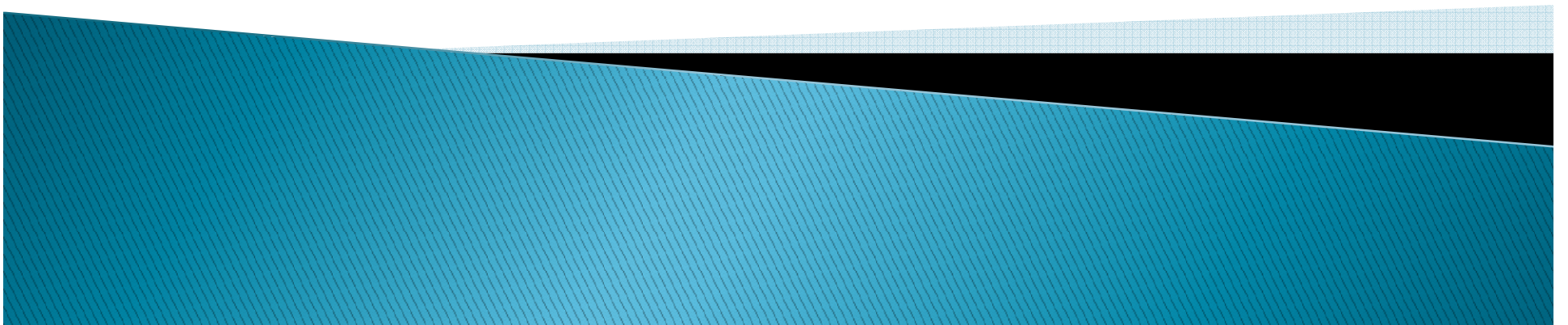
- ▶ Terdapat dua jenis perusahaan yang melakukan bisnis di internet.
 1. Jenis perusahaan yang semata-mata hanya berada di internet. Perusahaan jenis ini tidak mempunyai toko atau melakukan bisnis secara tradisional.
 2. Jenis perusahaan yang menggunakan e-commerce di internet sebagai pengganti kegiatan bisnis yang ada.



PROSES DENGAN E-COMMERCE

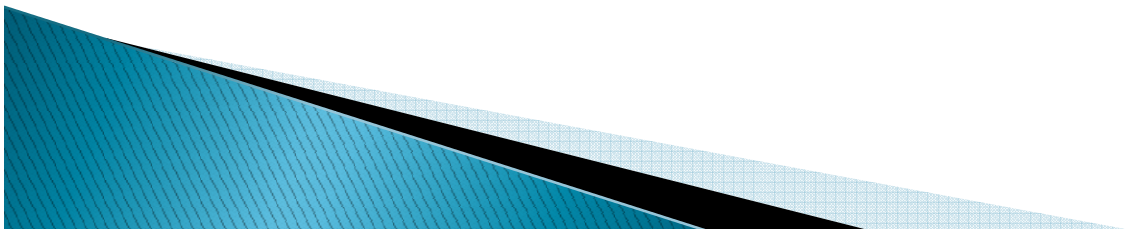


Apa yang Kita Pelajari ???

