



## Online Marketing of Herbal Medicines and Supplements (Case Study of Farah Shop, Banjarmasin)

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### ABSTRACT

The business of selling medicines and herbal supplements at Farah Shop was pioneered in mid-2017 by Farah Putriana as the official distributor for several brands such as HDI, DXN, Herbalife, etc. Products sold include cough medicine, slimming medicine, honey, etc. Farah's shop is located at Jalan Sultan Adam, Taekwondo complex Permai line III no. 7 Surgi Mufti Village, North Banjarmasin, with telephone number 081254545594. The management of recording the purchase and sale of drugs and herbal supplements uses a semi-computer system by registering on a spreadsheet application. Some business problems at Farah's shop, such as the slow preparation of profit reports from the sale of medicinal and herbal supplement products, difficulties in obtaining final inventory reports of medicinal and herbal supplements, and marketing of medicinal and herbal supplement products is still limited because prospective buyers must come in person or ask product questions to the admin using the Whatsup application, with With the rapid development of the internet at this time, the owner of Farah Shop considers it necessary to make better use of this technology by creating an online application where prospective buyers can view and choose the medicine or herbal supplement that they will buy directly. This will increase sales from the Farah Shop business. Another problem is that making reports on the total sales and purchases of medicines and herbal supplements, carried out every month, is constrained by time and effort due to the absence of an exemplary computer system. Difficulties in seeing the final stock of drugs or supplements so that orders from buyers are often not fulfilled; research will make applications using MySQL and PHP databases with a general description of providing online sales services, which can serve buyers who come directly to Farah's shop or who will buy instantly via the internet online. The application can store buying and selling data on drugs and herbal supplements in the database. The application can quickly generate reports on the remaining stock of medicines and herbal supplements and generate reports on the purchase and sale of medications and herbal supplements at the Farah Banjarmasin Shop, which can be viewed daily, weekly and monthly.

**Keywords:** Online Application, Sales, Reports

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## INTRODUCTION

such as HDI, DXN, Herbalife (Jurčić, 2019), and so on. Products sold include cough medicine (Rajkomar dkk., 2019), slimming medicine (Han dkk., 2019), honey, and so on (Evert dkk., 2019). Farah's shop is at Jalan Sultan Adam, Taekwondo complex Permai line III no. 7 Surgi Mufti Village (Kumar & Goel, 2019), North Banjarmasin, with telephone number 081254545594.

The management condition of recording the purchase and sale of medicines and herbal supplements still uses a semi-computer system by recording on a spreadsheet application (Shah & Fry, 2019). Some of the problems that exist in the Farah Shop business such as the slow preparation of profit reports from the sale of medicinal products and herbal supplements (Tan dkk., 2020), difficulty getting reports on the final inventory of drugs and herbal supplements (Munn dkk., 2018), marketing of medicinal products and herbal supplements is still limited because prospective buyers must come in person or make product inquiries to the admin using the Whatsup application (Evans dkk., 2021), with the current rapid development of the internet, Farah Shop owners consider it necessary to make better use of this technology by creating an online application where prospective buyers can see and choose the drugs or herbal supplements that they will buy directly.

This will increase sales from the Farah Shop business (Singh dkk., 2019). Another problem is that making reports on total sales and purchases of medicines and herbal supplements, carried out every month, is constrained by time and human resources due to the absence of an exemplary computer system (El-Sayed & Youssef, 2019). The difficulty in seeing the final stock of drugs or supplements so that orders from buyers are often not fulfilled (Ivanov, 2021). In this study, an application will be made using MySQL and PHP databases with a general description of providing online sales services (Depommier dkk., 2019), which can serve buyers who come directly to Farah's shop or those who will buy directly via the internet online.

The formulation of the problem in this study is How to make an application for selling medicines and herbal supplements at the Farah Banjarmasin shop using an online system with PHP (Hassan dkk., 2018). How to save transaction data on the sale of Medicines and Herbal Supplements at the Farah Banjarmasin Shop into the MySQL database system.

