

BANDUNG WORDPRESS MEETUP

MEMBANGUN TOKO ONLINE

DI WORDPRESS

**PANDUAN PRAKTIS MENGGUNAKAN
PLUGIN WOOCOMMERCE**



MINGGU, 25 MEI 2025
13:00 - 16:00 WIB



SIWI RESTO
STASION CIMAHI, KOTA CIMAHI

PEMATERI :

M RIDHA RIDWAN
FREELANCE FRONT-END
WEB DEVELOPER



PENDAFTARAN

KUNJUNGI WEBSITE RESMI KAMI DI
WWW.WPBANDUNG.ID



25 Mei 2025
Siwi Resto, Cimahi

WordPress Meetup Bandung Raya

Membangun Toko Online di WordPress

Panduan Praktis Menggunakan Plugin WooCommerce



Muhammad Ridha Ridwan
Freelance Front-End Web Developer



WOO



Muhammad Ridha Ridwan

Freelance Front-End Web Developer

Halo, saya **Ridha**, pengembang *web front-end* asal Aceh Utara yang kini tinggal di Bandung, dengan lebih dari 6 tahun pengalaman di dunia *freelance* dalam membuat halaman web dan *landing page* yang menarik, responsif, dan sesuai kebutuhan bisnis.

Sejak 2019, saya mengeksplorasi WordPress untuk mempercepat pengembangan *website*. Saya juga merupakan *co-organizer meetup* WordPress Bandung Raya.

Materi Hari Ini

01 Seputar WooCommerce

- Tentang WooCommerce
- Fungsi Utama
- Integrasi dengan WordPress

02 Instalasi dan Konfigurasi

- Menginstal WooCommerce
- Menyesuaikan Halaman Dinamis
- Mengatur Notifikasi Email

03 Manajemen Produk

- Tambah Produk dan Atur Stok
- Metode Pembayaran
- Metode Pengiriman

04 Tips dan Trik

- Tema yang Kompatibel
- Plugin Pendukung
- Optimalisasi Kecepatan

woo

Seputar WooCommerce

01

**“Saya pingin bikin
situs *onlen syoping*...
Gimana, ya?”**

Pake WooCommerce aja, deh!

pernah denger saran gini?

**Ada yang sudah
pernah bikin website
pakeWooCommerce?**

Sudah Pernah?

Woo

Sekian



Tentang WooCommerce



CMS

Tentang WooCommerce



CMS ⇒ Toko *Online*

Tentang WooCommerce



Tepercaya

Dikembangkan
oleh Automattic
(tim di balik WordPress)