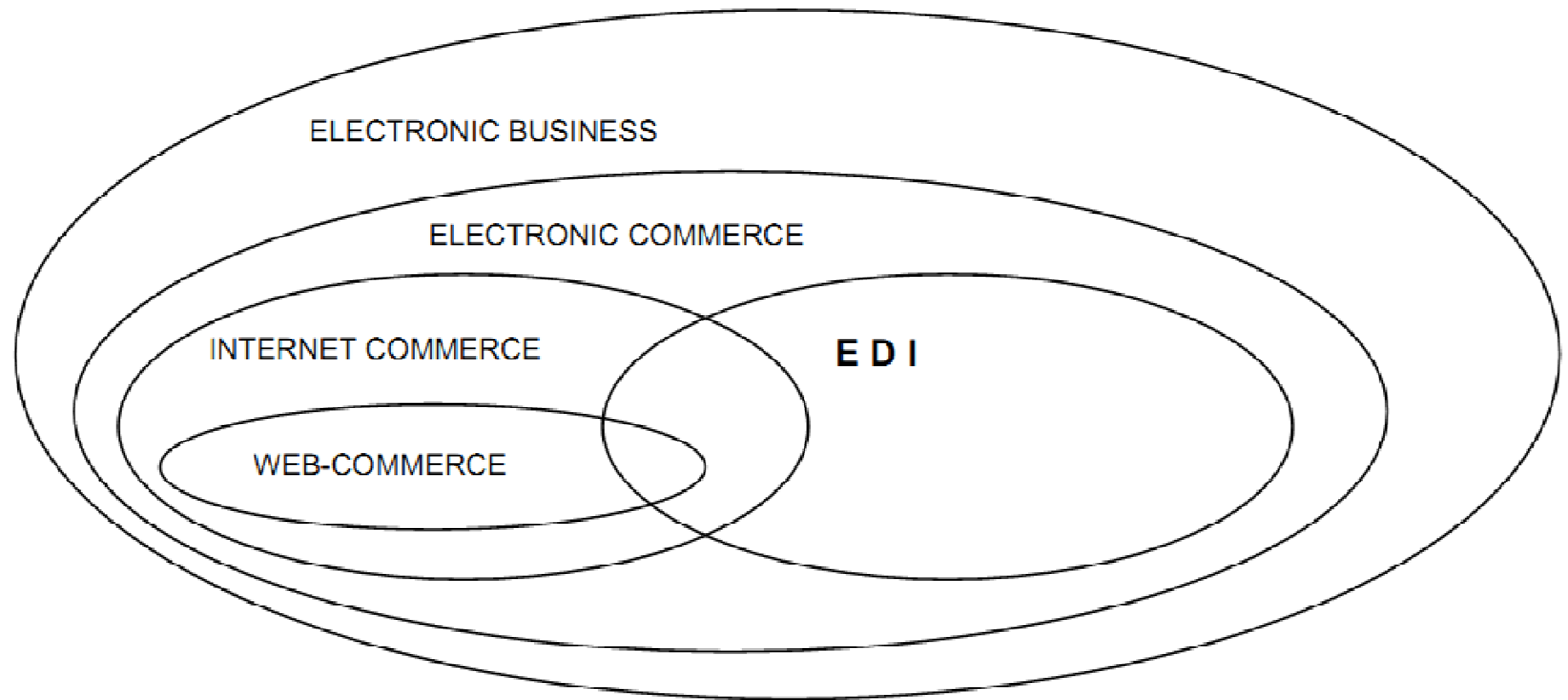


e-commerce vs online shopping

- ▶ Umumnya orang berfikir e-commerce adalah online shopping (membeli barang melalui web).
- ▶ Web shopping / online shopping sebetulnya hanya sebagian kecil sekali dari belantara e-commerce.

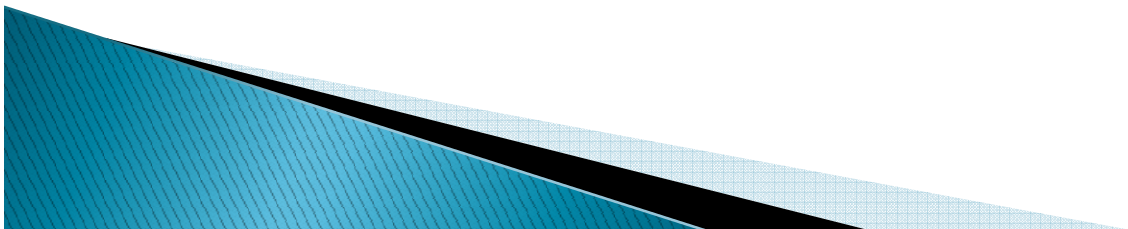


Ruang Lingkup e-Commerce



Web Store / Online Store


- ▶ Mari kita membuat **Web Store / Online Store**, sebagai langkah awal untuk masuk ke dunia e-commerce.
- ▶ Tool yang akan kita gunakan dalam membuat **Web Store / Online Store** yaitu CMS.



