

Uji Coba Web Seminar (WEBINAR) ke-3
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Panduan kilat membuat toko online
dengan prestashop dalam 1 jam

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Agenda

Materi webinar

- 1. Sekilas mengenai prestashop
- 2. Membuat online store :
 - contoh project : Rumah makan delivery “asal enak”
 - Step ① Instalasi
 - Step ② Menambahkan penjelasan tentang isi site
 - Step ③ Menambah mata uang untuk pembayaran
 - Step ④ Mengelola barang dagangan
 - Step ⑤ Mengatur metode pembayaran
 - Step ⑥ Menambah fitur-fitur tambahan
 - Step ⑦ Mengganti tema tampilan

Sekilas mengenai prestashop

- Prestashop adalah software web instant yang dapat digunakan untuk membangun sebuah toko online secara gratis.
- PRESTASHOP dapat di install pada webhosting dengan spesifikasi antara lain : berbasis linux atau windows, PHP versi 5.0 keatas, apache versi 1.3 atau IIS6 keatas.

Contoh project : Rumah Makan Delivery “Asal enak”

★ Misalkan kita ingin membuat toko Online yang menjual berbagai jenis Makanan baik luar maupun dalam negeri, Sistemnya makanan dipesan melalui internet lalu diantar ke alamat pemesan

★ Kita rencananya akan menerima Pembayaran lewat paypal, credit card Dan cash on delivery (barang datang bayar)

★ Kita juga ingin tau secepatnya kalau Ada pemesanan baru.



Bagaimana cara membuatnya ?

Step ① Instalasi prestashop

langkah-langkah instalasi prestashop :

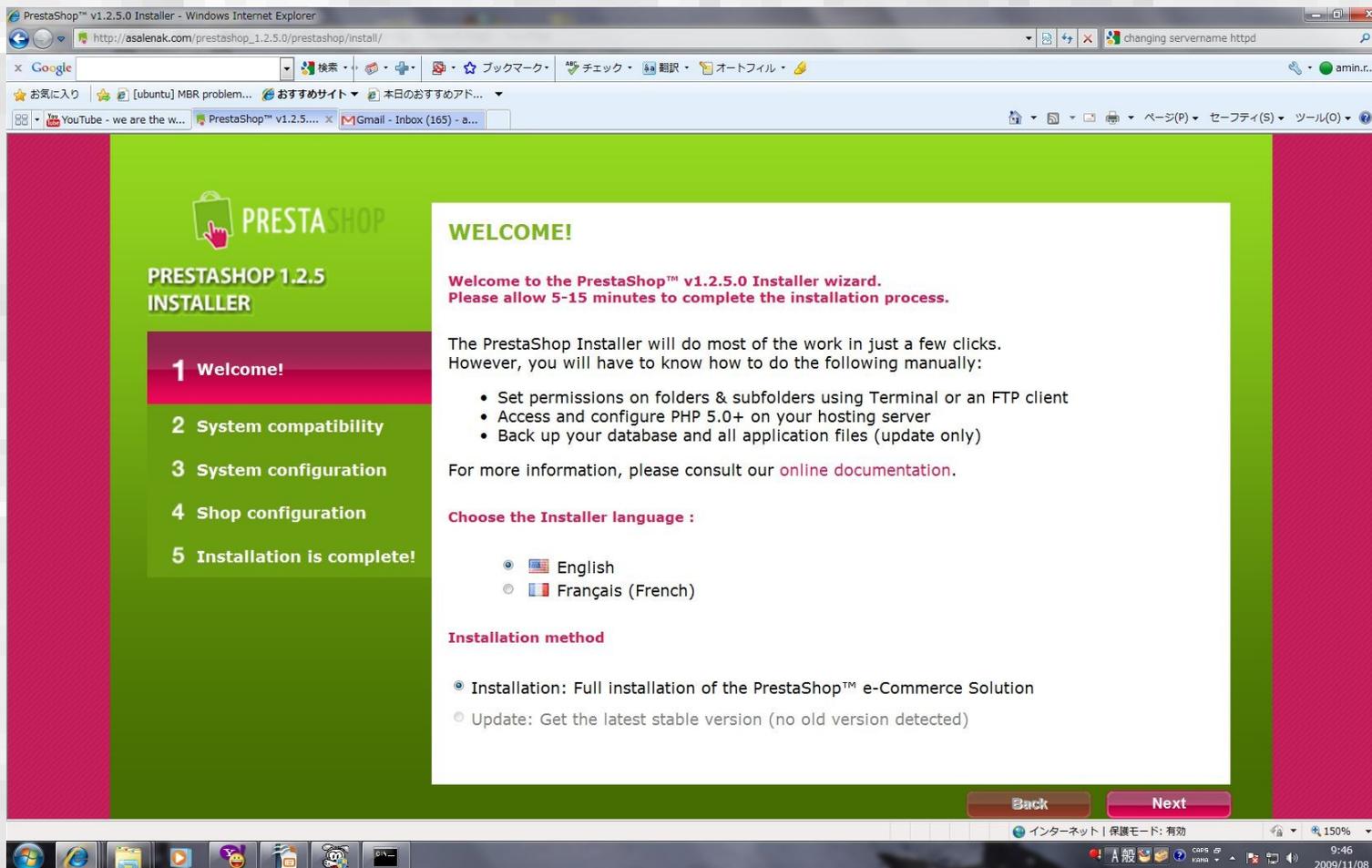
1. Download file prestashop versi terbaru dari website

<http://www.prestashop.com/en/downloads>

2. Ekstrak file yang telah di download dengan menggunakan winrar atau winzip sehingga menghasilkan folder prestashop di komputer anda.