Limitations of the problem in this study Only discuss the sale of medicines and herbal supplements at the Banjarmasin Farah Shop (Magee & Greenberg, 2020), Not discussing purchases with COD (Cash On Delivery) (Hemilä & Chalker, 2019), Only

serve sales transactions in cash or with a bank transfer payment system, do not serve sales by credit/installments (Jolliffe dkk., 2021), Serving online sales only by using TIKI expedition services, Checking postage by the Farah Shop sales admin is still done manually by checking postage on the Tiki.co.id service site (Tamtaji dkk., 2019), Applications will be made with the PHP programming language and MySql Database.

The objective objectives in research with the object of the Banjarmasin Farah Shop are the Recording of data on the purchase of drugs and herbal supplements Recording of drug and herbal supplement sales data (Huang dkk., 2019), either direct sales to consumers or online system using the TIKI courier service (Jiang dkk., 2019). Preparation of reports on the remaining stock of medicines and herbal supplements. Preparation of reports on the purchase and sale of drugs and herbal supplements at the Farah Banjarmasin Shop daily, weekly and monthly.

The benefits of research are Make it easier for employees/admins who work to make reports on purchases (Tam dkk., 2019), sales (Dwivedi dkk., 2021), sales profits, and final stock of drugs and supplements at the Farah Banjarmasin Shop (Raddats dkk., 2019). Applications with an online system can increase the interest of prospective buyers in the Farah Banjarmasin Shop

## **RESEARCH METHODOLOGY**

An interview is a method of preparing the research (Zhu dkk., 2019). It is an activity to obtain data by conducting interviews with the owner of the Farah Shop named, Farah Putriana (Wong dkk., 2020). Observational observation (Geleris dkk., 2020): The activity carried out is observing the sales and purchasing activities of herbal medicines at Farah's Shop (Puntmann dkk., 2020). Documentation (Marijon dkk., 2020), Is the collection of data at the Farah Store in the form of notes or sales reports

System Design is The Online Application for Sales of Medicines and Herbal Supplements at Farah Shop Banjarmasin uses PHP and MySQL (Khanna dkk., 2021), this herbal medicine sales system can be done by buying directly served by the Farah Shop admin by coming directly to the shop without having to register (Abd El-Hack dkk., 2020), the second way is to purchase online. The buyer registers by filling in the identity of the herbal medicine orderer then (Koch dkk., 2020). Buyers can order herbal medicines by selecting the name of the item and the number of drugs to be ordered (Lin dkk., 2019). The Farah Shop Admin will check the total cost of shipping to the buyer's address by manually checking the cost per kilo of delivery to that address multiplied by the order's total weight (Carvalho & Conte-Junior, 2021). The Farah Shop Admin will inform the buyer about the total shipping cost and added to the total cost of the buyer's drug order. The buyer pays via bank transfer then proof of payment is uploaded on the application. The admin will check the payment status and process the delivery of goods sent to the buyer via the expedition service.

## **RESULT AND DISCUSSION**

### **Context Diagram Design**

## DFD design

Functional requirements analysis Data Flow Diagram (DFD) level 0 describes the process of activities implemented in a system. It explains the requirements needed by the system so that the system can run properly according to the needs of the Data Flow Diagram (DFD) level 0 below (Wang dkk., 2020):

