DEVELOPMENT OF INFORMATION SYSTEM FOR PROMOTION OF PROMOTION OF SERVICES FOR THE NEAREST CAR WORKSHOP WEB-BASED

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ABSTRACT

The internet in general can be interpreted as an extensive computer network that can help all groups of people to overcome some of the complaints they face, such as the lack of a forum for providing general service promotions. The provision of this service promotion is only devoted to car repair shops which can be promoted through the website providing this promotion. That is what distinguishes the provision of promotion of services with the provision of promotion of certain other services. Experiential Marketing is a way to promote a product/service. Experiential Marketing creates an impression for consumers, where consumers are interested in using the product by looking at the satisfaction of other people who use similar services first. This research aims to develop an information system website for the provision of web-based promotion of the nearest auto repair shop. The stages of this research include data collection, system analysis, design, programming and testing. The information system for the provision of this service promotion is built on a web-based basis, in this system it has several features, namely being able to view detailed information on services that have been promoted, being able to view a rating of these services and getting the best service criteria that have been determined by the user.

Keywords: Information system, service promotion provision