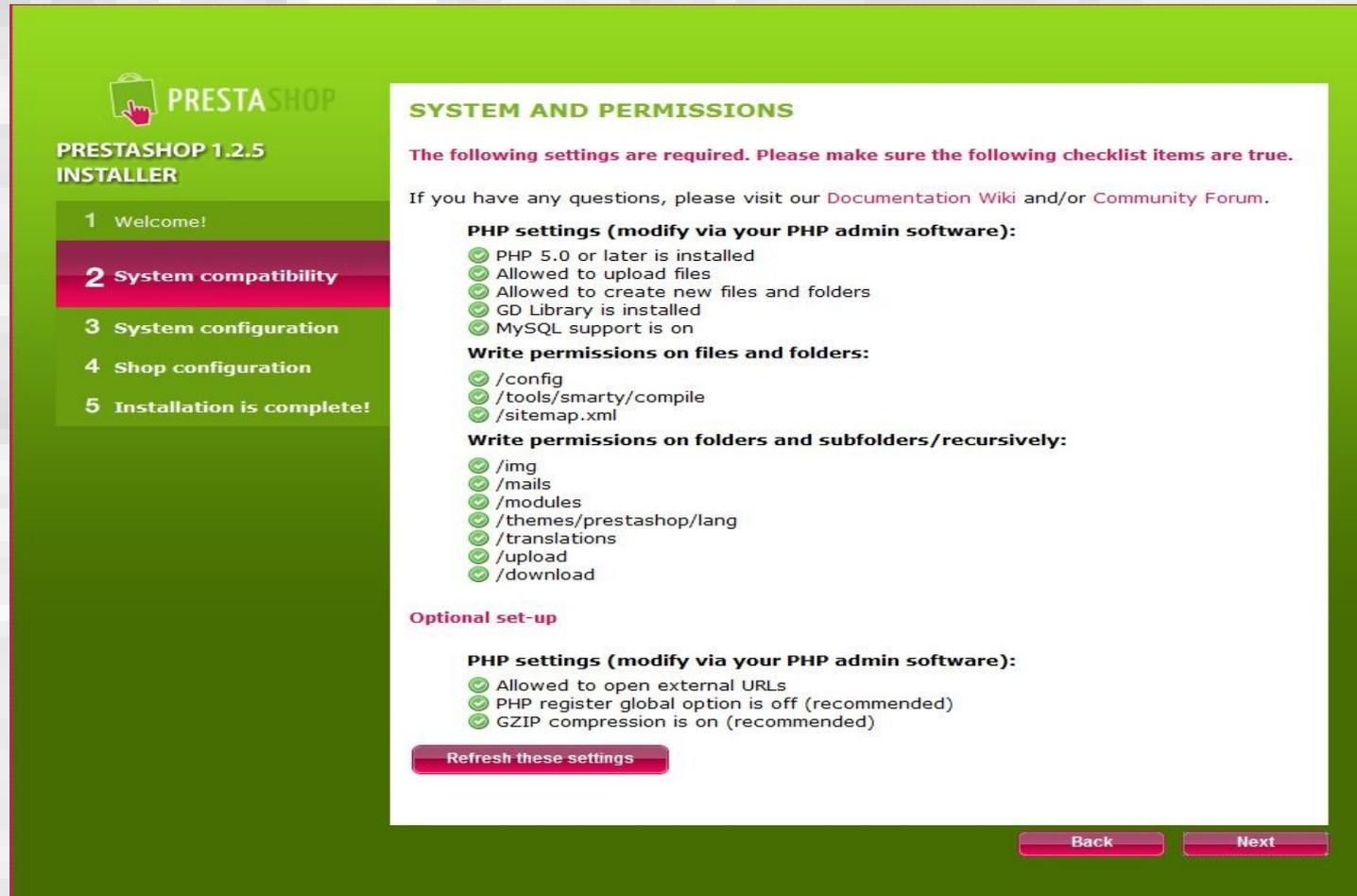
3. Salin isi dari folder prestashop ke folder utama website anda
(biasanya nama folder nya *public_html*, *www*, *htdocs*)

3. arahkan browser ke URL instalasi
<http://nama-domain-anda/install>



Pilih bahasa panduan instalasi lalu tombol next

4. Check semua persyaratan system untuk menginstall prestashop



Kalo semua bertanda  Berarti semua persyaratan sudah lengkap, klik “Next”

5. Masukan informasi database untuk prestashop

PRESTASHOP 1.2.5 INSTALLER

- Welcome!
- System compatibility
- 3 System configuration**
- Shop configuration
- Installation is complete!

DATABASE CONFIGURATION

Configure your database by filling out the following fields :

Database server name :

Database name :

Login :

Password :

Database is connected.

PrestaShop database tables prefix :

Full mode: Install all basic modules and add sample products

Simple mode : Don't install any module

E-MAIL DELIVERY SET-UP

Configure SMTP manually (advanced users only)

By default, the PHP 'mail()' function is used. For more functionality, manual SMTP configuration is recommended.