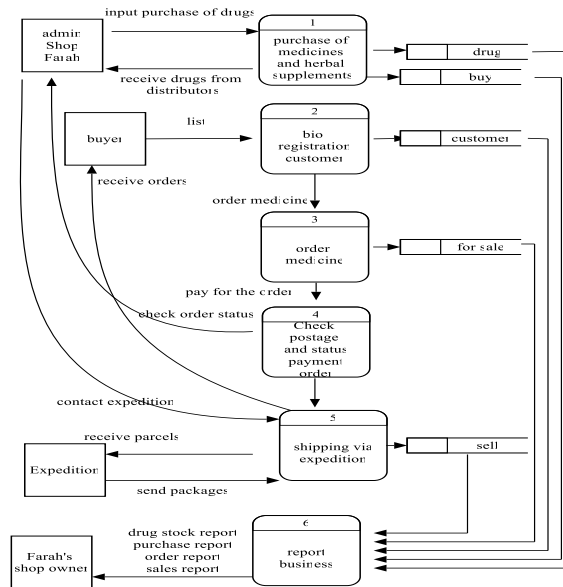


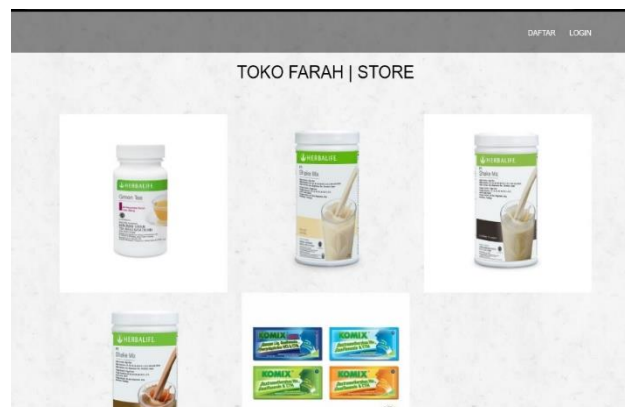
Figure 1. DFD design

## Table relations

### Main Menu Design

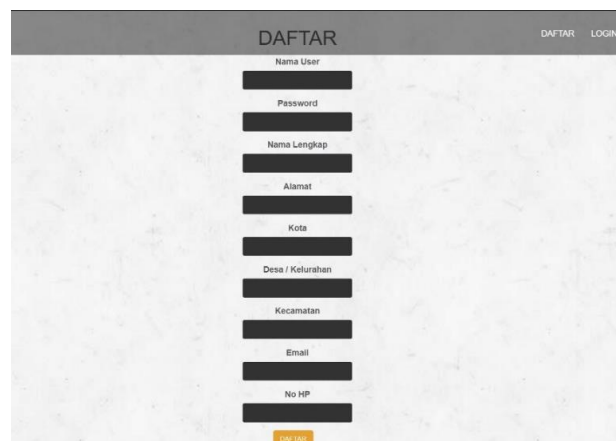
Below is the Main Menu design. In this Main Menu design, a sidebar allows the user to choose the desired menu (Attwood dkk., 2020). Sidebar on this Main Menu.

Figure 2. Main Menu Design



### User List Design

Customers and buyers who have not registered as users in this application use this user list form to make buying and selling transactions (Burchert dkk., 2019).

The image shows a registration form titled "DAFTAR" in a dark header. Below the header, there are several input fields for user registration: "Nama User", "Password", "Nama Lengkap", "Alamat", "Kota", "Desa / Kelurahan", "Kecamatan", "Email", and "No HP". Each field is represented by a dark rectangular box. At the bottom of the form, there is an orange button labeled "DAFTAR". The background of the form is a light, textured gray.

**Figure 3. User List Design**

### **Login Form Design**

Below is the login form. At this login, the user is expected to fill in the name and password according to the register so they can enter the system, as shown below (Repaka dkk., 2019).

The image shows a login form for "Toko Herbal Farah". At the top, there is a logo consisting of a green hexagon with a white leaf-like shape inside, followed by the text "Toko Herbal Farah". Below this, there are two input fields: "Username" and "Password". At the bottom of the form, there is a blue button with a white arrow icon and the text "Masuk". The entire form is set against a light gray background.

**Figure 4. Login Form Design**

### **User Main Form**

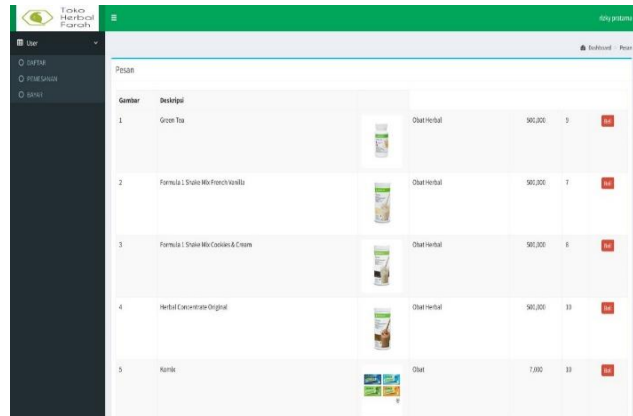
The primary user form is the initial display when the user has logged in using the username and password according to the data registered at registration.