Populer

Digunakan oleh
jutaan toko di
seluruh dunia



Fleksibel

Tersedia gratis
dan mudah
dikustomisasi

Fungsi Utama

Kelola Produk

Sistem Keranjang & Checkout

Kelola Pesanan

Notifikasi Email Otomatis

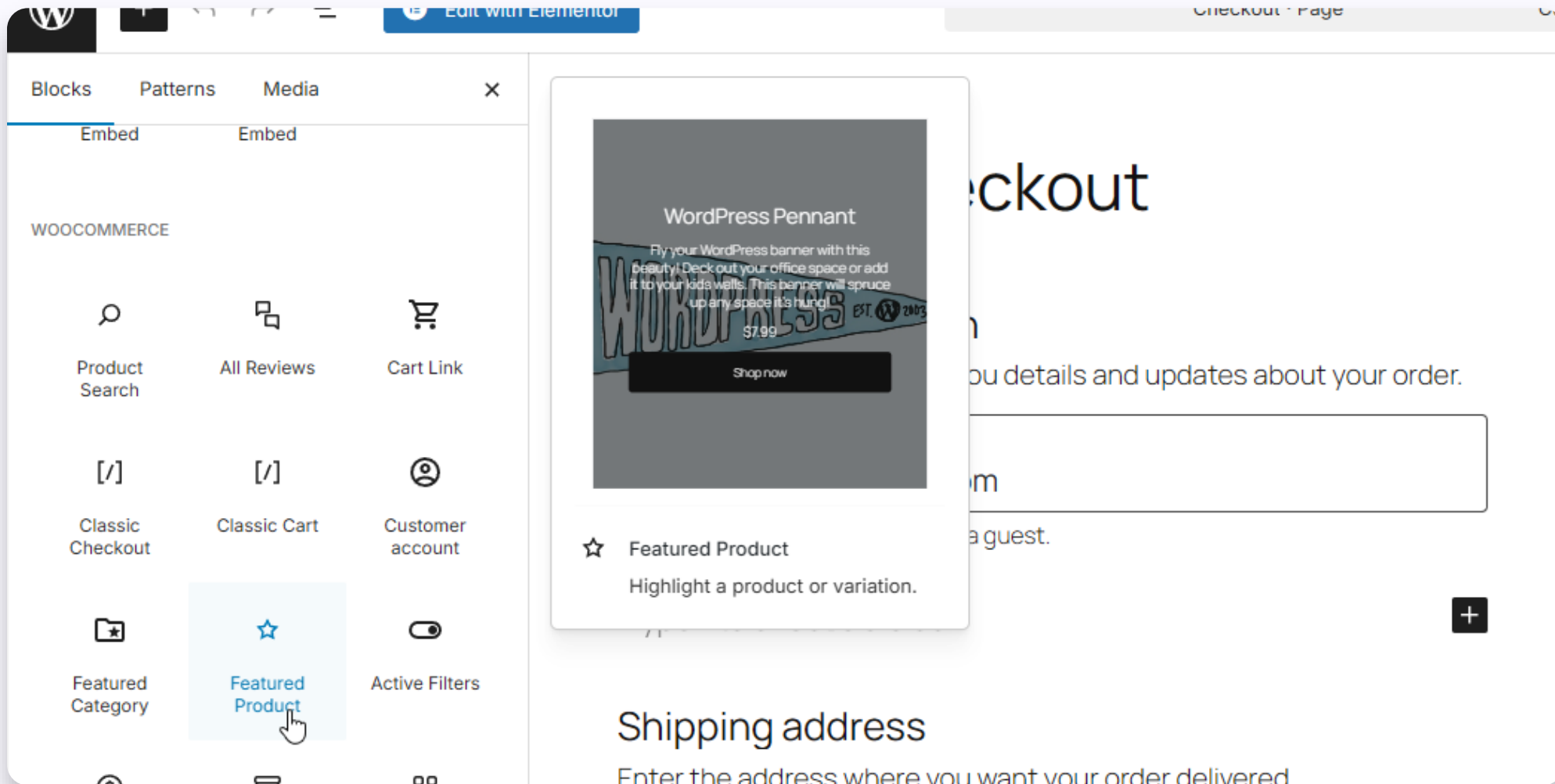
Product	Quantity	Price
Tshirt - blue (#009_BLU)	1	\$15.00

Integrasi dengan WordPress

The screenshot displays the WordPress dashboard for a store named 'Aneka Rasa'. The top navigation bar includes the WordPress logo, a home icon, the store name 'Aneka Rasa', a 'Store coming soon' status, a comment count of '0', and a '+ New' button. The left sidebar menu contains 'Dashboard', 'Posts', 'Media', 'Pages', 'Comments', 'WooCommerce' (highlighted with a blue bar and a mouse cursor), 'Home' (with a red badge showing '5'), 'Orders', 'Customers', 'Coupons', 'Reports', 'Settings', and 'Status'. The main content area is titled 'Home' and features a 'Preview' link. A large heading reads 'Welcome to Aneka Rasa', followed by the text 'Follow these steps to start selling quickly. 0 out of 5 complete.' Below this is a progress bar. A prominent card titled 'Start customizing your store' contains the text: 'Quickly create a beautiful looking store using our built-in store designer, or select a pre-built theme and customize it to fit your brand.' A blue button labeled 'Start customizing' is positioned below the text. To the right of the text is an illustration of a fountain pen. At the bottom of the card, a numbered step '1' is followed by the text 'Customize your store'.