★ Sebelum menginstall, buat database untuk prestashop. Cara tergantung hosting yang Anda pakai.

Prefix tabel database, Tidak perlu diubah

Jika ingin sekaligus menginstall Modul pilih yang atas, jika tidak pilih yang bawah

6. Masukan informasi mengenai nama toko, logo dan informasi pemilik toko



**PRESTASHOP 1.2.5
INSTALLER**

- Welcome!
- System compatibility
- System configuration
- 4 Shop configuration**
- Installation is complete!

SHOP CONFIGURATION

Merchant admin info

Shop name :

Shop logo :
Recommended size: 230x75 px



**ASAL
ENAK**

First name :

Last name :

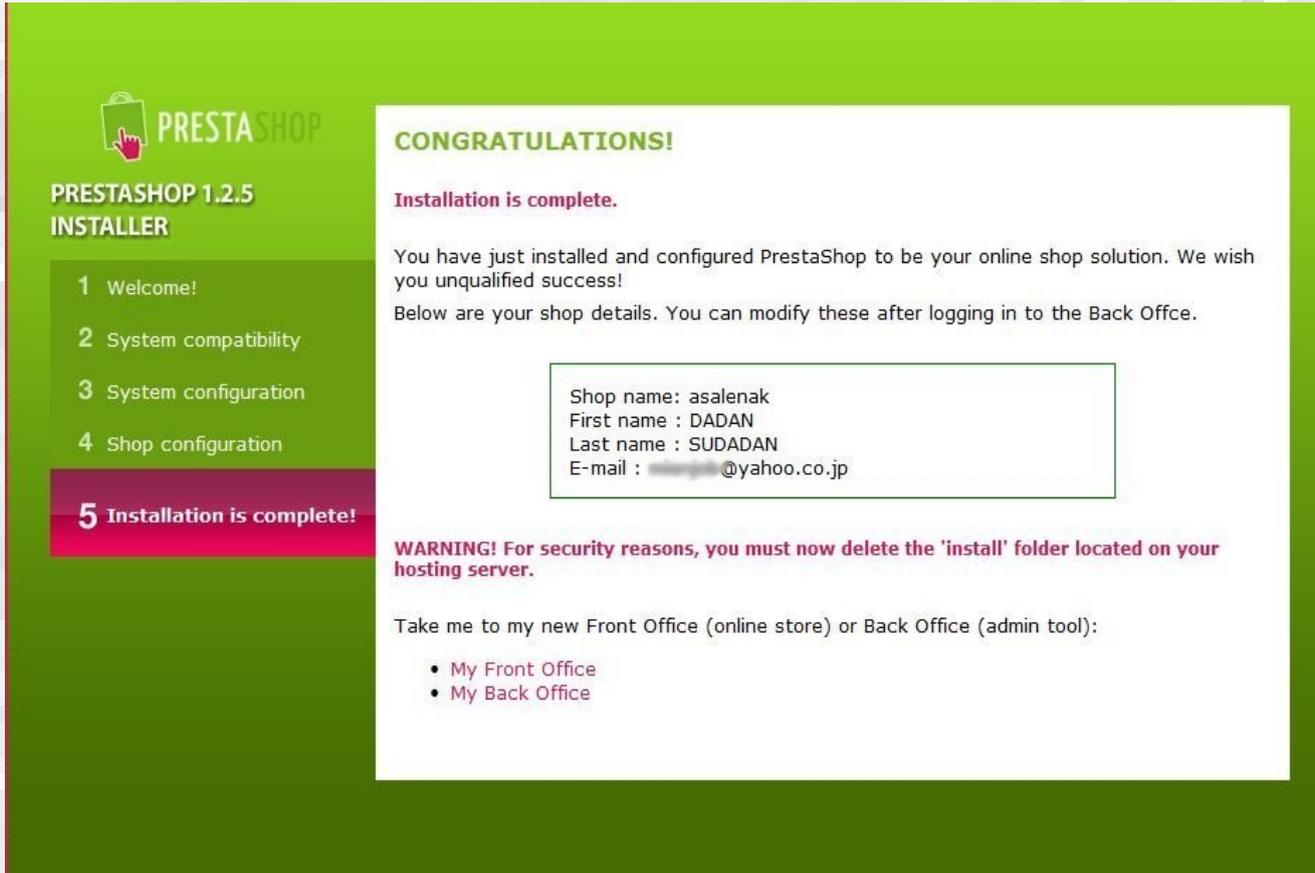
E-mail address :

Shop password :

Re-type to confirm :

Receive notifications by e-mail

6. Selamat anda telah berhasil menginstall prestashop, gampang kan ?



The screenshot shows the PrestaShop 1.2.5 Installer interface. On the left, a sidebar lists five steps: 1 Welcome!, 2 System compatibility, 3 System configuration, 4 Shop configuration, and 5 Installation is complete! (highlighted in red). The main content area is titled 'CONGRATULATIONS!' and contains the following text:

Installation is complete.

You have just installed and configured PrestaShop to be your online shop solution. We wish you unqualified success!

Below are your shop details. You can modify these after logging in to the Back Office.