The image shows the main user interface of the "Toko Herbal Farah" application. It features a dark sidebar menu on the left with a logo at the top and a list of menu items: "DAFTAR", "PEMESANAN", and "LAPORAN". The main content area has a green header with the store's logo and name. Below the header, there is a white bar with the text "TOKO FARAH | STORE". The rest of the main area is a large, empty light gray space.

**Figure 5. Main User Design**

## User Order Form

The user order form is transaction data carried out by the user.

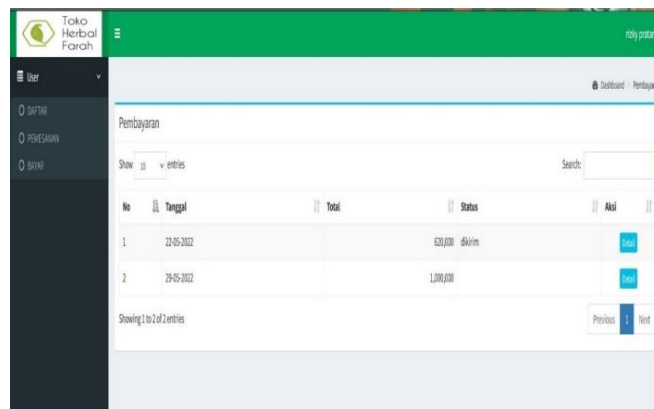


No	Nama	Gambar	Kategori	Harga	Jumlah	Status
1	Green Tea		Obat Herbal	900,000	5	OK
2	Formula 1 Stroke Mix Peach Vanilla		Obat Herbal	900,000	7	OK
3	Formula 1 Stroke Mix Cinnamon & Cream		Obat Herbal	900,000	8	OK
4	Herbal Concentrate Original		Obat Herbal	900,000	10	OK
5	Kurma		Obat	7,000	10	OK

Figure 6. Main User Design

## User Payment Form

The payment form is information for making payments according to purchase transactions, where the admin updates the information.



No	Tanggal	Total	Status	Aksi
1	22-05-2022	620,000	dikirim	<a href="#">Detail</a>
2	29-05-2022	1,000,000		<a href="#">Detail</a>

Showing 1 to 2 of 2 entries

Previous 1 Next

Figure 7. User Payment Design

## Admin Main Form

The main admin form is an administrator user level to access all menus in the application.



Menu	Detail
Master Data	
Transaksi	
Laporan	
Log Out	
User	

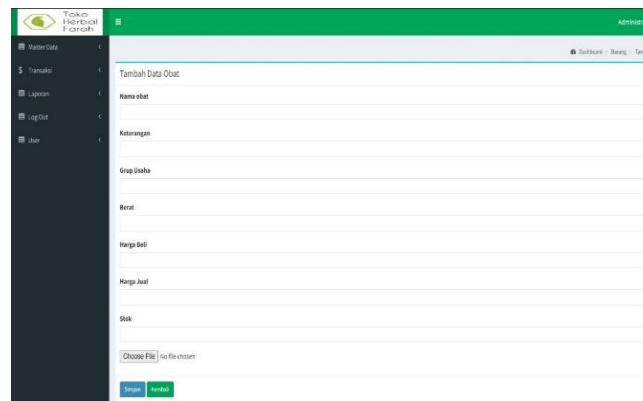
TOKO FARAH | STORE

Figure 8. Main Admin Design

### Drug Addition Form

The admin enters the form for adding drug data as drug master data.

