



## Web-Based Screen Printing Product Design Ordering Services

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### ARTICLE INFO

### ABSTRACT

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Website-based design and screen printing services business as a booking medium is a very promising business, this is due to the rapid development of the fashion world, especially those that are sweeping young people in the modern era now causing the need for increased availability of fashion. This can be seen with the rise of shopping centers that sell and advertise various fashion styles. Also do not miss the shops along the way that display displays of varied fashion styles. The new technology in the world of screen printing in the form of digital printing makes it easier and beautify the results of screen printing. Digital printing screen printing results look smoother and neater than conventional screen printing results. This business is classified as a business that can only be handled by professional people so it is rarely a mock-up of an art business like this. This makes business competitors still very few while the business opportunity is very large. Seeing the opportunity and seeing the potential that has made researchers initiate and pursue this business further.

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## 1. Introduction

The rapid development of the fashion world, especially those that are sweeping young people in the modern era now causes the need for increased availability of fashion. This can be seen with the rise of shopping centers that sell and advertise various fashion styles[2]. Also do not miss the shops along the way that display displays of varied fashion styles. Varied fashion styles become a necessity for the community. People are aware of the need for fashion that is more than just dressed, but also stylish and trendy. Because clothing is one of the communication machines or means of communication in society, the public consciously or unconsciously can judge a person's personality by what he wears. More specifically, clothing is an expression of personal identity. This makes the opportunity in the screen printing business increasing.

The new technology in the world of screen printing in the form of digital printing makes it easier and beautify the results of screen printing. Digital printing screen printing results look smoother and neater than conventional screen printing results [1].

This business is classified as a business that can only be handled by professional people so it is rarely a mock-up of an art business like this [6,7]. This makes business competitors still very few while the business opportunity is very large. See the opportunity and see the potential that the author initiated and pursued this business further. Motivations from prospective implementing teams and student participants include: Develop the entrepreneurial spirit (Entrepreneurship) and train independence by opening your own business [8]; Be a creative, innovative, and rewarding human being starting from yourself, family, and the surrounding environment; Creating new job creators online[4,5]

## 2. Method

Research activities are carried out by following the following steps:

- 1) Primary Data Collection



The Primary Data Collection method is the method of data collection that was first recorded by researchers. The primary data collection methods used by the authors are:

- a. Observation  
Observation, which is the activity of looking directly at the condition of the research object. Observations are made after looking at secondary data and obtaining input from various sources.
- b. Interview
- c. That is a method of data collection that is done to find data by asking questions directly to sources called informants. In this method, Q&A is done directly with the owner as a party who is considered able to provide information.

1) Secondary Data Collection

It is the collection of data obtained from other parties, meaning that the data is not attempted by its collection such as various publications, statistics bureaus, and other reading sources. Secondary data collection methods used by the author include:

- a. Literature  
This method uses literature for comparative data to support all data obtained from various sources of literature to obtain theories and study the rules related to this writing and support the validity of the data obtained in the field. In this method, students study various literature that has to do with the screen printing design process.
- b. Documentation  
Documentation method is a method that is done by collecting data that is done by categorization and classification, written materials related to the problem of designing promotional media that will later be transferred or recorded.
- b. Internet  
Through the method of collecting data over the internet, the author can obtain information in accordance with the keywords we type in the searching field. So the Internet is one of the methods of data collection that is very effective and very cheap and has been very easily accessible anywhere.

**3. Result and Discussion**

**3.1 Products in the form of screen printing shirts that are ready to be marketed**

Thus, in this business outside there are 2 aspects, namely social aspects and economic aspects [7]. In this social aspect of business can help unemployed people to be able to work as employees or resellers, while in this aspect of business economy can improve the standard of living for employers and employees, and provide people's convenience in finding cheap and high-quality plain T-shirts of course [8]. Here are some screen printing results:



Figure 1: Screen printing Design Products

**3.2 Startup Edupreneur**

Webdesab (web screen printing design) is packaged differently from others because we use the website as a booking medium, where customers can order clothes or design clothes according to customers' wishes and also we make sales through the website that we provide with various designs and types of screen printing. The types of screen printing that we provide are manual screen printing, rubber screen printing, plastic screen



printing, glow screen printing in the dark, flocking screen printing, and DTG screen printing. The appearance of a startup built in the form of a Website such as the following image:

