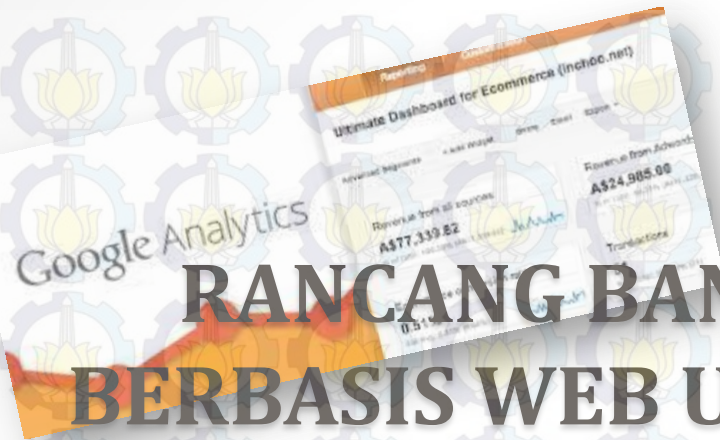




RANCANG BANGUN SISTEM BERBASIS WEB UNTUK ANALISIS AKTIVITAS AUDIENCE WEB E- COMMERCE

PERMATA VALLENTINO EKO JOATIKO

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Latar Belakang

- Persaingan ketat *e-commerce*
- 3 optimasi *e-commerce*
 - Attraction
 - *Trading*
 - *Analysis*
- *Online advertising* → *web metrics* = efektivitas *advertising*
- 5 objektif *web metrics*
 - Mengetahui popularitas website
 - Kualitas user relationship
 - Usefulness
 - Comarketing
 - Success
 - Efisiensi target

Latar Belakang (con't)

- Diperlukan sebuah tools untuk:
 - Dapat mengakomodasi analisis aktivitas *audience website*

Rumusan Masalah

Bagaimana membuat sistem berbasis web untuk menganalisis audience website e-commerce menggunakan metrics dalam referensi

Tujuan

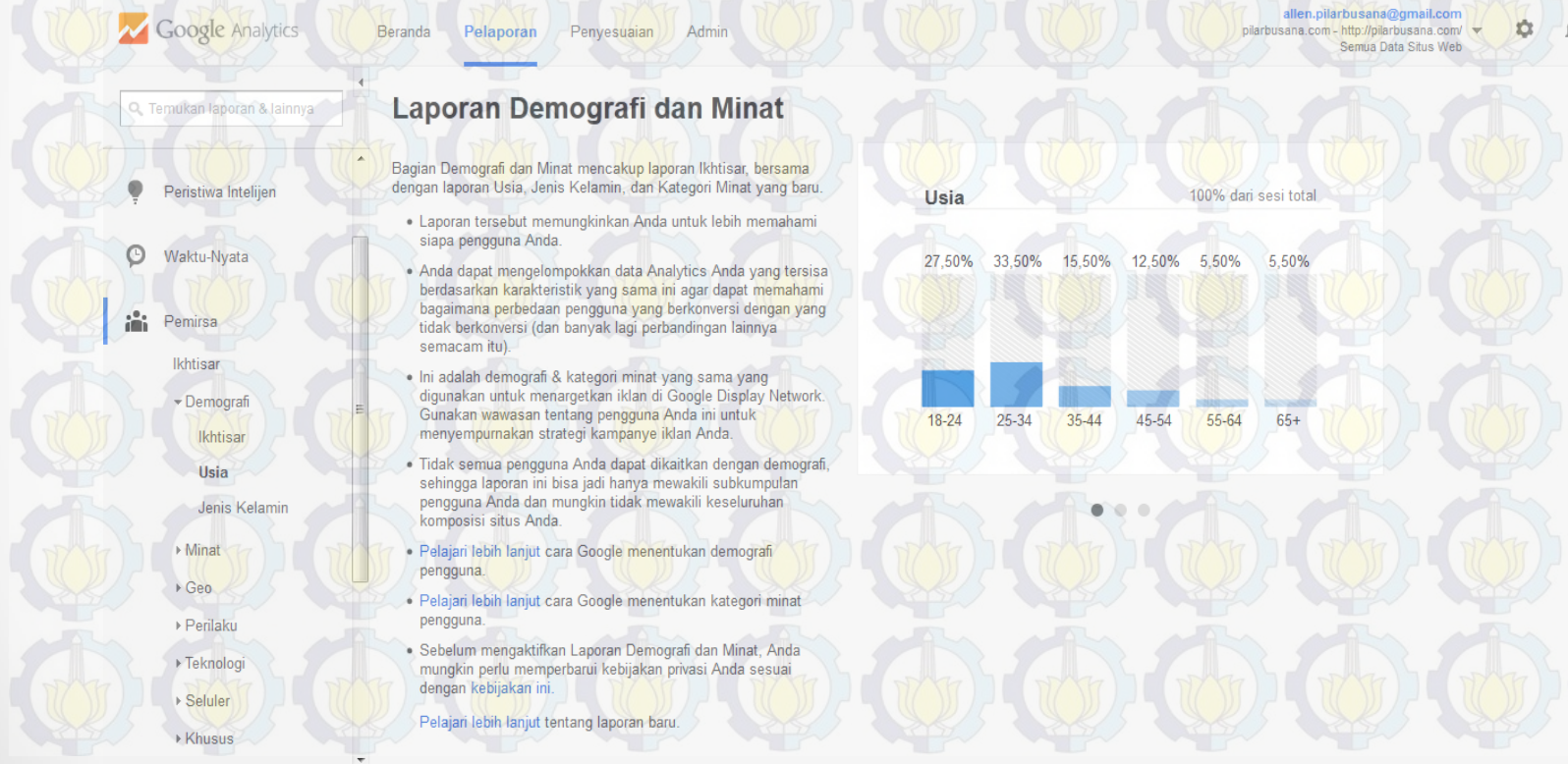
Penelitian ini akan menghasilkan sebuah **sistem berbasis web** yang mampu menganalisis *audience website*.

