

RANCANG BANGUN *WEBSITE* UNTUK MENDUKUNG STRATEGI *DIGITAL MARKETING* ARABIC STORE

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INTISARI

Latar Belakang: Arabic Store adalah usaha yang bergerak di bidang penjualan produk-produk fashion islami yang menghadapi tantangan dalam pemasaran digital, seperti ketergantungan pada promosi organik dan persaingan harga ketat di marketplace. Minimnya saluran penjualan mandiri dan kurangnya strategi berbasis data menyebabkan penurunan order. Solusi yang ditawarkan adalah pengembangan *website e-commerce* dengan fitur *chatbot* dan sistem rekomendasi berbasis AI, serta strategi *digital marketing* berbasis.

Tujuan: Penelitian ini bertujuan untuk membangun *website e-commerce* Arabic Store yang dilengkapi dengan fitur-fitur berbasis AI serta mengimplementasikan strategi *digital marketing* yang tepat sasaran. *Website* ini dapat menjadi *platform* penjualan mandiri yang efektif, meningkatkan pengalaman belanja pelanggan, dan memperluas jangkauan pasar melalui iklan terarget.

Metode Penelitian: Penelitian ini menerapkan metode *Waterfall* dengan lima tahap: analisis kebutuhan melalui riset pasar Google Trends dan analisis kompetitor, desain sistem berupa *wireframe* dan arsitektur *website*, implementasi *frontend* (HTML, CSS) dan *backend* (Django) dengan integrasi sistem rekomendasi serta *chatbot* berbasis NLP, pengujian fungsionalitas, dan *deployment website*.

Hasil: Hasil penelitian menunjukkan bahwa *website e-commerce* Arabic Store berhasil dibangun dengan fitur-fitur unggulan seperti katalog produk yang dirancang berdasarkan riset pasar, *chatbot* untuk layanan pelanggan, dan sistem rekomendasi produk dengan akurasi 85% berdasarkan pengujian F1-Score. Selain itu, antarmuka pengguna yang dirancang dengan pendekatan UI/UX yang baik turut berkontribusi dalam meningkatkan tingkat konversi penjualan.

Kesimpulan: Penelitian ini berhasil membuktikan bahwa kombinasi antara *website e-commerce* berbasis AI dan strategi *digital marketing* yang tepat menjadi solusi efektif untuk meningkatkan penjualan Arabic Store. Pendekatan berbasis data memungkinkan penetapan target pasar yang lebih akurat, sementara fitur-fitur AI pada *website* meningkatkan keterlibatan dan kepuasan pelanggan.

Kata-kunci: *E-commerce*, *Digital marketing*, Kecerdasan Buatan, *Chatbot*, Sistem Rekomendasi

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DESIGN AND DEVELOPMENT OF A WEBSITE TO SUPPORT DIGITAL MARKETING STRATEGY FOR ARABIC STORE

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ABSTRACT

Background: Arabic Store is a business engaged in the sale of Islamic fashion products that faces challenges in digital marketing, such as reliance on organic promotions and intense price competition in marketplaces. The lack of independent sales channels and data-driven strategies has led to a decline in orders. The proposed solution is the development of an e-commerce website equipped with chatbot and AI-based recommendation system features, as well as the implementation of data-driven digital marketing strategies.

Objective: This study aims to develop an e-commerce website for Arabic Store integrated with AI-based features and to implement targeted digital marketing strategies. The website is intended to serve as an effective independent sales platform, enhance customer shopping experience, and expand market reach through targeted advertising.

Method: This study uses the Waterfall method with five stages: (1) requirements analysis through market research (Google Trends) and competitor analysis, (2) system design via wireframe and architecture planning, (3) implementation using HTML, CSS, and Django with integrated recommendation and NLP-based chatbot, (4) functionality testing, and (5) website deployment.

Result: The research results show that the Arabic Store e-commerce website was successfully developed with key features such as a product catalog designed based on market research, a customer service chatbot, and a product recommendation system with 85% accuracy based on F1-Score testing. Additionally, the user interface, designed with a good UI/UX approach, contributed to increasing the sales conversion rate.

Conclusion This study successfully demonstrates that the combination of an AI-powered e-commerce website and appropriate digital marketing strategies is an effective solution to increase sales at Arabic Store. The data-driven approach allows for more accurate market targeting, while the AI features on the website enhance customer engagement and satisfaction.

Keywords: E-commerce, Digital marketing, Artificial Intelligence, Chatbot, Recommendation System

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