

Implementation of a Web-Based Advertising Management Information System (Case Study of PT. Median Sinergitas Sejahtera, Palu City)

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ABSTRACT

PT. Media Sinergitas Sejahtera is a company that operates in the field of publishing magazines under the Sinergitas brand and also provides advertising services. Sinergitas uses web-based electronic media in its news and advertising marketing process. Currently, the procedure for carrying out advertising transaction processes is still manual in the sense that the recording is still done using a notebook and the advertising transaction process is still carried out face to face by coming directly to the Sinergitas Office. What often causes errors to appear is in checking. A mistake that occurs quite often is that the company sometimes forgets to remove advertisements that have exceeded the limits of the advertising contract, which results in losses for the company. For this reason, this research aims to find out how to implement a web-based advertising management information system. By using system design and analysis techniques using the Object Oriented Analysis Design method and with Unified Modeling Language Tools. And based on the test results using the black box testing method, it can help companies manage advertising data and also make it easier for customers to process advertising transactions.

Keywords : *Information Systems, Management, Ordering, Advertising, Blackbox Testing*