Analisis Kebutuhan

- Web metrics yang digunakan berdasarkan referensi dari S. Bhat, M. Bevans, and S. Sengupta, “Measuring Users’ Web Activity to Evaluate and Enhance Advertising Effectiveness,” *J. Advert.*, vol. 31, no. 3, pp. 97–106, Oct. 2002.
- Sistem sejenis
 - Open tracker
 - Google Analytics

Analisis Kebutuhan (con't)

- Google Analytics



Analisis Kebutuhan (con't)

- Open Tracker

visitor clickstream

visitor's profile

flag: United States
city: New York
referrer: google.com
provider: alpx.net
isp: Xo Communications
company/ org: Tech Solutions
first name: Brad
last name: Shaw
email: bshaw@gmail.com
website: www.bsahw.com
mobilePhone: (212) 336-1440
age: 39
gender: male

user status: inactive
area code (tel): 212
number of visits: 1
pageviews: 6
total pages viewed: 6
current visit duration: 1h 14m 23s
last visit duration: 0s
first measurement: Sep 27 07:40 PM
platform/ OS: Intel Mac OS X 10.7.5
browser: Safari 6.0.5
IP address: 66.104.231.82
resolution: 1920 x 1080pixels

dates	time viewed	page title / url (hover for more info)
Sep 27 08:55 PM	1h 14m 23s	end of visit, 6 pageview(s) , referred by google.com
Sep 27 07:55:47 PM	s.e.	Drop in traffic conversion Open... Digital Analytics
Sep 27 07:52:23 PM	3m 23s	Mobile App terminology Opentrac... Digital Analytics
Sep 27 07:48:32 PM	3m 51s	Search Engine Optimization Open... Digital Analytics
Sep 27 07:46:02 PM	2m 30s	Tracking vs log analyzers Opent... Digital Analytics
Sep 27 07:44:48 PM	1m 13s	Paid Adwords & free Google traffi... Digital Analytics
Sep 27 07:40:40 PM	4m 8s	Third-Party Cookies vs First-Part... Digital Analytics