Content Management System (CMS)

- ▶ Adalah sebuah aplikasi komputer yang digunakan untuk mengatur proses alur dokumen diantaranya membuat dokumen baru, mereview/koreksi dokumen, publikasi dokumen, hapus dokumen, cari dan urutkan dokumen serta berbagai fungsi lainnya.
- ▶ Sistem CMS umumnya digunakan untuk menyimpan, mengontrol, memilah, dan mempublikasikan dokumen, artikel, atau berita dari suatu website. Dengan adanya sistem CMS, seseorang dapat melakukan update website dengan mudah dan terstruktur.
- ▶ Jadi apabila anda tidak mengerti masalah teknis website seperti html, web design dan programming, menggunakan CMS merupakan suatu solusi efektif dan tepat.

Pemanfaatan CMS

- 1) **Portal** – tool ini memudahkan kita untuk mengelola berita, artikel, tulisan, polling. Contoh portal adalah detik.com.
 - 2) **Blogs** – merupakan tool yang cukup populer khususnya untuk diary virtual seseorang.
 - 3) **Groupware** – merupakan kumpulan tool yang dapat digunakan untuk kerjasama kelompok.
 - 4) **Forum** – adalah tool tempat diskusi, dimana kita dapat berdiskusi melalui Web.
 - 5) **E-Learning** – adalah tool untuk memfasilitasi proses belajar mengajar di sekolah / kampus melalui Web.
 - 6) **Image Galleries** – adalah tool album foto di Web.
 - 7) **Wikis** – adalah tool untuk membangun naskah secara kolaboratif, hingga dapat menjadi ensiklopedia di Internet.
 - 8) **E-commerce** yaitu bagi mereka yang ingin membuka toko di Internet.
- 

CMS - CMS

- ▶ 1. Joomla (open source)
 - ▶ 2. Snews (open source)
 - ▶ 3. Quick CMS (opensource&commercial)
 - ▶ 4. Silverstripe (opensource)
 - ▶ 5. Website Baker (opensource)
 - ▶ 6. Seditio (opensource)
 - ▶ 7. E107 (opensource)
 - ▶ 8. Mambo (opensource)
 - ▶ 9. Pligg (opensource)
 - ▶ 10. Plume (opensource)
 - ▶ 11. Drupal (opensource)
 - ▶ 12. CMS Made Simple (opensource)
 - ▶ 13. In-Portal (commercial)
 - ▶ 14. Fundanemt (opensource)
 - ▶ 15. Wordpress (opensource)
 - ▶ 16. AuraCMS (opensource)
 - ▶ 17. Subdreamer (commercial)
 - ▶ 18. Limbo (opensource)
 - ▶ 19. One Admin (commercial)
 - ▶ 20. MODX (opensource)
 - ▶ 21. Micro CMS (opensource)
 - ▶ 22. ExpressionEngine (opensource)
 - ▶ 23. PHP Comasy (opensource)
 - ▶ 24. XOOPS (opensource)
 - ▶ 25. XARAYA (opensource)
 - ▶ 26. Data Life Engine/DLE (commercial)
 - ▶ 27. Bitweaver (opensource)
 - ▶ 28. DOOP CMS (opensource)
 - ▶ 29. SLAED CMS (opensource)
 - ▶ 30. Basic CMS (opensource)
 - ▶ 31. Oscommerce (e-Commerce CMS)
 - ▶ 32. Zen Cart (e-Commerce CMS)
 - ▶ 33. Gelato CMS (opensource)
- 