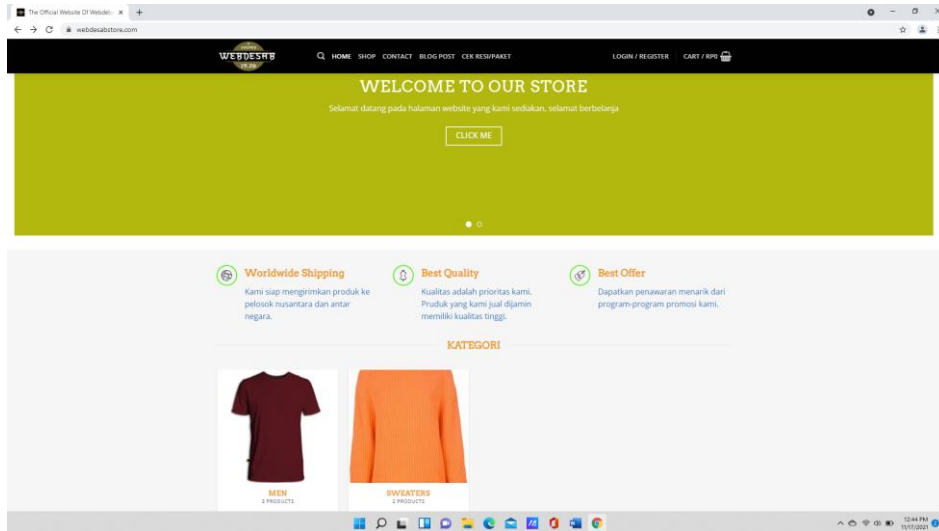


Figure 2: Webdesab Main Menu

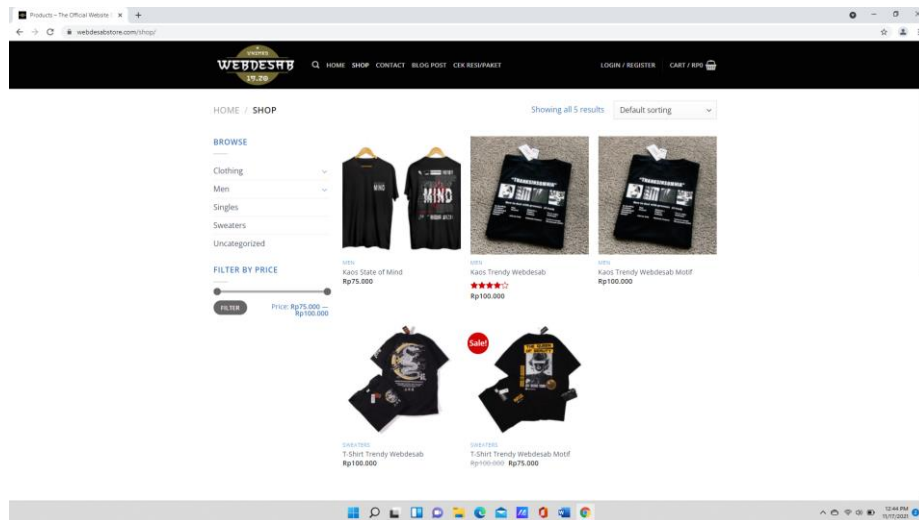


Figure 3: Display of Screen printing Products To Be Sold

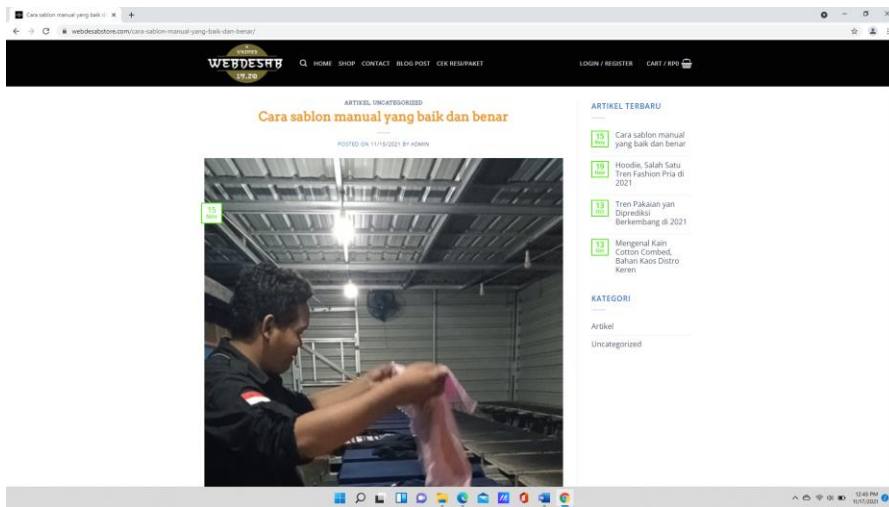


Figure 4 : Screen printing Tutorial View

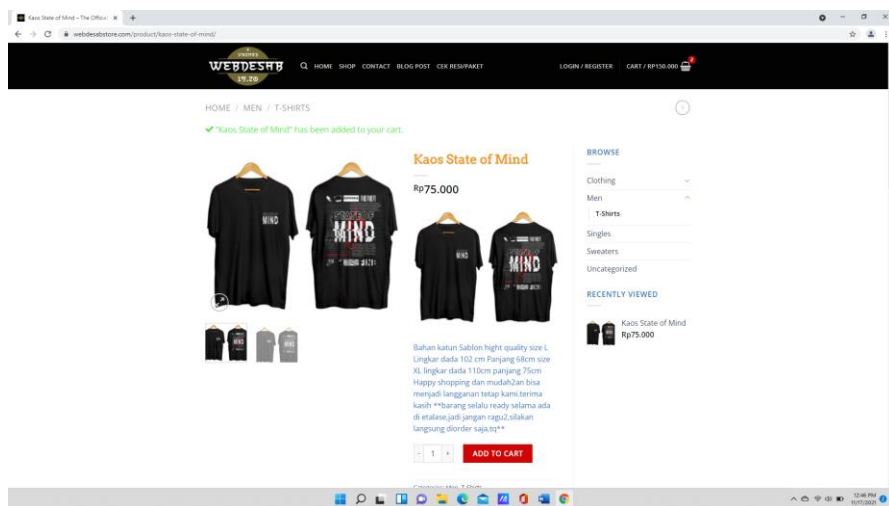


Figure 5: Product Display

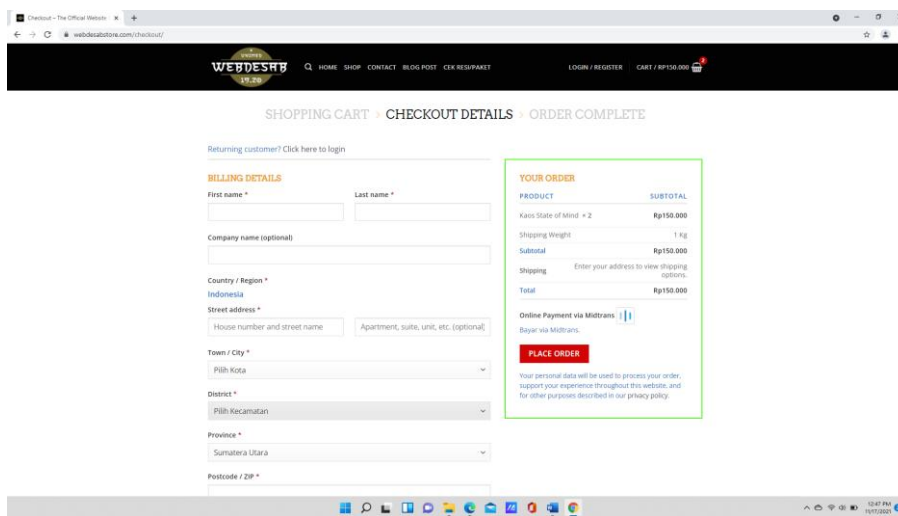


Figure 6: Product Order View

Website-based design and screen printing services business as a booking medium is a very promising business, this is due to the rapid development of the fashion world, especially those that are sweeping young people in the modern era now causing the need for increased availability of fashion. This can be seen with the rise of shopping centers that sell and advertise various fashion styles.

## 5. Concolusion

The new technology in the world of screen printing in the form of digital printing makes it easier and beautifies the results of screen printing. Digital printing screen printing results look smoother and neater than conventional screen printing results. This business is classified as a business that can only be handled by professional people so it is rarely a mock-up of an art business like this. This makes business competitors still very few while the business opportunity is very large. Thus, this business outside there are 2 aspects, namely social aspects, and economic aspects. In this social aspect of business can help unemployed people to be able to work as employees or resellers, while in this aspect of business economy can improve the standard of living for employers and employees, and provide people with convenience in finding cheap and high-quality plain T-shirts of course. Developed web design and screen printing websites can make it easier for owners to expand market share and introduce screen printing products, as well as reduce forwarded orders because admins can check order details on the back. Developed websites can speed up the ordering process and make it easier for customers to design according to what you want to order.

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