

Management Information System of Event Organizer

I Made Gede Yudiyana^{1*}, Andrew Sumichan², Ni Wayan Sri Ariyani³

^{1,2}Department of Electrical and Computer Engineering, Post Graduate Program, Udayana University

³Department of Electrical and Computer Engineering, Udayana University

*Email: yudiyana.made@baledigital.com

ABSTRACT

The rapid development of technology has had a major impact on the development of the industry to simplify the business processes involved. Event Organizer in the field of conference events is one of them which has many activities in one event that can be held more than one day. The management information system will assist and facilitate event activities in terms of ticket sales, booths, accommodation and activities outside of events such as tours held by organizer. The research methodology carried out begins with interviews with business operators organizing the event to look for functional requirements which are then produced at the end of the research a system that is in accordance with the needs to assist ongoing activities.

Keywords: management information system, event organizer, conference

1. Introduction

In the current era of globalization technology and communication are increasingly developing where everyone expects something that is all practical and fast-paced. as well as technology that has grown rapidly now with a variety of views and benefits that are presented differently. Generally every organization or company, both large and small companies, will certainly do the processing of the data intended to provide accurate information for company management [1].

PT. SWM, where the company is one form of company engaged in EO services that is more specialized in conference events. This company has implemented the use of computers as a facility to help record and work on other company operations. Although already using a computer, this is still a manual because it only moves notes to books on a computer or in digital (p-issn: 2579-5988, e-issn: 2579-597X)

form. Often companies experience difficulties in interacting with event participants or even in terms of transactions. Just as ticket sales are still done with the help of social media and buyers make contact via telephone or email or chat, so that with a large number of buyers, it is very difficult to handle it. In the conference there were also many activities carried out at the same time, so that to monitor activities and record the schedule of sub-activities requires a lot of resources. Therefore, there is a need for a system that can be used as a management tool to assist in the operation of an event that will be held or which is already underway.

2. Literature Review

2.1 Sistem Informasi

According to James O'Brien (2005) information systems can be any regular combination of people, hardware, software,

networks, communications, and data resources that collect, change, and disseminate information in an organization.

According to the functions and uses, information systems are divided into two types, namely the operational support system and management support system. Operational support systems and management support systems are divided into several types. To better understand the types of information systems, let's look at an information system chart [1].

2.2 Waterfall Development Model

The Waterfall Model is one of the software development models contained in the SDLC (Sequential Development Life Cycle) model. According to Sukanto and Shalahuddin (2013: 26) argued that "SDLC or Software Development Life Cycle or often called the System Development Life Cycle is the process of developing or changing a software system using soft models and methods. that people use to develop previous software systems, based on best practices or well-tested ways. "

While Sukanto and Shalahuddin (2013: 28) explained that the waterfall model is often also called a linear sequencing model or classical life flow. System development is done sequentially starting from analysis, design, coding, testing and supporting stages [11].

3. Method

3.1 Interview and Data collection

In collecting data for system requirements to be built, researchers conducted an analysis by conducting direct interviews with business

operators of event organizer services. Interviews are conducted with the aim of getting problems that often occur in running an event. From the results of this data collection functional requirements will be obtained which can later be implemented into the system to be built.

3.2 Observation Data

The characteristics of event management in this study refer more to conference events, following the results of the analysis of event characteristics from the results of interviews that have been conducted :

- a. Events held generally last for more than one day.
- b. Participants in conference events will usually experience difficulties for accommodation and places to stay, because usually participants who attend not only local participants but from outside the region or from abroad.
- c. The conference program has other sub-activities such as discussions between participants and speakers specifically, the agenda of the tour as other facilities provided by the organizers.
- d. Facilities are needed to regulate and inform forms of loss and claim.
- e. The event also provided stands that participants could rent to do the exhibition.

4. Result and Discussion

In the analysis and discussion will provide an pieces model, feature needs, Data Flow Diagram and database design

4.1 PIECES model

According to Wukil Ragil, the PIECES method is an analytical method as a basis for obtaining more specific issues. In analyzing a system, it will usually be carried out on several aspects including performance, information, economy, application security, efficiency and customer service. This analysis is called PIECES Analysis (Performance, Information, Economy, Control, Efficiency, and Service).