Membuat Web Site dengan CMS

Content Management System

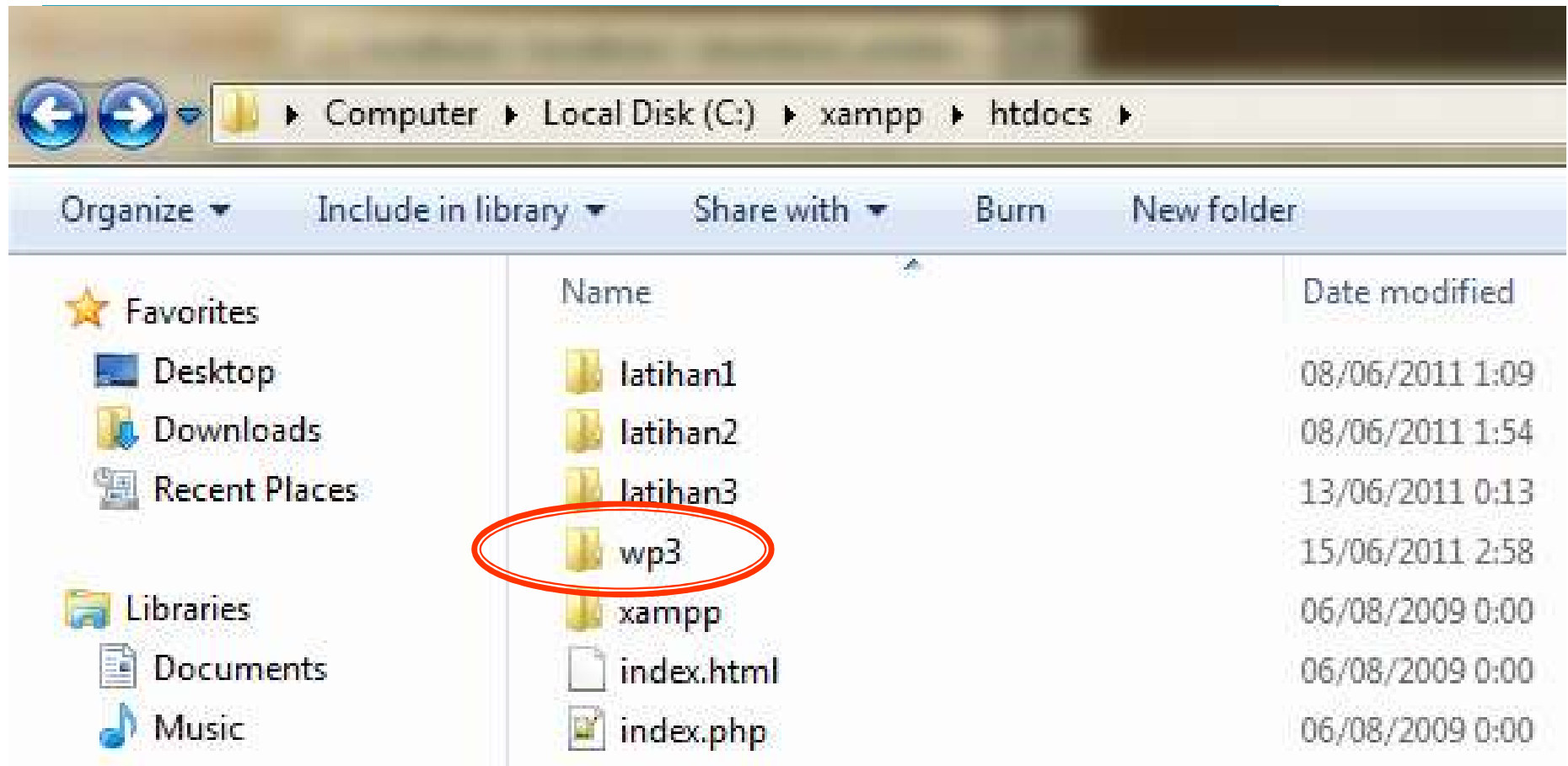
Membuat Database ka.unikom

The screenshot shows the phpMyAdmin 3.2.4 web interface in a Firefox browser. The address bar displays the URL: `http://localhost/phpmyadmin/index.php?db=akuntansi_unisba&token=e701a2b546d0c78f289c68e35f1f90d5`. The interface includes a sidebar on the left with a list of databases: `cdcol (1)`, `information_schema (29)`, `mysql (23)`, `perpustakaan (1)`, `phpmyadmin (8)`, and `test`. Below this list is the text "Please select a database".