Akses Langsung dari Dashboard

Integrasi dengan WordPress



Kompatibel
dengan **Gutenberg**
(Block Editor)

Woo

Instalasi dan Konfigurasi

Menginstal WooCommerce

Menginstal WooCommerce



Welcome to Woo!

It's great to have you here with us! We'll be guiding you through the setup process – first, answer a few questions to tailor your experience.

Set up my store

[Skip guided setup](#)

Which one of these best describes you?

Let us know where you are in your commerce journey so that we can tailor your Woo experience for you.

I'm just starting my business

I'm already selling

I'm setting up a store for a client

Continue

Menginstal WooCommerce

Tell us a bit about your store

We'll use this information to help you set up payments, shipping, and taxes, as well as recommending the best theme for your store.

GIVE YOUR STORE A NAME

Aneka Rasa

Don't worry — you can always change it later!

WHAT TYPE OF PRODUCTS OR SERVICES DO YOU PLAN TO SELL?

Select an industry

Clothing and accessories

Food and drink

Electronics and computers

Health and beauty

Education and learning

Home, furniture and garden

Arts and crafts


Sports and recreation

Get a boost with our free features


No commitment required – you can remove them at any time.

 Maximize conversions with PayPal Payments
Offer more ways to pay with this all-in-one checkout solution

 Boost content creation with Jetpack AI Assistant
Keep your store online with full security and backups

 Grow your business with Facebook and Instagram
Build personalized email and SMS campaigns using Klaviyo

 Klaviyo
Build personalized email and SMS campaigns using Klaviyo

 Drive sales with Google for WooCommerce
Create ads for your products straight from your dashboard

 Create ad campaigns with TikTok
Sync your store with TikTok to create engaging ad campaigns

Continue

By installing Jetpack plugin for free you agree to our [Terms of Service](#).

Menyesuaikan Halaman Dinamis

Pages [Add Page](#) Screen Options Help

All (7) | Published (5) | Drafts (2) [Search Pages](#)

Bulk actions ▼ [Apply](#) All dates ▼ [Filter](#) 7 items

<input type="checkbox"/>	Title ↕	Author	🗨 ↕	Date ↕
<input type="checkbox"/>	Cart — Cart Page	Sandbox	—	Published 2025/05/25 at 12:02 am
<input type="checkbox"/>	Checkout — Checkout Page	Sandbox	—	Published 2025/05/25 at 12:02 am
<input type="checkbox"/>	My account — My Account Page	Sandbox	—	Published 2025/05/25 at 12:02 am
<input type="checkbox"/>	Privacy Policy — Draft, Privacy Policy Page	Sandbox	—	Last Modified 2025/05/24 at 3:46 pm
<input type="checkbox"/>	Refund and Returns Policy — Draft	Sandbox	—	Last Modified 2025/05/25 at 12:02 am
<input type="checkbox"/>	Sample Page	Sandbox	—	Published 2025/05/24 at 3:46 pm
<input type="checkbox"/>	Shop — Shop Page	Sandbox	—	Published 2025/05/25 at 12:02 am
<input type="checkbox"/>	Title ↕	Author	🗨 ↕	Date ↕

Templates [Add Template](#)

No results found. You can try clearing any filters or head to our store's home.

Products by Attribute ⋮
Displays products filtered by an attribute.
Author WooCommerce

Products by Category ⋮
Displays products filtered by a category.
Author WooCommerce

Products by Tag ⋮

Single Product ⋮

Mengatur Notifikasi Email

Email notifications

Email notifications sent from WooCommerce are listed below. Click on an email to configure it.