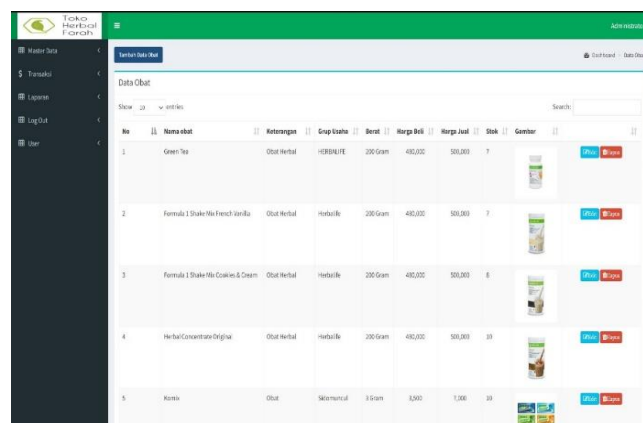
**Figure 9. Drug Addition Design**








### Drug Data Form

The admin enters the drug data form to be displayed and sold to users.

**Figure 10. Drug Data Design**



No	Nama obat	Keterangan	Grup Obat	Berat	Harga Beli	Harga Jual	Stok	Gambar
1	Green Tea	Obat Herbal	HERBALITE	200 Gram	450,000	550,000	7	
2	Formula 1 Shake Mix French Vanilla	Obat Herbal	Herbalife	200 Gram	450,000	550,000	7	
3	Formula 1 Shake Mix Cookies & Cream	Obat Herbal	Herbalife	200 Gram	450,000	550,000	8	
4	Herbal Concentrate Original	Obat Herbal	Herbalife	200 Gram	450,000	550,000	10	
5	Korek	Obat	Melaminul	3 Gram	3,000	1,000	10	

### Stock Purchase Form

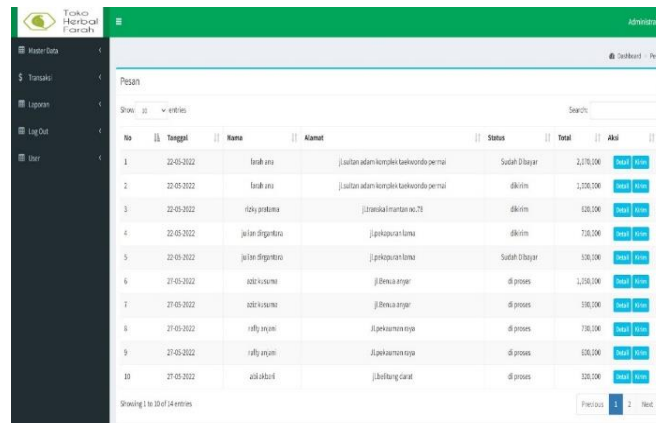
The stock purchase form is a menu for adding stock which will be updated automatically in-stock items to simplify the process of adding stock.



**Figure 11. Stock Purchase Design**

### Order Form

An order form is a form that contains data on orders made by all customers where the admin can provide postage and notes as information to customers.