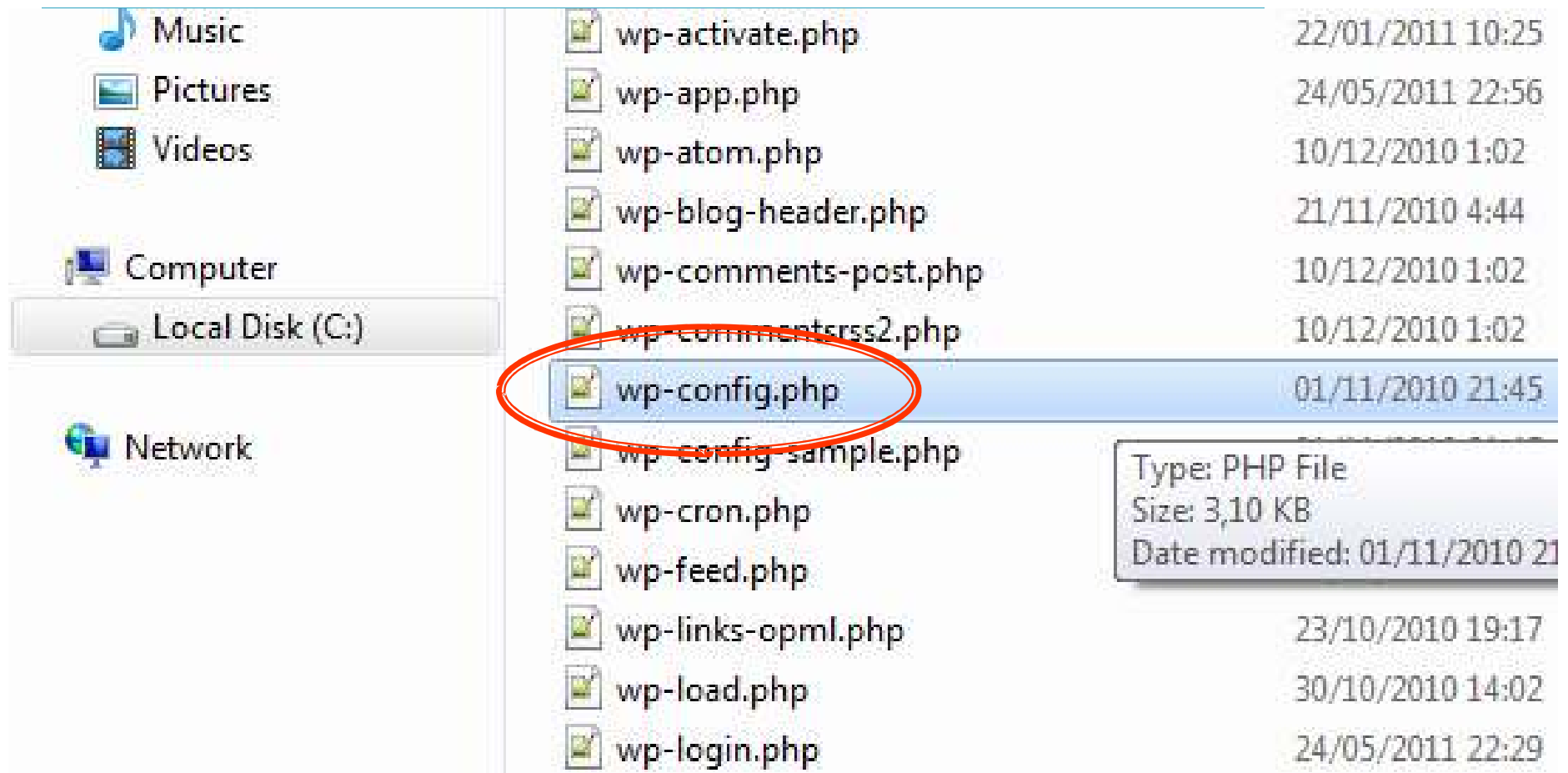
The main content area is titled "Server: localhost" and contains several tabs: "Databases", "SQL", "Status", "Variables", "Charsets", and "Engines". The "Databases" tab is active, showing the "Actions" section. Under "MySQL localhost", there is a "Create new database" form. The text input field for the database name contains "ka.unikom" and is circled in red. To its right is a "Collation" dropdown menu. A "Create" button is located to the right of the collation dropdown. Below the "Create new database" form is the "MySQL connection collation" dropdown, which is currently set to "utf8_bin".