Shop name: asalenak
First name : DADAN
Last name : SUDADAN
E-mail : [redacted]@yahoo.co.jp

WARNING! For security reasons, you must now delete the 'install' folder located on your hosting server.

Take me to my new Front Office (online store) or Back Office (admin tool):

- [My Front Office](#)
- [My Back Office](#)

Perhatian !!!

- ★ Untuk alasan keamanan, folder “install” harus dihapus
- ★ ubah folder “admin” menjadi (misalnya) “admin123”

Arahkan browser anda ke URL dibawah ini untuk melihat tampilan pertama
<http://nama-domain-anda/>

The screenshot shows a Prestashop storefront in a Windows Internet Explorer browser. The page displays the ASAL ENAK logo, navigation menus, a search bar, and various product listings including iPods and MacBooks. The interface is in Japanese.

ASAL ENAK

Currency: \$ € £ ¥

contact sitemap bookmark

Welcome, Log in

Your Account Cart: (empty)

CART

No products

Shipping 0,00 €

Total 0,00 €

Cart Check out

NEW PRODUCTS

iPod Nano
New design. New features. Now in 8GB and 16GB. iPo... >>

iPod shuffle
iPod shuffle, the world's most wearable music pl... >>

MacBook Air
MacBook Air is ultrathin, ultraportable, and ultra... >>

MacBook
MacBook makes it easy to hit the road thanks to it... >>

iPod touch
Revolutionary Multi-Touch interface 3.5-inch widescreen color display Wi-Fi (802.11b/g) 8 mm thin Safari... >>

All new products

TOP SELLERS

No best sellers at this time

SPECIALS

iPod Nano
199,00 € (-5%)
189,05 €

All specials

FEATURED PRODUCTS

iPod Nano	iPod shuffle	MacBook	iPod touch
New design. New features. Now in 8GB and 16GB. iPod nano rocks like never before.	iPod shuffle, the world's most wearable music player, now clips on in more vibrant blue, green, pink, and red.	MacBook makes it easy to hit the road thanks to its tough polycarbonate case, built-in wireless technologies, and innovative...	Revolutionary Multi-Touch interface 3.5-inch widescreen color display Wi-Fi (802.11b/g) 8 mm thin Safari...
189,05 €	79,00 €	1 400,00 €	289,00 €
View	View	View	View