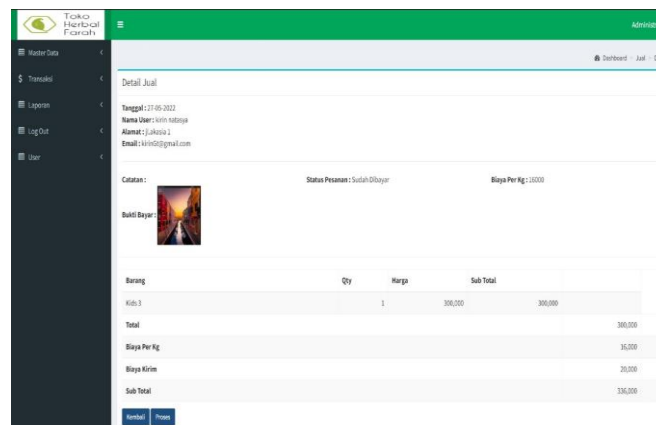


No	Tanggal	Nama	Alamat	Status	Total	Aksi
1	22-05-2022	farah aya	j.lautan adam kompleks kaskawondo permai	Sudah Dibayar	2,070.00K	[Detail] [Kirim]
2	22-05-2022	farah aya	j.lautan adam kompleks kaskawondo permai	dikirim	1,000.00K	[Detail] [Kirim]
3	22-05-2022	rizky pratama	j.lautan adam kompleks kaskawondo permai	dikirim	600.00K	[Detail] [Kirim]
4	22-05-2022	julian dirgantoro	j.parkasari koma	dikirim	700.00K	[Detail] [Kirim]
5	22-05-2022	julian dirgantoro	j.parkasari koma	Sudah Dibayar	500.00K	[Detail] [Kirim]
6	27-05-2022	azis kusuma	j.Benua anuger	di proses	1,000.00K	[Detail] [Kirim]
7	27-05-2022	azis kusuma	j.Benua anuger	di proses	500.00K	[Detail] [Kirim]
8	27-05-2022	rafly rajani	j.parkasari koma	di proses	700.00K	[Detail] [Kirim]
9	27-05-2022	rafly rajani	j.parkasari koma	di proses	600.00K	[Detail] [Kirim]
10	27-05-2022	azis kusuma	j.Benua anuger	di proses	500.00K	[Detail] [Kirim]

Figure 12.Design Order

### Admin Sales Detail Form

This form is used to display the details of what was purchased by the user, which is displayed in the admin.

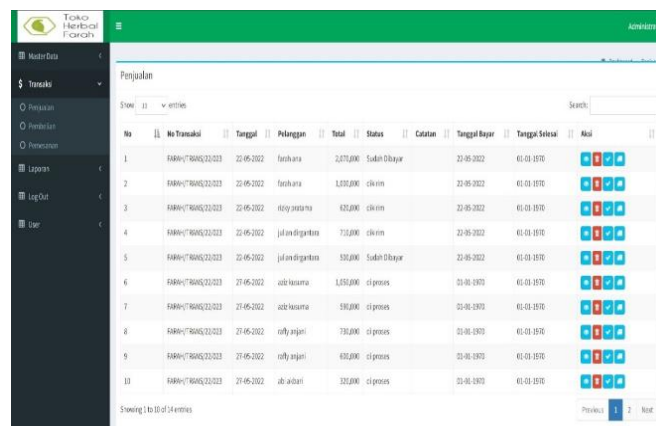


Barang	Qty	Harga	Sub Total
Kopi 3	1	300,000	300,000
<b>Total</b>			300,000
<b>Biaya Per Kg</b>			30,000
<b>Biaya Kirim</b>			30,000
<b>Sub Total</b>			330,000

Figure 13. Admin Selling Detail Design

### Admin Sales Form

This form displays data on all sales the user has transacted.



No	No Transaksi	Tanggal	Pelanggan	Total	Status	Catatan	Tanggal Bayar	Tanggal Selesai	Aksi
1	BARAHY/2022/001	22-05-2022	farah aya	2,070.00K	Sudah Dibayar		22-05-2022	01-01-1970	[Detail] [Kirim]
2	BARAHY/2022/002	22-05-2022	farah aya	1,000.00K	dikirim		22-05-2022	01-01-1970	[Detail] [Kirim]
3	BARAHY/2022/003	22-05-2022	rizky pratama	600.00K	dikirim		22-05-2022	01-01-1970	[Detail] [Kirim]
4	BARAHY/2022/004	22-05-2022	julian dirgantoro	700.00K	dikirim		22-05-2022	01-01-1970	[Detail] [Kirim]
5	BARAHY/2022/005	22-05-2022	julian dirgantoro	500.00K	Sudah Dibayar		22-05-2022	01-01-1970	[Detail] [Kirim]
6	BARAHY/2022/006	27-05-2022	azis kusuma	1,000.00K	di proses		01-01-1970	01-01-1970	[Detail] [Kirim]
7	BARAHY/2022/007	27-05-2022	azis kusuma	500.00K	di proses		01-01-1970	01-01-1970	[Detail] [Kirim]
8	BARAHY/2022/008	27-05-2022	rafly rajani	700.00K	di proses		01-01-1970	01-01-1970	[Detail] [Kirim]
9	BARAHY/2022/009	27-05-2022	rafly rajani	600.00K	di proses		01-01-1970	01-01-1970	[Detail] [Kirim]
10	BARAHY/2022/010	27-05-2022	azis kusuma	500.00K	di proses		01-01-1970	01-01-1970	[Detail] [Kirim]