The "Interface" section at the bottom of the main content area contains settings for the user interface. It includes a "Language" dropdown set to "English", a "Theme / Style" dropdown set to "Original", a "Custom color" section with a "Reset" button, and a "Font size" dropdown set to "82%".

Rename folder wp3 >> ka.unikom



Edit >> wp-config.php >> Notepad++



wp-config.php

```
17 // ** MySQL settings - You can get this info
18 /** The name of the database for WordPress */
19 define('DB_NAME', 'database_name_here');
20
21 /** MySQL database username */
22 define('DB_USER', 'username_here');
23
24 /** MySQL database password */
25 define('DB_PASSWORD', 'password_here');
26
27 /** MySQL hostname */
28 define('DB_HOST', 'localhost');
29
30 /** Database Charset to use in creating datab
31 define('DB_CHARSET', 'utf8');
32
33 /** The Database Collate type. Don't change t
34 define('DB_COLLATE', '');
```

http://localhost/ka.unikom/



Welcome

Welcome to the famous five minute WordPress installation process! You may want to browse the [ReadMe documentation](#) at your leisure. Otherwise, just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Site Title

Username

admin

Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods and the @ symbol.

Informasi >> Setup Web Site

- ▶ Site Title: (Nama) & (NIM)
- ▶ Username: admin
- ▶ Password: unikom
- ▶ Email: ka@unikom.ac.id

Proses Instal >> Sukses...



Success!

WordPress has been installed. Were you expecting more steps? Sorry to disappoint.

Username admin

Password *Your chosen password.*

Log In

http://localhost/ka.unikom/wp-admin/



Username

admin

Password



Remember Me

Log In

[Lost your password?](#)

Dapatkan Theme Menarik (Gratis)

 **WORDPRESS.ORG**

Search WordPress.org

Home Showcase **Extend** About Docs Blog Forums Hosting

Free Themes Directory

Username Password (forgot?) or Register

[Extend Home](#)

[Plugins](#)

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[Kvetch!](#)

Search Themes

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LightWord



Simply clever theme with two or three columns, adsense support, fixed-width, widget-ready and threaded comments. Compatible with WordPress 2.9 and above, valid XHTML & CSS + WP3 ready.

