

DEVELOPMENT OF DAILY VISITING REPORT SYSTEM TO HELP MONITORING CONSUMER VISITS

(Case Study: PT Arhadi Fajar Perkasa)

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ABSTRACT

PT Arhadi Fajar Perkasa is a company engaged in the mechanical and electrical fields in the environmental, transmission, distribution, and private sectors. The main problem faced by the marketing division is the lack of effectiveness in monitoring the activities of Marketing Staff visits, which is caused by the reporting process which is still manual and not real-time. The main objective of this study is to improve transparency, accuracy, and efficiency in the marketing visit reporting process, thereby helping the Marketing Manager in monitoring the performance of Marketing Staff more effectively. The research method used in the implementation of this Final Project combines the TOGAF ADM framework and the System Development Life Cycle (SDLC) method by implementing the waterfall model in the development of information systems. The test results show that geotagging technology is able to record location data with a 100% accuracy rate with data from Google Maps, and the photo feature of the visit realization successfully provides valid authentication for the visit report. The main conclusion of this study is that the application of geotagging technology and the daily visiting report system can significantly increase the efficiency of monitoring and transparency of the marketing division's performance.

Keywords: *Marketing Staff, Geotagging, Visits, Real-time, Monitoring, Daily Visit Report*