Figure 14. Admin sales design



## Goods Data Report


<div>  <div> Toko Farah  Jl. Sultan Adam Komp. Taekwondo Permai III No.7  no Telepon 081254545594, Banjarmasin  <b>LAPORAN DATA OBAT</b> </div> </div>							
No	Nama Barang	Keterangan	Grup Usaha	Berat	Harga Beli	Harga Jual	Sisa Stok
1	Green Tea	Obat Herbal	HERBALIFE	200	480,000	500,000	7
2	Formula 1 Shake Mix French Vanilla	Obat Herbal	Herbalife	200	480,000	500,000	7
3	Formula 1 Shake Mix Cookies & Cream	Obat Herbal	Herbalife	200	480,000	500,000	8
4	Herbal Concentrate Original	Obat Herbal	Herbalife	200	480,000	500,000	10
5	Komix	Obat	Sidomuncul	3	3,500	7,000	10
6	POLLENERGY 520	Obat herbal	HDI	90	289,000	300,000	3
7	Bee Propolis	Obat Herbal	HDI	150	359,000	370,000	7
8	Propoelix Plus	Obat Herbal	HDI	300	819,000	850,000	4
9	Propoelix	Obat Herbal	HDI	300	719,000	730,000	8
10	Royal Jelly	Obat Herbal	HDI	300	299,000	320,000	1
11	Proliz Lozenges	Permen Herbal	HDI	150	49,000	55,000	15
12	HDI Clover Honey	Madu	HDI	500	399,000	410,000	6
13	HDI Bee Ultra	Obat Herbal Pria	HDI	300	469,000	469,000	6
14	honeybee pollens	Obat Herbal Anak	HDI	250	179,000	180,000	8
15	Kids 3	Obat Herbal Anak	HDI	250	299,000	300,000	4
Benjarmasin, 29 May 2022 Pemilik Toko Farah,  Farah Putriana  Halaman 1/1							

Figure 15. Goods Data Report

## Drug Purchase Data Report


<div>  <div> Toko Farah  Jl. Sultan Adam Komp. Taekwondo Permai III No.7  no Telepon 081254545594, Banjarmasin  <b>LAPORAN DATA PEMBELIAN</b>  <b>PERIODE : 22-05-2022 S/D 29-05-2022</b> </div> </div>						
No	Nota Beli	Tanggal Beli	Kode Barang	Jumlah Beli	Harga	Subtotal Beli
1	556476879687	2022-05-23	HDI Bee Ultra	3	469,000	1,407,000
2	556476879687	2022-05-23	HDI Clover Honey	3	399,000	1,197,000
3	33456722345	2022-05-23	Propoelix Plus	3	819,000	2,457,000
4	33456722345	2022-05-23	Proliz Lozenges	3	49,000	147,000
5	334256678	2022-05-23	Kids 3	2	299,000	598,000
6	55647876	2022-05-24	Green Tea	2	480,000	960,000
TOTAL						6,766,000
Benjarmasin, 29 May 2022 Pemilik Toko Farah,  Farah Putriana  Halaman 1/1						