Updated 2011-1-4 Average Rating 

Scylla lite

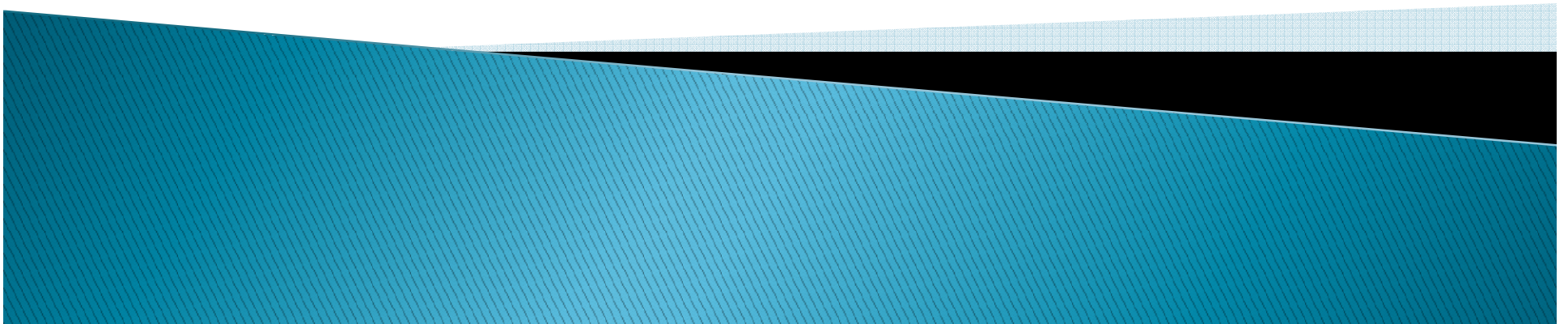


Scylla Lite is a wordpress 3 theme with awesome skins, fonts, slider, layouts & easy to use theme option panel.

Updated 2011-5-26 Average Rating 

www.webnode.com

(Tugas) Membuat Toko Online Gratis





Personal website

Business website

E-commerce

Login ▼

Create an online store!

Start to sell over the Internet. Quickly and easily.

E-shop address

available!

abighazy.webnode.com

Email address

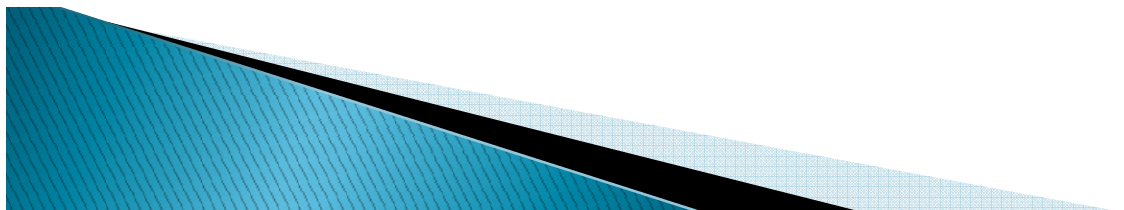
abighazy@gmail.com

Password

Password

The password must have at least six characters. We recommend a combination of letters and numbers.

Sign up and launch e-shop



Step 1

Choose kind of your webpage

Step 2

Select your design template

Step 3

Select concrete pages to create

Select a website type



☒ Personal website

Suitable for personal websites, blogs and photo sharing etc.



☐ Business website

Ideal for business large or small, hundreds of professional designs.



☒ E-shop

Get ahead by selling and managing your products and services on-line.

E-shop name

E.g. "Anna's Hairdressing"

Slogan

E-shop name

This form entry should contain the name of your website. **Required item.**

Step 1

Choose kind
of your webpage

Step 2

Select your
design template

Step 3

Select concrete
pages to create

Select your website template

1 2 3 4 5 Next



☐ Select template



☐ Select template



☐ Select template



☐ Select template



☐ Select template



☐ Select template



☐ Select template



☐ Select template

Page	Contents	Miscellaneous
Preview Page layout Delete Properties Security	Text and Images Poll Forum Photo Gallery Articles E-shop Widgets	File browser Image browser Website template Texts and languages Settings

[Homepage](#) [Site map](#) [RSS](#) [Print](#)

abighazy

my online store

Cart: (items: 0)
0.00 IDR



Edit menu

[HOMEPAGE](#)

[ABOUT US](#)

[CONTACT US](#)

[FEEDBACK](#)

[NEWS](#)

[TERMS AND CONDITIONS](#)

Edit categories

CATEGORIES

Products 1

Products 2

Edit contact

CONTACT

Settings

On sale products

Product #1



Product #2



Edit content

Welcome

This page should welcome your customers to your e-shop. This is the proper place for you to briefly inform them about your business and point out the most relevant products and services that you offer.

Settings

Tags

To Be Continued...