To ensure your store's notifications arrive in your and your customers' inboxes, we recommend connecting your email address to your domain and setting up a dedicated SMTP server. If something doesn't seem to be sending correctly, install the [WP Mail Logging Plugin](#) or check the [Email FAQ page](#).

Email	Content type	Recipient(s)	
<input checked="" type="checkbox"/> New order <small>?</small>	text/html		Manage
<input checked="" type="checkbox"/> Cancelled order <small>?</small>	text/html		Manage
<input checked="" type="checkbox"/> Failed order <small>?</small>	text/html		Manage
<input checked="" type="checkbox"/> Failed order <small>?</small>	text/html	Customer	Manage
<input checked="" type="checkbox"/> Order on-hold <small>?</small>	text/html	Customer	Manage
<input checked="" type="checkbox"/> Processing order <small>?</small>	text/html	Customer	Manage
<input checked="" type="checkbox"/> Completed order <small>?</small>	text/html	Customer	Manage
<input checked="" type="checkbox"/> Refunded order <small>?</small>	text/html	Customer	Manage

Choose who gets notified when a new order is received.

Enable/Disable

Enable this email notification

Recipient(s)

?

Subject

?

Email heading

?

Additional content

?

Email type

?

Cc(s)

?

Bcc(s)

?

Email preview

WP Sandbox

New order: #12345

Woo! You've received a new order from John Doe:

Order summary

Order #12345 (May 25, 2025)

Dummy Product x2 \$50

Dummy Product Variation
Color: Red
Size: Small x1 \$20

Subtotal: \$70

Discount: -\$10

Shipping: Flat rate \$5

Total: \$65

Payment method: Direct bank transfer

Customer note

This is a customer note. Customers can add a note to their order on

Woo

Manajemen Produk

03

Menambahkan Produk

What product do you want to add?

- Physical product**
A tangible item that gets delivered to customers.
- Variable product**
A product with variations like color or size.
- Grouped product**
A collection of related products.
- Digital product**
A digital product like service, downloadable book, music or video.
- External product**
Link a product to an external website.

Edit Product

Edit product [Add new product](#)

Ricebowl Ayam Cubit Goreng

Permalink: <http://localhost:74/?product=ricebowl-ayam-cubit-goreng> [Change Permalink Structure](#)

Product description

[Add Media](#) Visual Code

Paragraph **B** *I*

Nasi putih dengan ayam goreng bumbu bawang, dilengkapi sambal cubit khas Kedai Tjeloteh dan sambal goreng a la masakan rumahan!

Word count: 20 Last edited by Sandbox on May 25, 2025 at 12:27 am

Product data — **Simple product**

Virtual Downloadable

General Regular price (Rp)

Publish [Preview Changes](#)

Status: **Published** [Edit](#)


Visibility: **Public** [Edit](#)

Published on: May 25, 2025 at 00:24 [Edit](#)

Catalog visibility: **Shop and search results** [Edit](#)

[Copy to a new draft](#) [Move to Trash](#) [Update](#)

Product image



Click the image to edit or update

[Remove product image](#)

Atur Stok Produk

Product data — Simple product

Virtual Downloadable

- General
- Inventory
- Shipping
- Linked Products
- Attributes
- Advanced
- Get more options

SKU	<input type="text" value="RBAG"/>
GTIN, UPC, EAN, or ISBN	<input type="text"/>
Stock management	<input checked="" type="checkbox"/> Track stock quantity for this product
Stock status	<input checked="" type="radio"/> In stock <input type="radio"/> Out of stock <input type="radio"/> On backorder
Sold individually	<input type="checkbox"/> Limit purchases to 1 item per order

Product data — Simple product




Virtual Downloadable

- General
- Inventory
- Shipping
- Linked Products
- Attributes
- Advanced
- Get more options


SKU	<input type="text" value="RBAG"/>
GTIN, UPC, EAN, or ISBN	<input type="text"/>
Stock management	<input checked="" type="checkbox"/> Track stock quantity for this product
Quantity	<input type="text" value="1"/>
Allow backorders?	<input checked="" type="radio"/> Do not allow <input type="radio"/> Allow, but notify customer <input type="radio"/> Allow
Low stock threshold	<input type="text" value="Store-wide threshold (2)"/>