Figure 16. Drug Purchase Data Report

## Sales Data Report



<div>  <div> Toko Farah  Jl. Sultan Adam Komp. Taekwondo Permai III No.7  no Telepon 081254545594, Banjarmasin  <b>LAPORAN DATA PENJUALAN</b>  <b>PERIODE : 22-05-2022 S/D 29-05-2022</b> </div> </div>								
No	Tanggal	Username	Kode Barang	Jumlah Penjualan	Harga Jual	Sub Total Jual	Harga Beli	Keuntungan
1	2022-05-22	farah anis	Bee Propolis	1	370000	370000	350000	11000
2	2022-05-22	farah anis	Propoelix Plus	2	800000	1700000	810000	620000
3	2022-05-22	farah anis	Formula 1 Shake Mix Cookies & Cream	2	500000	1000000	480000	400000
4	2022-05-22	richy pratama	Royal Jelly	1	320000	320000	290000	21000
5	2022-05-22	richy pratama	POLLENERGY 520	1	300000	300000	280000	11000
6	2022-05-22	julian dingsantara	HDI Clover Honey	1	410000	410000	390000	11000
7	2022-05-22	julian dingsantara	POLLENERGY 520	1	300000	300000	280000	11000
8	2022-05-22	julian dingsantara	Green Tea	1	500000	500000	480000	20000
9	2022-05-27	atiz kusuma	Propoelix	1	730000	730000	710000	11000
10	2022-05-27	atiz kusuma	Royal Jelly	1	320000	320000	290000	21000
11	2022-05-27	atiz kusuma	HDI Clover Honey	1	410000	410000	390000	11000
12	2022-05-27	atiz kusuma	honeybee pollens	1	180000	180000	170000	10000
13	2022-05-27	rafly arjani	Propoelix	1	730000	730000	710000	11000
14	2022-05-27	rafly arjani	Kids 3	2	300000	600000	290000	20000
15	2022-05-27	aki albari	Royal Jelly	1	320000	320000	290000	21000
16	2022-05-27	aki albari	HDI Clover Honey	1	410000	410000	390000	11000
17	2022-05-27	khin malasya	Kids 3	1	300000	300000	290000	10000
18	2022-05-27	khin malasya	HDI Clover Honey	1	410000	410000	390000	11000
19	2022-05-29	richy pratama	Green Tea	2	500000	1000000	480000	400000
						10,310,000		328,000
Benjarmasin, 29 May 2022 Pemilik Toko Farah,  Farah Putriana  Halaman 1/1								

Figure 17. Sales Data Report

## Delivery Data Report



Toko Farah  
Jl. Sultan Adam Komp. Taekwondo Permai Jalur III No 7  
no Telepon 081254545594, Banjarmasin

LAPORAN DATA PENGIRIMAN  
PERIODE : 22-05-2022 S/D 29-05-2022

No	Tglpesan	username	nctelepon	totalpesanan	totalberat	biayaperkg	biaya kirim	Total Tagihan
1	2022-05-22	hasan	08565050205	2.070.000	450	13.000	16.000	2.070.000
2	2022-05-22	hasan	08565050205	1.000.000	200	13.000	20.000	1.028.000
3	2022-05-22	rizky	08565050206	620.000	390	14.000	20.000	648.000
4	2022-05-22	julian	0896998677	710.000	590	14.000	22.000	744.000
5	2022-05-22	julian	0896998677	500.000	200	13.000	20.000	533.000
6	2022-05-27	aziz	08785545772	1.050.000	600	13.000	20.000	1.082.000
7	2022-05-27	aziz	08785545772	590.000	750	14.000	20.000	618.000
8	2022-05-27	raffy	08958897657	730.000	300	10.000	14.000	754.000
9	2022-05-27	raffy	08958897657	600.000	250	10.000	18.000	628.000
10	2022-05-27	abi	08976766567	320.000	300	13.000	15.000	348.000
11	2022-05-27	abi	08976766567	410.000	500	15.000	20.000	445.000
12	2022-05-27	kirin	089877636748	300.000	250	16.000	20.000	336.000
13	2022-05-27	kirin	089877636748	410.000	500	16.000	21.000	447.000
14	2022-05-29	rizky	08565050206	1.000.000	200	13.000	21.000	1.033.000

Banjarmasin, 29 May 2022

Pemilik Toko Farah,

Farah Putriana

Halaman 1/1

Figure 18. Delivery Data Report

## CONCLUSION

This research report concludes that The application stores data on purchasing medicines and herbal supplements in the database. The application stores data on sales of drugs and herbal supplements, either selling directly to consumers or using an online system using a courier service. The application can quickly generate reports on the remaining stock of medicines and herbal supplements. The application generates reports on purchasing and selling drugs and herbal supplements at the Farah Banjarmasin Shop, which can be viewed daily, weekly and monthly.

Suggestions are given for the perfection of this application as follows. Readers in the STMIK Indonesia Banjarmasin library can further develop this research report to become a reference for other researchers who wish to raise the same theme with a broader scope. This application can be developed into an Android-based application.

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