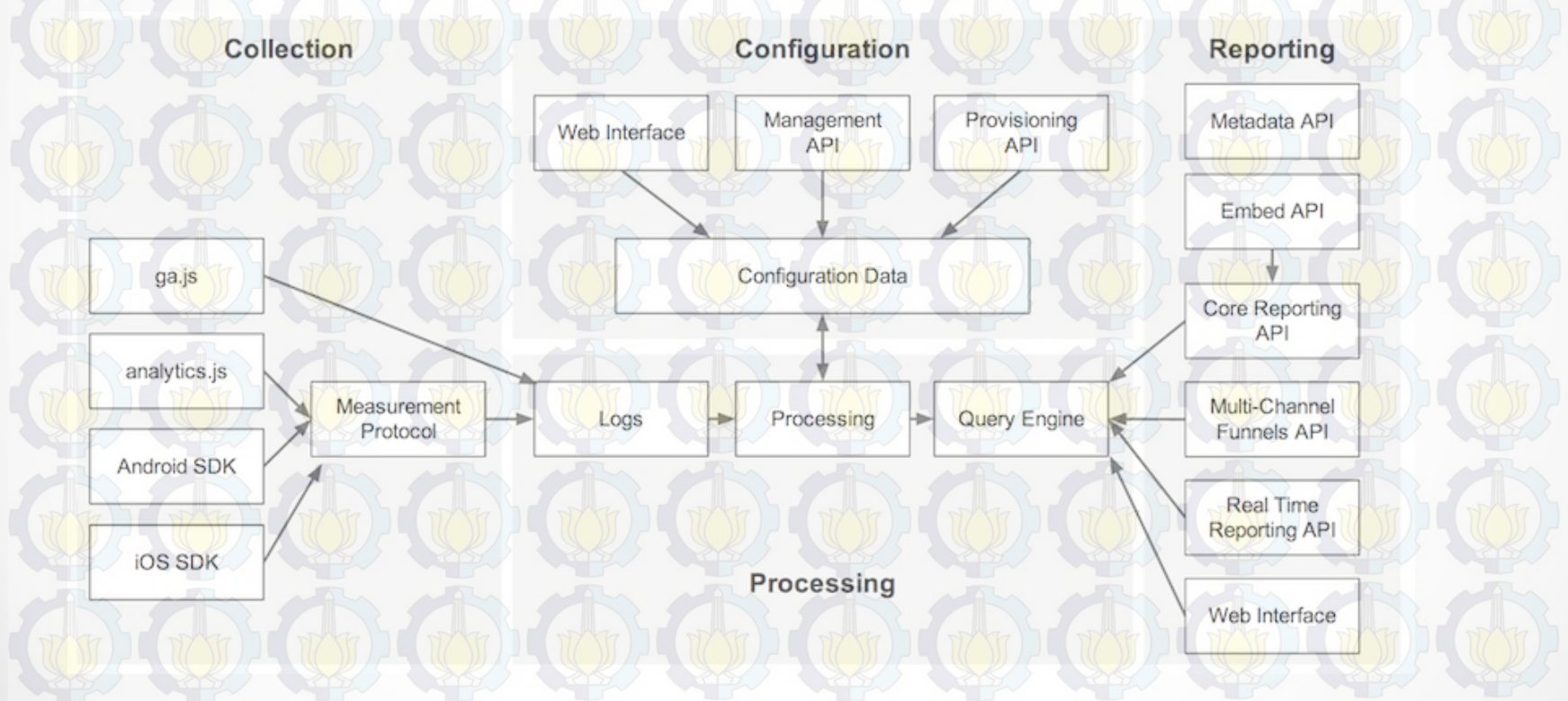
referrer: [www.google.com](http://www.google.com/search?sa=L...=bv.53217764.d.dmg)
<http://www.google.com/search?sa=L...=bv.53217764.d.dmg>

Analisis Kebutuhan (con't)

- Teknologi Yang Digunakan
 - FACEBOOK API
 - GOOGLE ANALYTICS API

Analisis Kebutuhan (con't)