Indicator	Current System	System Usage
PERFORMANCE	All event data recaps are made manually and require special attention that takes up a lot of resources and time.	With a computer, data data that was previously manual (such as breaking down agendas, tickets) etc. became digital and well-computed thanks to the arrangement of access rights. Customizing HR is not much needed.
INFORMATION	Information about participants is limited to print and scattered media (requires resources for information).	Using a computer system, Participants can access the site in real time. So that information can be conveyed quickly.
ECONOMIC	Human resources are the biggest factor in the expenditure and logistics resources of the print media in the dissemination of information.	Data set in the system saves a lot of administrative HR. EO can even provide tour package information and get revenue from the sale of tour packages
CONTROL	Control of data is very difficult because data is manual and requires documentation that there is no missing data, miscalculations.	Digital data allows us to manage all data from ticket sales, complaints, and so on. Allows us to make ticket sales reports with a finger!
EFICIENCY	Very inefficient and uses up a lot of paper resources. Use a digital system. Save the Earth!	Data that becomes digital does not require paper resources that make computing systems very efficient in operations.
SERVICE	Collectors by participants through operators will take a long time in their positions. Participants who want an audience with the speaker must also speak directly to the speaker even though they don't necessarily get the opportunity.	Complaints can be made via the system and the entire management team can see and respond to complaints or wishes of the audience with the speaker.

4.2 Feature and Functional Needs of the System

From the results of data collection will be analyzed to determine the needs of system features. This system will be used by 3 types of users, as follows :

1. Master Administrator
The master administrator is the highest level access holder who can access all modules in the system and manage the information presented by the system.
2. Exhibitor / participant

Is a user with an event participant level with access as a speaker or as a participant with contributions to present material in the event.

3. Member

Users with access rights to participate in events and only as visitors to an event and have access to log in to the system.

4. Visitor

Users who can only see information on the system without having access rights to log into the system.

System requirements are also related to system facilities to meet data management for each user who interacts with the system, along with features that will be implemented:

1. Ticket Sales

The system can provide ticket sales facilities with various needs, such as promotions and bundling tickets. Where the system also supports online payments.

2. Exhibition (Exhibition booth sales)

This module is used for participants to be able to place an exhibition order within the scope of the event. This booking is done by visualizing the participant's user interface to choose the location of interest.

3. Accommodation

a. Tour

It is one of the activities held outside the event provided by the event organizer for the participants.

b. Hotel

Providing information and booking hotels for places to stay for participants. This is because conference events are generally held more than 1 day.

4. Media

Page to display information related to the event as well.

5. My Agenda

Facilities provided by the system can be used by participants to record the agenda to be carried out during the event.

6. Meet Other

Facilities provided for participants to hold discussions or meet with the speakers present.

7. Enquiry

Modules that can be used to send requests to organizers regarding the needs of the participants.

8. Lost and Found

Facilities used to help participants inform the loss or discovery of goods at the venue.

4.3 Data Flow Diagram (DFD)

A diagram that uses notations to describe the flow of system data, whose use is very helpful for understanding systems logically, structurally and clearly. DFD is a tool in describing or explaining DFD, often referred to as Bubble chart, Bubble diagram, process model, workflow diagram, or function model. DFD level 0 results or often also called context diagrams can be seen in fig. 1.