ページが表示されました

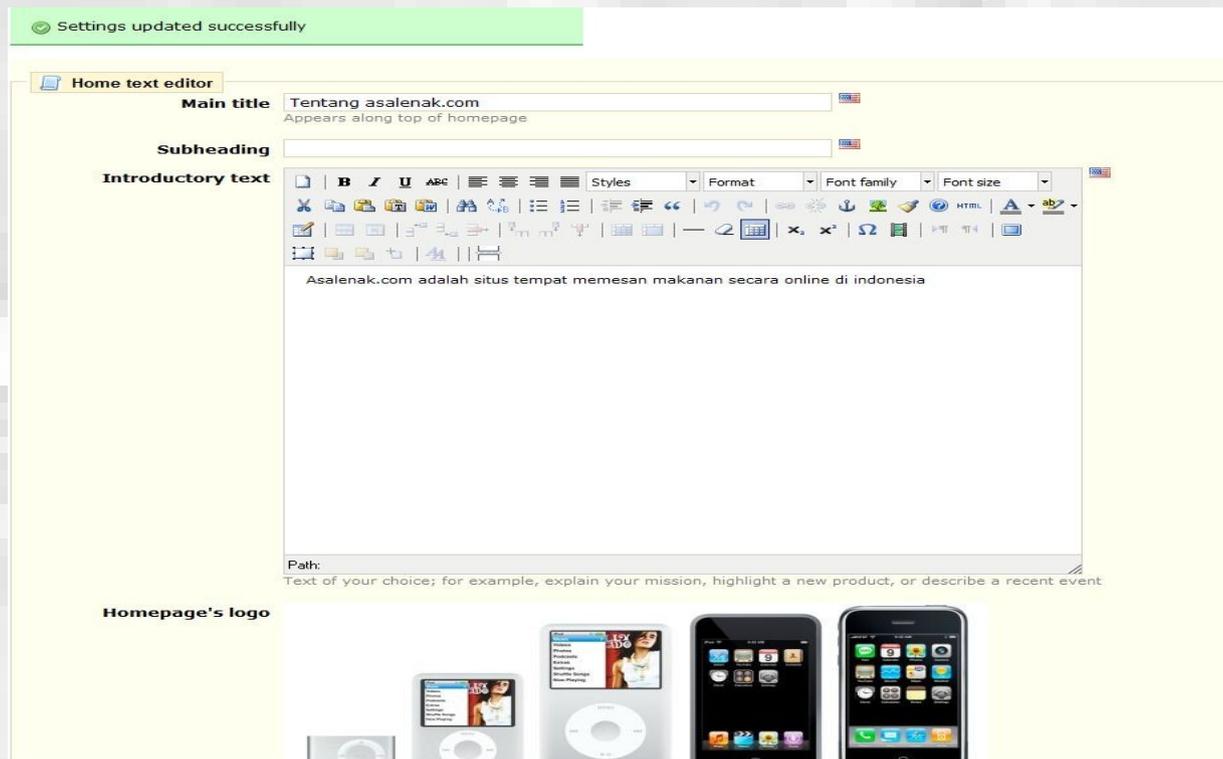
インターネット | 保護モード: 有効

17:49
2009/11/08

Step ② Menambahkan penjelasan tentang isi site

★Arahkan browser ke URL dibawah
<http://nama-domain-anda/admin123>

★Pilih Tab Modules >> Home Text Editor lalu pilih Configure



Gambar isian penjelasan isi situs

Step ③ menambahkan mata-uang uang untuk pembayaran

1. Arahkan browser ke URL dibawah ini

<http://nama-domain-anda/admin123>

2. Tekan tab Payment >> Currencies >> Add new currency

The screenshot shows the 'Add new currency' form in a web application. The form is titled 'Currencies' and contains the following fields and options:

- Currency:** Rupiah (Required field)
- ISO code:** IDR (Required field)
- Symbol:** Rp. (Required field)
- Conversion rate:** 0.0000 (Required field)
- Formatting:** X0.000,00 (Dropdown menu)
- Decimals:** (Radio buttons)
- Blank:** (Radio buttons)

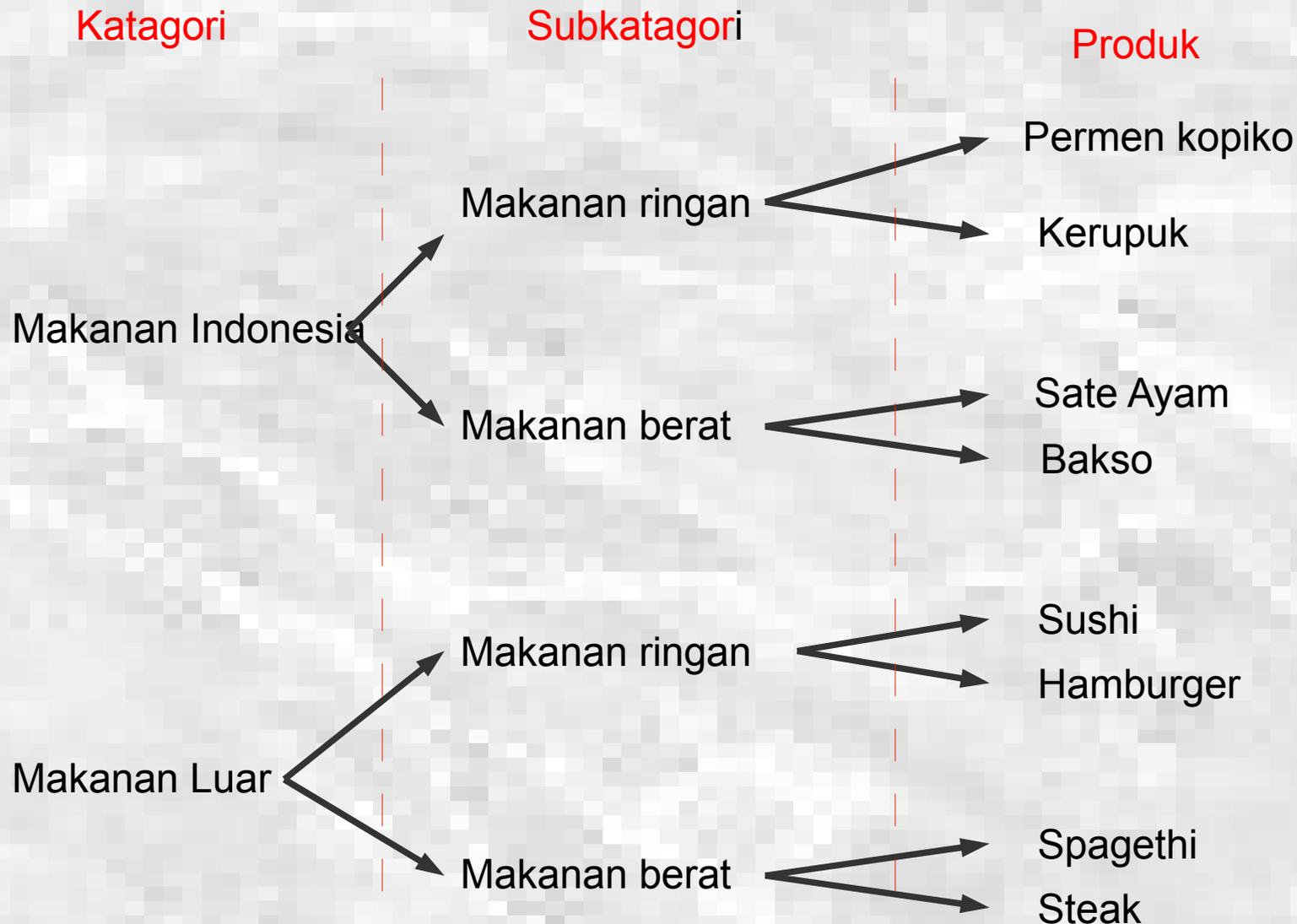
Below the form, there is a 'Save' button and a 'Back to list' link.

Gambar contoh isian penambahan mata uang

Step ④ Mengelola barang dagangan

1. Menentukan barang dagangan

Apa saja yang akan kita jual ? Bagi-bagi barang-barang jualan dalam katagori dan subkatagori untuk memudahkan pengaturan.