- GOOGLE ANALYTICS API



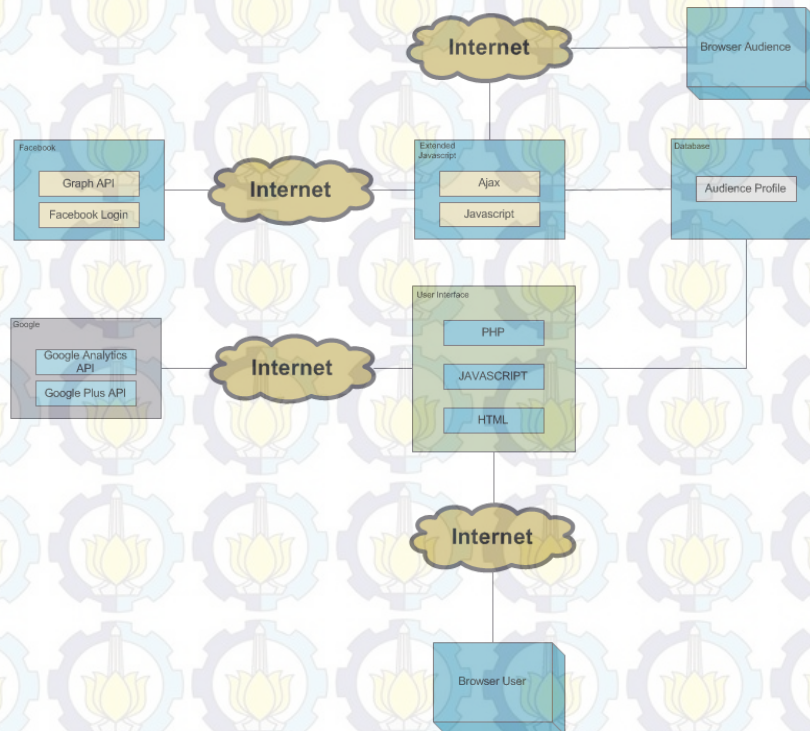
Analisis Kebutuhan (con't)

- FACEBOOK API
 - Javascript SDK Facebook
 - Facebook Login
 - Graph API Facebook

Analisis Kebutuhan (con't)

- FACEBOOK API
 - Javascript SDK Facebook
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Arsitektur Sistem

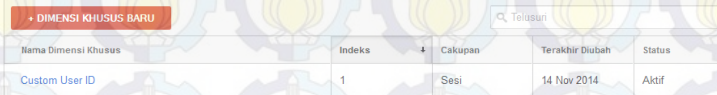


Implementasi

- Persiapan Lingkungan Implementasi
 - Membuat dimensi khusus di akun Google Analytics
 - Membuat Apps Facebook
 - Membuat Client ID pada Google Developers Console
 - Melakukan konfigurasi di website
 - Memasang Google Adwords

Implementasi (con't)

- Membuat dimensi khusus di akun Google Analytics



The screenshot shows the Google Analytics 'Custom Dimensions' management page. A red button at the top left says '+ DIMENSI KHUSUS BARU'. Below it, a table lists the custom dimensions. The first dimension is 'Custom User ID' with index 1, scope 'Sesi' (Session), last modified '14 Nov 2014', and status 'Aktif' (Active). A search bar labeled 'Telusuri' is visible in the top right corner of the table area.

Nama Dimensi Khusus	Indeks	Cakupan	Terakhir Diubah	Status
Custom User ID	1	Sesi	14 Nov 2014	Aktif

Implementasi (con't)

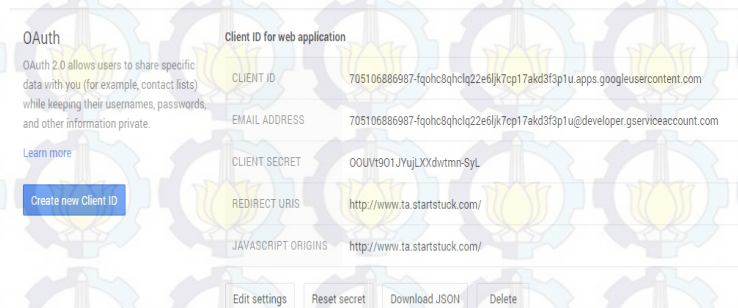
- Membuat Apps Facebook

The screenshot shows the Facebook App Dashboard for an application named 'Allen Analytics'. The dashboard includes the following sections:

- Dashboard**: Displays the app's logo and name.
- App ID**: 1510869435927873.
- App Secret**: A masked secret key with a 'Show' button to reveal it.
- Valid OAuth redirect URIs**: A list of valid redirect URIs, including `http://harummelati.com/` and `http://localhost/`.
- Client OAuth Login**: A toggle switch set to 'YES', with the description 'Enables the OAuth client login flow'.
- App Secret Proof for Server API calls**: A toggle switch set to 'NO', with the description 'App must submit a proof of app secret'.
- Embedded browser OAuth Login**: A toggle switch set to 'NO', with the description 'Browser control for OAuth client login'.
- Require 2-factor reauthorization**: A toggle switch set to 'NO', with the description 'For changing application settings'.

Implementasi (con't)

- Membuat Client ID pada Google Developers Console



OAuth

OAuth 2.0 allows users to share specific data with you (for example, contact lists) while keeping their usernames, passwords, and other information private.

[Learn more](#)

[Create new Client ID](#)

Client ID for web application

CLIENT ID	705106886987-fqhc8qhcq22ed6jk7cp17akd3f3p1u.apps.googleusercontent.com
EMAIL ADDRESS	705106886987-fqhc8qhcq22ed6jk7cp17akd3f3p1u@developer.gserviceaccount.com
CLIENT SECRET	OOUV901JYujLXXdvtmn-SyL
REDIRECT URIS	http://www.ta.startstuck.com/
JAVASCRIPT ORIGINS	http://www.ta.startstuck.com/

[Edit settings](#) [Reset secret](#) [Download JSON](#) [Delete](#)

Implementasi (con't)

- Melakukan konfigurasi di website

```
<script>  
var appID='1510869435827873';  
var gaID='UA-57046744-1';  
</script>  
  
<script src= "http://ta.startstuck.com/cobadulu.js"></script>
```


Implementasi (con't)

- Memasang iklan di adword



Implementasi (con't)

- Implementasi
 - User Login
 - User Memilih View(Profile)
 - User Memilih Objective
 - User Memilih Rentang Waktu Analisis
 - User Melihat Laporan
 - Audience Login
 - User Melihat Profil Audience
 - Visitor Labeling

Implementasi (con't)