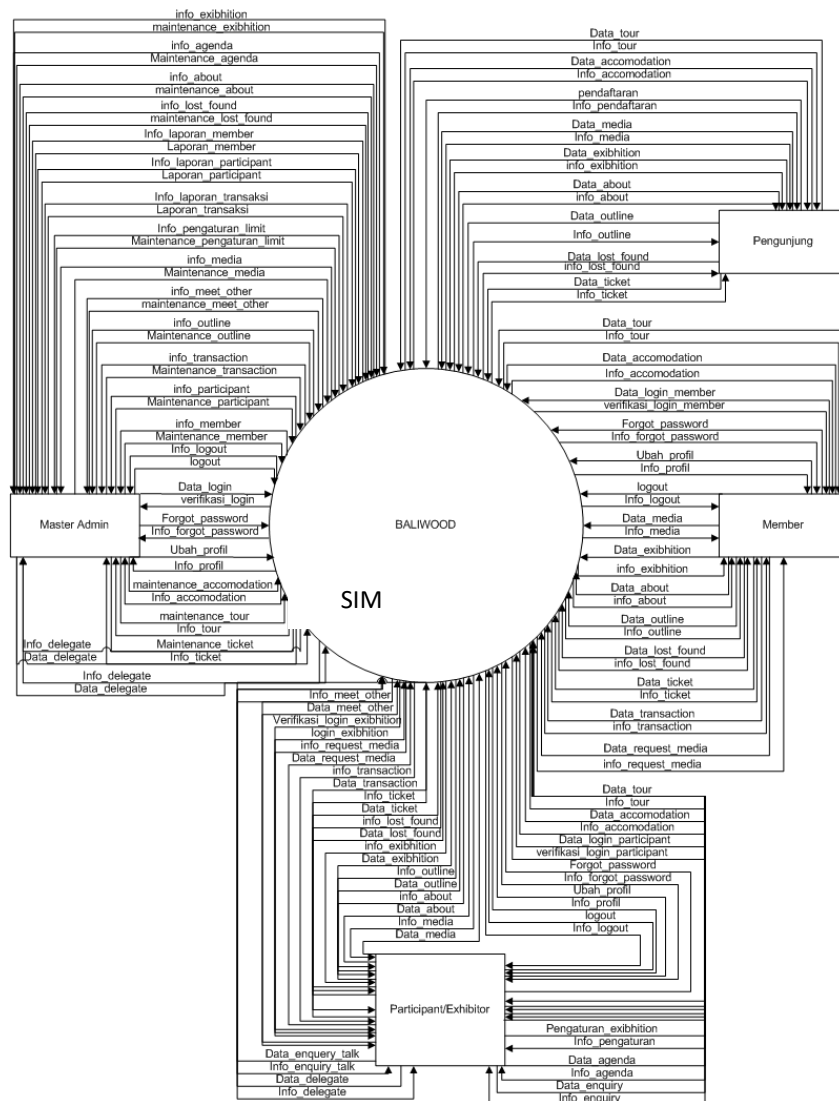


Fig. 1. DFD level 0 / Context Diagram

4.4 Database Design

Is a database creation that provides detailed information related to the database model that will be done in the system, the following database is created as shown in fig. 2.