Metode Pembayaran


Payment methods

-  **Direct bank transfer**
Take payments in person via BACS. More commonly known as direct bank
-  **Check payments**
Take payments in person via checks. This offline gateway can also be use
-  **Cash on delivery**
Let your shoppers pay upon delivery — by cash or other methods of paym

Transfer Bank, Cek, COD

 **WooCommerce – Xendit** [Install Now](#)
Xendit Payment Gateway for WooCommerce
By Xendit
More Details


★★★★☆ (9) Last Updated: 3 weeks ago
4,000+ Active Installations ✓ Compatible with your version of

 **Midtrans- WooCommerce** [Install Now](#)
Midtrans-WooCommerce is plugin for Midtrans, Indonesian Payment Gateway. Brings safety and highly dedicated to customer experience (UX) to WooCommerce
By Midtrans
More Details

★★★★☆ (4) Last Updated: 9 months ago
5,000+ Active Installations Untested with your version of WordPress

Payment Gateway

Metode Pengiriman



Epeken All Kurir Plugin for WooCommerce Full Version

Epeken All Kurir Plugin is a wordpress plugin for woocommerce to enable shipping method featuring many shipping companies for Indonesia e-commerce.

By *epeken*

Install Now


More Details

★★★★☆ (21)

500+ Active Installations

Last Updated: 1 year ago

Untested with your version of WordPress



Woongkir

WooCommerce shipping rates calculator for Indonesia domestic and international shipment: JNE, J&T, TIKI, Pos Indonesia, SiCepat, and more.

By *Sofyan Sitorus*

Install Now

More Details

★★★★★ (25)

3,000+ Active Installations

Last Updated: 1 year ago

Untested with your version of WordPress

Plugin Ongkir Kurir

Local pickup

General

Enable or disable local pickup on your store, and define costs. Local pickup is only available from the block checkout.

[View checkout page](#)

Enable local pickup

When enabled, local pickup will appear as an option on the block based checkout.

Title

Pickup

This is the shipping method title shown to customers.

Add a price for customers who choose local pickup

By default, the local pickup shipping method is free.

Pickup locations

Define pickup locations for your customers to choose from during checkout.

[Learn more](#)

Pickup location	Enabled
When you add a pickup location, it will appear here.	

[Add pickup location](#)