2. Membuat katagori

★Pilih tab Catalog >> Add new subcatagory

★Masukan katagory “Masakan indonesia “ seperti dibawah ini

Back Office >> Catalog

Category

Name: Makanan Indonesia

Displayed:

Parent category: Home

Description: makanan indonesia

Image: 参照...

Meta title: makanan indonesia

Meta description: makanan indonesia

Meta keywords: makanan indonesia

Friendly URL: makanan-indonesia

Groups access:

<input checked="" type="checkbox"/>	ID	Group name
<input checked="" type="checkbox"/>	1	Default

Mark all groups you want to give access to this category

[Save and back to parent category](#) [Save](#)

* Required field

[Back to list](#)

Jangan lupa
Pilih “home”
Di parent category
,itu menandakan
Bahwa peringkat katagory
“masakan indonesia” itu
tertinggi

3. Membuat subkatagory

★Pilih tab Catalog >> Add new subcatagory

★Masukan subkatagory “Masakan ringan“ seperti dibawah ini

Back Office >> Catalog

Category

Name: Makanan ringan

Displayed:

Parent category: Makanan Indonesia

Description: Makanan Indonesia yang ringan-ringan

Image: 参照...

Meta title: makanan ringan indon

Meta description: makanan ringan indon

Meta keywords: makanan ringan indon

Friendly URL: makanan-ringan

Groups access:

<input type="checkbox"/>	ID	Group name
<input checked="" type="checkbox"/>	1	Default

Mark all groups you want to give access to this category

[Save and back to parent category](#) [Save](#)

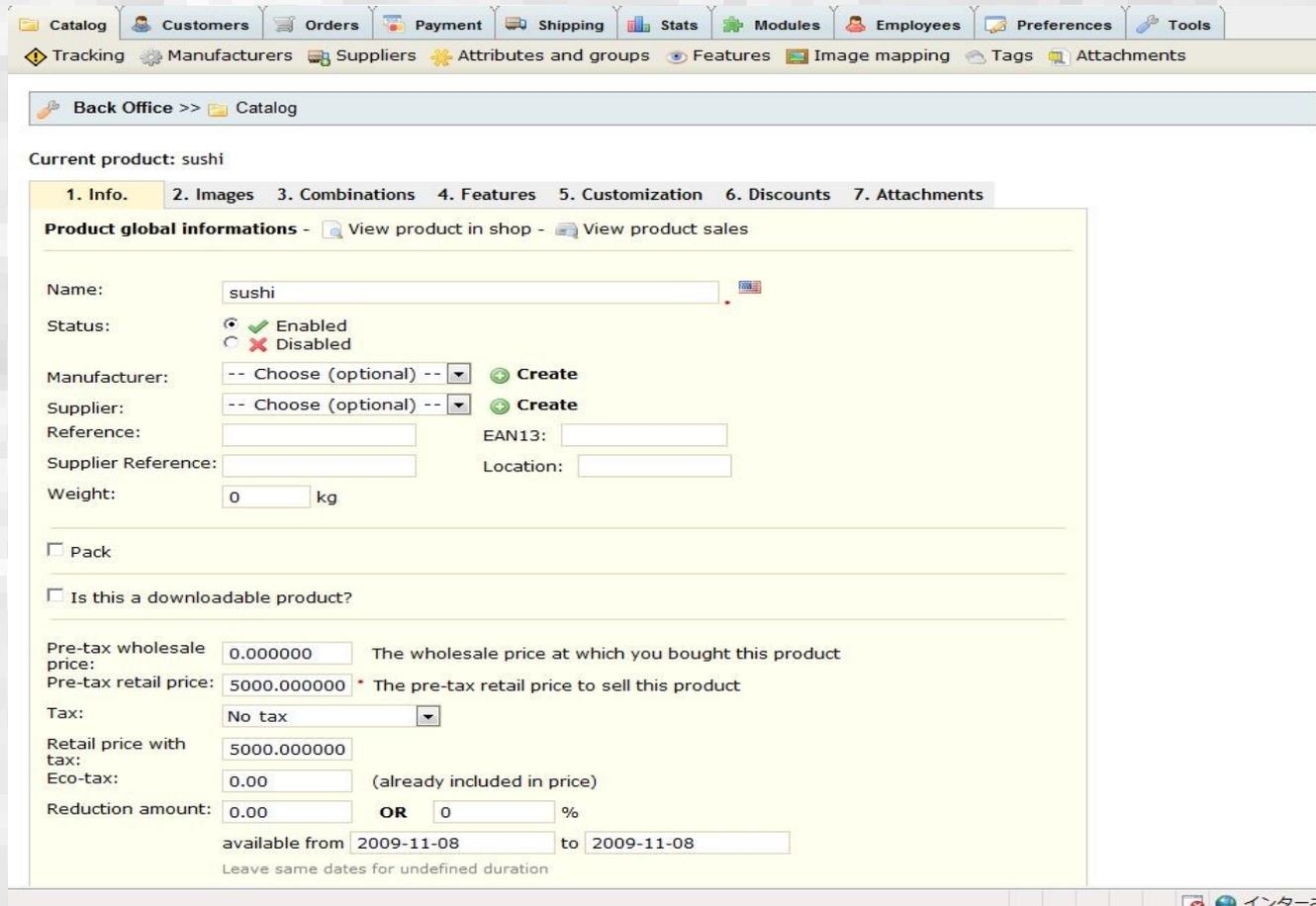
* Required field

[Back to list](#)