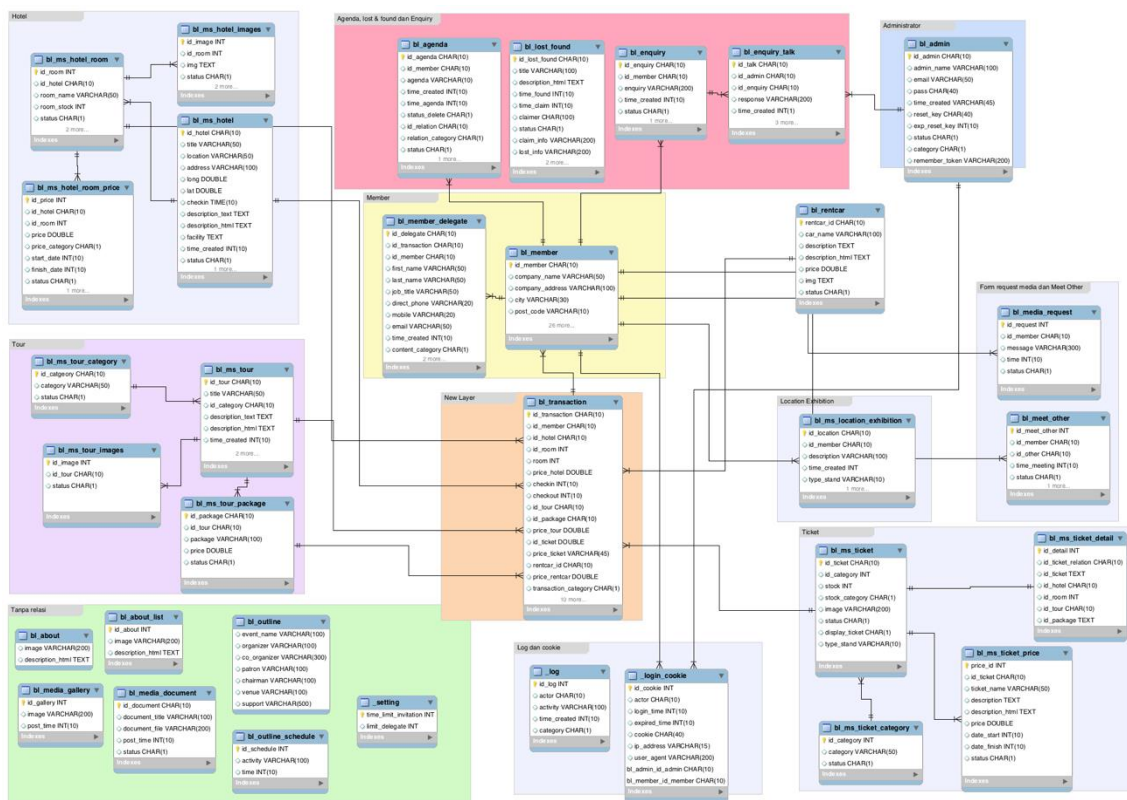


Fig. 2. Database Design

5. Conclusions & Recommendations

5.1. Conclusions

- a) Providing convenience for Event Organizer in managing events held
- b) Is a resource management information system that focuses on users and is oriented towards the needs of event participants as users
- c) Used by Event Organizer as a tool for managing ticket sales data online, agenda data, accommodation data outside the event for participants, lost & found and audiences with speakers.
- d) Help companies suppress additional costs in ticket sales that do not need to print tickets and also help companies seek additional income from selling accommodation and tour packages.

5.2 Recommendations

For ease of access and mobility when running an event, it is necessary to develop an advanced system, as follows :

- a) Development of a mobile application platform, for system usage mobility
- b) Added real time notification feature for the ease of receiving new information from the system.

6. References

[1] Sigit Primadi and Indra Setiadi Putra, "Sistem Informasi Pengolahan Jasa *Event Organizer* Dan Penyewaan Pada CV. Murah Musi Utama." STMIK GI MDP , 2013.

[2] Nanang Wisnu Pambudi, "PENGEMBANGAN SISTEM

- INFORMASI EVENT MAHASISWA BERBASIS WEB DI UNIVERSITAS NEGERI YOGYAKARTA.”, Jurnal Pendidikan Teknik Informatika, 2016.
- [3] I Gusti Ngurah Wikranta Arsa, "Analisis Dan Perancangan Sistem Informasi Manajemen Laboratorium STMIK STIKOM Bali Berbasis Web." JURNAL SISTEM DAN INFORMATIKA, 2015.
- [4] Mutia Dewi and Marcha Runyke, "Peran Public Relations dalam Manajemen Event (Studi Terhadap Peran Public Relations Galeria Mall dan Plaza Ambarrukmo dalam Pengelolaan Event Tahun 2013)", Jurnal komunikasi, Volume 8, Nomor 1, 2013.
- [5] Aria Adi Negoro and Rizki Yudhi Dewantara, "ANALISIS DAN DESAIN SISTEM INFORMASI MANAJEMEN EVENT DI PERGURUAN TINGGI (Studi di Fakultas Ilmu Administrasi, Universitas Brawijaya, Malang)", Jurnal Administrasi Bisnis, Vol. 61 No. 1, 2018.
- [6] Senie Desty and Fendy Tay, "ANALISA RANCANGAN PEMODELAN DATA DALAM SISTEM INFORMASI EZ-EVENT.", Seminar Nasional Informatika, 2015.
- [7] Heru Firmansyah and Rintana Arnie, "Model Sistem Informasi Promosi Dan Management Event Berbasis Web." JUTISI Vol. 6, No. 2, 2017.
- [8] Zulfikri Akbar and Herry Mulyono, "Analisis dan Perancangan Sistem Informasi Manajemen Layanan Pelanggan pada PDAM Tirta Mayang Kota Jambi," Jurnal Manajemen Sistem Informasi, Vol. 2, No.2, 2017.
- [9] Rudy Gunawan, "PERANCANGAN DAN IMPLEMENTASI APLIKASI SISTEM INFORMASI MANAJEMEN PERTANDINGAN DAN PENILAIAN ELEKTRONIK KEMPO.", Jurnal Infotronik Volume 3, No. 1, 2018.
- [10] Sri Sumarlinda , "IMPLEMENTASI TEKNOLOGI SISTEM INFORMASI MANAJEMEN ADMINISTRASI LES BACA ANAK HEBAT BERBASIS WEB DILENGKAPI DENGAN SMS GATEWAY (Studi Kasus Anak Hebat Pusat Jl. Kraton 100 Kartosuro).", Jurnal INFORMA Politeknik Indonusa Surakarta ISSN : 2442-7942 Vol. 1 Nomor 1, 2015.
- [11] Yoki Firmansyah and Udi, "Penerapan Metode SDLC Waterfall Dalam Pembuatan Sistem Informasi Akademik Berbasis Web Studi Kasus Pondok Pesantren Al-Habi Sholeh Kabupaten Kubu Raya, Kalimantan Barat", Jurnal Teknologi & Manajemen Informatika – Vol. 4 No.1, 2018.
- "