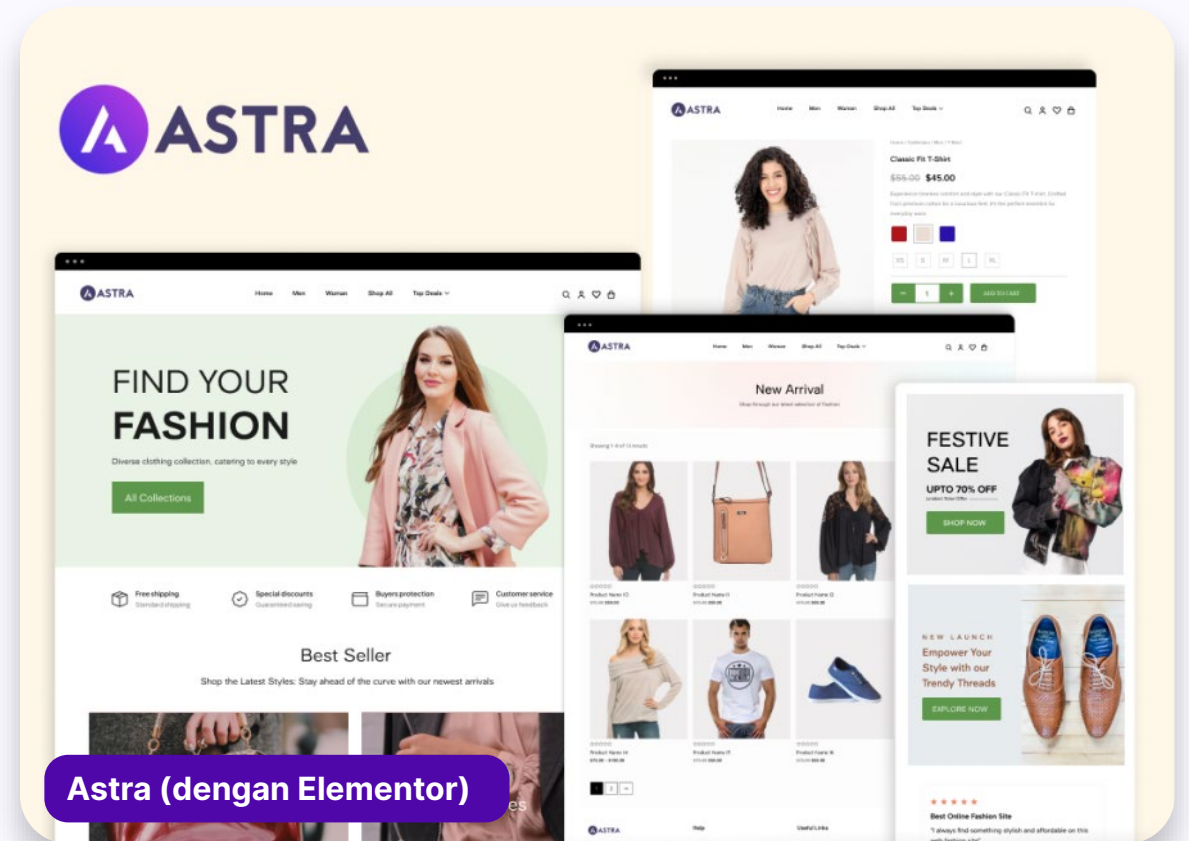
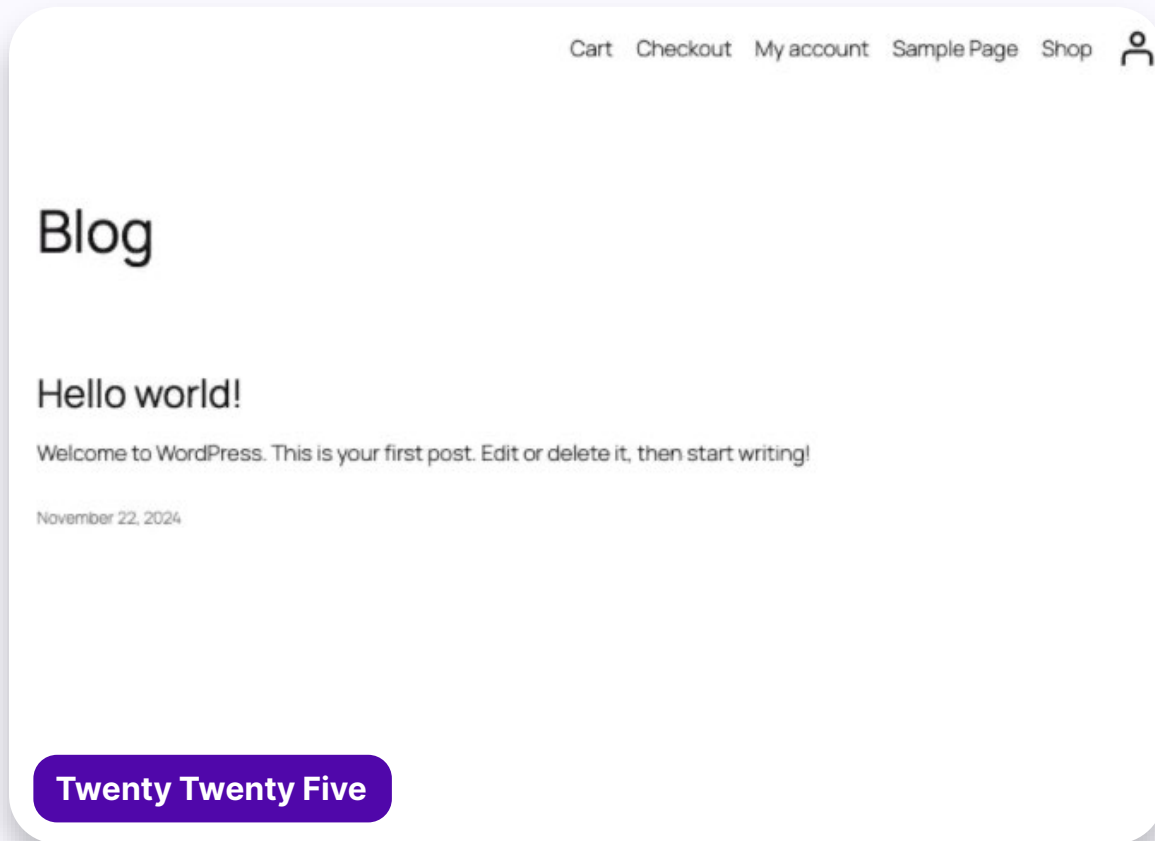
Local Pickup