Jangan lupa
Pilih “Makanan indonesia”
Di parent category
,itu menandakan
Bahwa peringkat katagory
“masakan ringan ” itu
Dibawah “Masakan Indonesia”

4. Menambah produk berdasarkan subkatagori

- ★ Di tabel katagori kita pilih subkatagori yang sesuai dengan produk yang kita inginkan
- ★ Tekan “Add product “ untuk menambah produk sesuai dengan katagori yang kita pilih



The screenshot shows a web-based interface for managing products. The top navigation bar includes tabs for Catalog, Customers, Orders, Payment, Shipping, Stats, Modules, Employees, Preferences, and Tools. Below this is a secondary navigation bar with icons for Tracking, Manufacturers, Suppliers, Attributes and groups, Features, Image mapping, Tags, and Attachments. The main content area is titled "Back Office >> Catalog" and shows the "Current product: sushi".

The product form is divided into several sections:

- 1. Info.** (Selected tab)
- 2. Images
- 3. Combinations
- 4. Features
- 5. Customization
- 6. Discounts
- 7. Attachments

Product global informations - View product in shop - View product sales

Name: sushi

Status: Enabled Disabled

Manufacturer: -- Choose (optional) --

Supplier: -- Choose (optional) --

Reference: **EAN13:**

Supplier Reference: **Location:**

Weight: 0 kg

Pack

Is this a downloadable product?

Pre-tax wholesale price: 0.000000 The wholesale price at which you bought this product

Pre-tax retail price: 5000.000000 * The pre-tax retail price to sell this product

Tax: No tax

Retail price with tax: 5000.000000

Eco-tax: 0.00 (already included in price)

Reduction amount: 0.00 OR 0 %

available from 2009-11-08 to 2009-11-08

Leave same dates for undefined duration

Gambar contoh isian untuk informasi produk

The screenshot shows the 'ASAL ENAK' online food store interface. At the top left is the logo featuring a burger and the text 'ASAL ENAK'. The top navigation bar includes currency options (USD, EUR, Rp), utility links (contact, sitemap, bookmark), and a search bar. The main content area displays the breadcrumb 'Home > Makanan Indonesia > Makanan berat' and a category header 'MAKANAN BERAT' with '2 products'. A placeholder image for a bowl of rice is shown. Below this, two product listings are visible: 'Bakso' (Rp5.000) and 'sate ayam' (Rp10.000), each with an 'Add to cart' button and a 'View' button. The right sidebar contains a shopping cart (empty), 'NEW PRODUCTS' (hamburger, sushi, steak, spaghetti, kerupuk jengkol), 'TOP SELLERS', and 'SPECIALS' sections. The bottom left features a computer monitor image and payment logos for VISA, MasterCard, and PayPal. A '10 items' dropdown is located at the bottom right of the main product area.

Gambar contoh tampilan toko online setelah ditambah katagori dan produk

Step ⑤ mengatur prosedur pembayaran

1. Menentukan metode pembayaran

★ Di prestashop semua jenis fasilitas pembayaran sudah tersedia tinggal klik !

untuk konfigurasi masing-masing cara pembayaran, pilih tab Modules
Di layar akan terpampang modul2 yang terinstall ataupun yang siap diinstall,
Dari tabel dibawah ini, bisa diketahui kalau toko online bisa melayani pembayaran
Lewat fasilitas kiriman bank, Cash on Delivery, Check, google checkout, dan Paypal



Klik untuk Menambahkan Informasi Rekening pembayaran

Gambar tampilan fasilitas pembayaran yang bisa digunakan di prestashop

2. Menambahkan informasi tentang rekening pembayaran

The screenshot shows a web application interface for configuring bank wire payment settings. At the top, there is a breadcrumb trail: "Back Office >> Modules". Below this, there is a link "Back to modules list". The main heading is "Bank Wire". A small icon of a bank wire transfer is shown next to the text: "This module allows you to accept payments by bank wire. If the client chooses this payment mode, the order will change its status into a 'Waiting for payment' status. Therefore, you will need to manually confirm the order as soon as you receive a wire..". Below this is a section titled "Contact details" with a sub-heading "Please specify the bank wire account details for customers." The form contains three input fields: "Account owner" with the value "Bank BCE", "Details" with the value "nomor rekening : 12345677 a.n Tommy J Pisa", and "Bank address" with the value "Cabang Ciledug". Below the form is a button labeled "Update settings". At the bottom, there is another link "Back to modules list".

Back Office >> Modules

Back to modules list

Bank Wire

 **This module allows you to accept payments by bank wire.**
If the client chooses this payment mode, the order will change its status into a 'Waiting for payment' status. Therefore, you will need to manually confirm the order as soon as you receive a wire..

Contact details

Please specify the bank wire account details for customers.

Account owner: Bank BCE

Details: nomor rekening : 12345677
a.n Tommy J Pisa

Such as bank branch, IBAN number, BIC, etc.

