

## ABSTRAK

### PERANCANGAN SISTEM INFORMASI *MONITORING* PENJUALAN MOTOR PADA DIVISI *DIGITAL MARKETING* (STUDI KASUS : PT TDM HONDA RADEN INTAN)

Oleh

Randy Julyan

19311251

PT Tunas Dwipa Matra (TDM) Honda Raden Intan merupakan perusahaan berkembang yang bergerak dalam bidang retail penjualan sepeda motor, PT TDM memiliki permasalahan dalam melakukan *monitoring* data penjualan motor khususnya pada Divisi *Digital Marketing*, Divisi *Digital Marketing* merupakan divisi yang melakukan promosi penjualan melalui *social media* seperti *facebook*, *instagram* dan *tiktok*. Divisi *Digital Marketing* memiliki beberapa jabatan seperti Manager, Supervisor, Team Leader dan Sales Penjualan. Setiap harinya Supervisor dan Team Leader diharuskan mengirimkan *report* penjualan kepada Manager melalui *Whatsapp* kemudian Sales mengirimkan *report* kepada Supervisor dan Team Leader masing-masing melalui *Whatsapp* juga. *Report* yang dikirimkan seperti jumlah penjualan hari ini ada berapa, unit motor yang terjual apasaja, jenis penjualannya kredit atau cash dan permasalahan-permasalahan yang ada dalam proses penjualan.

Tujuan dari penelitian ini adalah untuk membantu Supervisor dan Team Leader dalam melakukan *report* penjualan kepada Manager, agar manager dapat memonitoring penjualan setiap hari. Metode penelitian ini menggunakan metode pengembangan sistem waterfall dan metode perancangan sistem *Unified Modeling Language* (UML) dengan diagram *usecase*, *class diagram* dan *activity diagram*. Bahasa pemrograman menggunakan PHP dan database Mysql. Desain sistem menggunakan *Balsamiq Mockup*.

Hasil dari sistem informasi *monitoring* penjualan motor berbasis *website* ini yaitu manager dapat memonitoring jumlah penjualan motor *Supervisor* dan *Team Leader*, karena data penjualan akan tersimpan dengan baik, dan dapat di butuhkan kapan saja pada laporan penjualan. Kemudian dengan adanya sistem ini perusahaan dapat mengetahui jumlah permintaan unit motor yang dibutuhkan oleh konsumen tanpa harus bertanya terlebih dahulu kepada Supervisor maupun Team Leader. Berdasarkan hasil uji kelayakan sistem yang telah dilakukan, pengujian ini menggunakan 5 (lima) responden meunjukkan nilai presentase 89,2% dengan kesimpulan bahwa kualitas perangkat lunak yang dihasilkan memiliki tingkat yang "Sangat Layak" bahwa sistem dapat diterima dan telah sesuai seperti yang diharapkan.

**Kata Kunci:** Perancangan, Sistem, Monitoring, Penjualan, Motor, Digital Marketing, Web.

## ABSTRACT

### DESIGN OF A MOTORCYCLE SALES MONITORING INFORMATION SYSTEM IN THE DIGITAL MARKETING DIVISION (CASE STUDY: PT TDM HONDA RADEN INTAN)

By:

Randy Julyan  
19311251

PT Tunas Dwipa Matra (TDM) Honda Raden Intan is a developing company engaged in retail motorcycle sales, PT TDM has problems in monitoring motorcycle sales data, especially in the Digital Marketing Division, the Digital Marketing Division is a division that conducts sales promotions through social media such as Facebook, Instagram and Tiktok. The Digital Marketing Division has several positions such as Manager, Supervisor, Team Leader and Sales Sales. Every day Supervisors and Team Leaders are required to send sales reports to the Manager via Whatsapp, then Sales sends reports to their respective Supervisors and Team Leaders via Whatsapp as well. Reports that are sent such as how many sales there are today, what motorcycle units have been sold, the type of sale is credit or cash and problems that exist in the sales process.

The purpose of this research is to assist Supervisors and Team Leaders in reporting sales to Managers, so that managers can monitor sales every day. This research method uses the waterfall system development method and the Unified Modeling Language (UML) system design method with usecase diagrams, class diagrams and activity diagrams. The programming language uses PHP and Mysql database. System design using Balsamiq Mockup

The results of this website-based motorcycle sales monitoring information system are that the manager can monitor the number of Supervisor and Team Leader motorcycle sales, because the sales data will be stored properly, and can be needed at any time in the sales report. Then with this system the company can find out the number of requests for motorcycle units needed by consumers without having to ask the Supervisor or Team Leader first. Based on the results of the system feasibility test that has been carried out, this test uses 5 (five) respondents showing a percentage value of 89.2% with the conclusion that the quality of the software produced has a level that is "Very Feasible" that the system is acceptable and has been as expected.

**Keywords:** Design, System, Monitoring, Sales, Motorcycle, Digital Marketing, Web.