Woo

Tips dan Trik

04

Tema yang Kompatibel



... dan masih banyak lagi.

Tema yang Kompatibel

WP Sandbox

< Let's get creative

Use our style and layout tools to customize the design of your store. Content and images can be added or changed via the Editor later.

STYLE

- Add your logo >
- Choose your color palette >
- Choose fonts >

LAYOUT

- Choose your header >
- Design your homepage >

Discover what's possible with the store designer

Start designing your store, including adding your logo, changing color schemes, and building your own layouts. Take a quick tour to discover what's possible.

Skip [Take a tour](#)

Cart Checkout My account Sample Page Shop

Find your shade

Explore our exclusive collection of sunglasses, crafted to elevate your look and safeguard your eyes. Find your perfect pair and see the world through a new lens.

Shop now

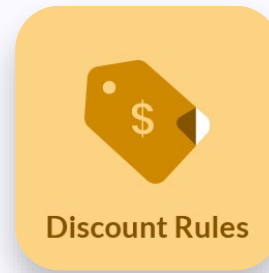
Bingung?
Desain sendiri aja!

Plugin Pendukung



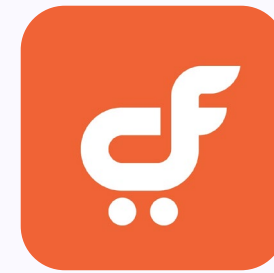
Search Engine Optimization

(RankMath, Yoast)



Discount & Coupons

(Advanced Coupons, Discount Rules)



Abandoned Cart Reminder

(CartFlows, Retainful)

Optimalisasi Kecepatan

- **Gunakan plugin *caching* (LiteSpeed Cache, WP Rocket)**
Caching menyimpan halaman dalam versi statis. Hal ini dapat mempersingkat pemrosesan halaman sehingga waktu muat jauh lebih cepat.
- **Optimalkan gambar (WebP, *lazy load*)**
Gambar besar bikin halaman berat, maka dari itu diperlukan gambar dengan ukuran kecil dan tetap tajam, serta *lazy load* hanya memuat gambar saat dibutuhkan.
- **Hosting yang cepat dan stabil**
Semua optimasi akan sia-sia kalau server lambat. Hosting yang cepat menjamin respons server rendah dan toko tetap online saat banyak pengunjung.

Woo

Sekian

धन्यवाद

ขอบคุณครับ

ආචාර්ය - ජනාධිපති -

Teşekkürler

Спасибо

Dziękuję

Terima kasih

Salamat

شكراً

Gracias

谢谢你

ありがとう

감사합니다