- User Login



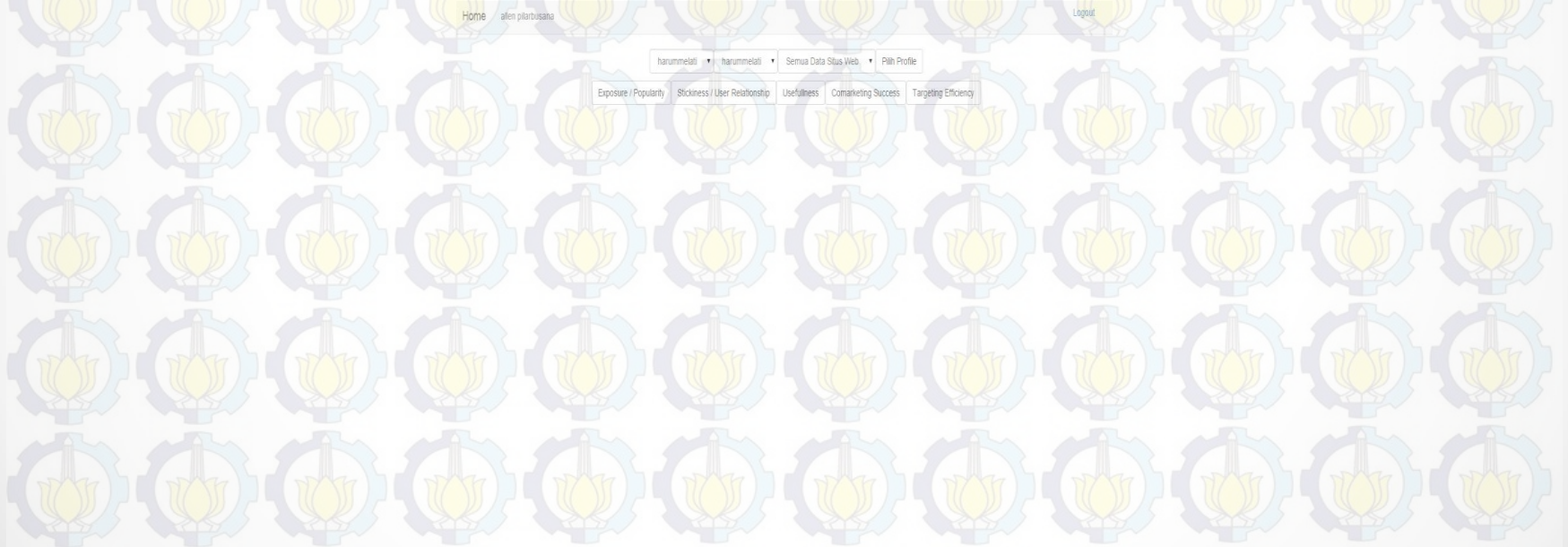
Implementasi (con't)

- User Memilih View(Profile)



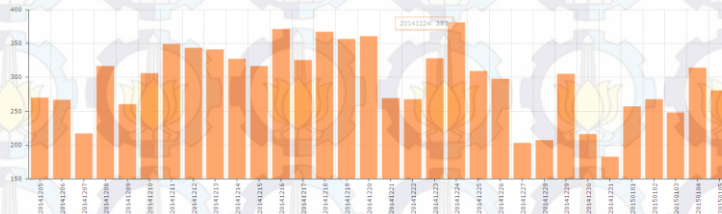
Implementasi (con't)

- User Memilih Objective



Implementasi (con't)

- User Melihat Laporan



Top Pages Requested



Implementasi (con't)

- Profile Audience

Profile Audience		
IDFacebook	Nama Audience	Gender
10202407902797973	Permata Vallentino	
10202407902797973	Permata Vallentino	
10202407902797973	Permata Vallentino	
946874128658956	Amri Ako	
946874128658956	Amri Ako	
946874128658956	Amri Ako	
946874128658956	Amri Ako	
484588715012629	Ongkek Cloth OC	male
10205723086340518	Afif Hendrawan	male
10202407902797973	Permata Vallentino	male

Implementasi (con't)

- Visitor Labeling

Visitor Labeling			
IDFacebook	Nama Audience	Traffic Source	Page View
10202407902797973	Permata Valentino	google	1

Uji Coba

- Uji Coba User Login
- Uji Coba User Memilih View
- Uji Coba User Memilih Profil
- Uji Coba User Melihat Laporan
- Uji Coba *audience Login*
- Uji Coba User Melihat Profile *Audience*
- Uji Coba Visitor Labeling

Kesimpulan

- Sistem menggunakan Google Analytics API dan Facebook API untuk membuat sistem berbasis web untuk analisis aktivitas *audience* web e-commerce menggunakan *web metrics* yang tersedia pada referensi.
- *Metrics Unique Visitors* pada Google Analytics belum bisa dianggap sebagai *audience* baru, karena hanya mengandalkan *cookie* sebagai penanda *audience*
- Profil *audience* yang bisa didapatkan sistem terbatas pada apa yang disediakan oleh Facebook.

Saran

- Peninjauan ulang mengenai cara mendapatkan *metrics* Unique Visitors.
- Mempertimbangkan cara lain untuk mendapatkan nilai dari *web metrics* pada referensi selain menggunakan Google Analytics API.
- Mempertimbangkan cara agar user tidak perlu membuat Apps Facebook.