Bank address: Cabang Ciledug

Update settings

Back to modules list

Contoh tampilan isian informasi tentang rekening pembayaran

Status pemesanan akan berubah menjadi “waiting for payment” sampai pemberitahuan bahwa kiriman uang datang ke kita (kita harus mengubah secara manual statusnya menjadi “paid”)

Step ⑥ menambah fitur-fitur tambahan

Di bagian Modules, banyak sekali modul-modul yang siap digunakan seperti gambar di bawah ini, cara menginstallnya pun mudah, tinggal klik !

Tools - 12 modules				
 Birthday Present v1.0 Offer your clients birthday presents automatically		Install	<input type="checkbox"/>	
 Canonical URL v1.3 Improve SEO by avoiding the "duplicate content" status for your Website.		Install	<input type="checkbox"/>	
 Home text editor v1.5 A text editor module for your homepage	>> Configure 	Uninstall	<input type="checkbox"/>	
 Customers follow-up v1.0 Follow-up your customers with daily customized e-mails		Install	<input type="checkbox"/>	
 Google sitemap v1.4 Generate your Google sitemap file	>> Configure 	Uninstall	<input type="checkbox"/>	
 Featured Products on the homepage v0.9 Displays Featured Products in the middle of your homepage	>> Configure 	Uninstall	<input type="checkbox"/>	
 Customer loyalty and rewards v1.6 Provide a loyalty program to your customers		Install	<input type="checkbox"/>	
 Mail alerts v2.2 Sends e-mails notifications to customers and merchants		Install	<input type="checkbox"/>	
 Newsletter v2.0 Generates a .CSV file for mass mailings		Install	<input type="checkbox"/>	
 Customer referral program v1.4 Integrate a referral program system to your shop.		Install	<input type="checkbox"/>	
 SMS Tm4b v1.1 Sends an SMS for each new order		Install	<input type="checkbox"/>	
 Watermark v0.1 Protect image by watermark		Install	<input type="checkbox"/>	

← Modul untuk menawarkan hadiah ulang tahun pengunjung yang teregistrasi di toko kita

← Modul untuk memberitahu pengunjung Yang teregistrasi tentang produk baru

← Modul untuk menerima sms otomatis Ketika datang pesanan baru

← Modul untuk menjaga gambar-gambar di website kita agar tidak dijiplak orang

Step ⑦ mengganti tema tampilan toko

1. download tema-tema prestashop yang dapat diperoleh di internet, salah satunya di website ini

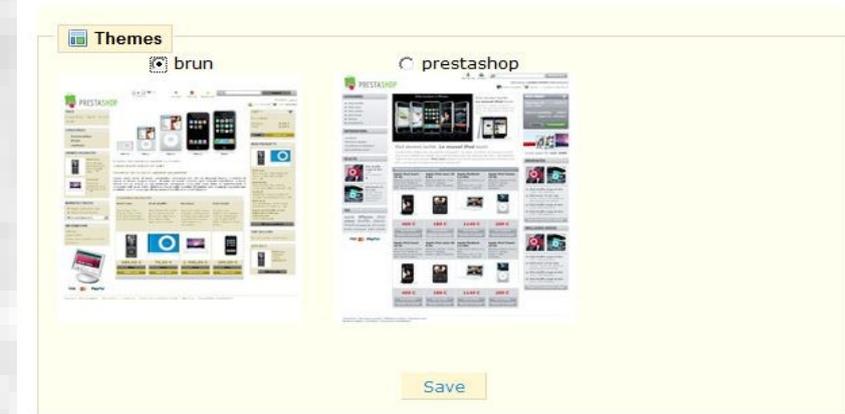
<http://www.iloveprestashop.com/category/themes/>

2. Extract file tema yang ada dan masukan ke folder “themes “

3. pergi ke back office prestashop

pilih tab preference-Appearence, lalu dibagian bawah pilih tema yang kita inginkan

4. Tekan tombol save



Step ⑦ mengganti tema tampilan toko

The screenshot displays the ASAL ENAK storefront with the following elements:

- Header:** Logo of a hamburger, currency selector (Rp), and navigation links for contact, sitemap, and bookmark.
- Left Sidebar:**
 - CATEGORIES:** Makanan Indonesia (Makanan berat, Makanan ringan), Makanan luar.
 - INFORMATION:** Delivery, Legal Notice, Terms and conditions of use, About us.
- Main Content:** Large hamburger image and the ASAL ENAK logo.
- Right Sidebar:**
 - Account:** Welcome, Log in, Your Account, Cart: (empty).
 - CART:** No products, Shipping Total Rp0, Total Rp0, Cart and Check out buttons.
 - NEW PRODUCTS:** hamburger (from America), sushi (from Japan), steak (from America), Spagetti (from Italy), kerupuk jengkol (from Jengkol).
 - TOP SELLERS:** No best sellers at this time.
 - SPECIALS:** No specials at this time.
- Footer:** Computer monitor icon and payment logos for VISA, MasterCard, and PayPal.

Gambar contoh tampilan prestashop dengan tema baru

Selamat anda sudah menguasai dasar-dasar membuat toko online
dengan prestashop !
Sampai jumpa di webinar berikutnya



Pertanyaan dan komentar tentang materi ini bisa dilayangkan lewat email
Ke : amien@wggt.org atau dodik@wggt.org