

PRAYOGO PANGESTU, 19.240.0078

**APLIKASI MEDIA PROMOSI POTENSI INVESTASI DI DINAS
PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU
KABUPATEN PEKALONGAN BERBASIS ANDROID**, dibawah bimbingan

Arief Soma Darmawan, ST.,M.Kom dan Agus Ilyas, M.Kom.

129++xv/89 Gambar/28 Tabel/3 Lampiran/19 Pustaka (2017-2022)

ABSTRAK

Dinas Penanaman modal dan pelayanan terpadu satu pintu kabupaten pekalongan khususnya Bidang Penanaman Modal, merupakan bagian yang berfokus pada kegiatan Promosi Potensi Investasi . Proses penyampaian materinya dirasa masih kurang terutama dalam materi tentang prospektus investasi daerah, karena media yang digunakan saat ini yaitu media cetak berupa buku, sehingga penanaman modal masih kurang mengerti tentang promosi investasi serta penanam modal kurang fleksibel dimana penanam modal yang ingin mencari prospektus investasi daerah harus datang ke kantor dinas. Oleh karena itu perlu dibangun aplikasi promosi potensi investasi di dinas penanaman modal dan pelayanan terpadu satu pintu kabupaten pekalongan berbasis android. Media promosi ini dirancang dengan menggunakan metode pengembangan sistem multimedia menurut sutopo yang terdiri dari 6 tahapan yaitu konsep, perancangan, pengumpulan bahan, pembuatan, pengujian dan pendistribusian. Dalam tahap pengujian menggunakan GUI dan UAT. Melalui serangkaian tahapan pengembangan dan pengujian tersebut maka telah dihasilkan Media Promosi Potensi Investasi Di Dinas Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Kabupaten Pekalongan sebagai media bantu dalam penyampaian materi promosi investasi pada kegiatan promosi investasi.

Kata Kunci : *Penanaman modal, Promosi, Potensi Investasi*

PRAYOGO PANGESTU, 19.240.0078
APLIKASI MEDIA PROMOSI POTENSI INVESTASI DI DINAS
PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU
KABUPATEN PEKALONGAN BERBASIS ANDROID, under the guidance
of Arief Soma Darmawan, ST.,M.Kom dan Agus Ilyas, M.Kom. .

129++xv/87 Gambar/28 Tabel/3 Lampiran/19 Pustaka (2017-2022)

ABSTRAK

The Investment Service and one-stop integrated services for Pekalongan Regency, especially the Investment Sector, are a part that focuses on Investment Potential Promotion activities. The process of delivering the material is felt to be lacking, especially in material on regional investment prospectuses, because the media currently used is print media in the form of books, so that investors still do not understand about investment promotion and investors are less flexible where investors who wish to seek regional investment prospectuses must come to the office. Therefore, it is necessary to build an application for promoting investment potential in the Android-based investment service and one-stop integrated service in Pekalongan Regency. This promotional media is designed using the multimedia system development method according to Sutopo which consists of 6 stages, namely concept, design, material collection, manufacture, testing and distribution. In the testing phase using the GUI and UAT. Through a series of stages of development and testing, a Promotional Media for Investment Potential at the Investment and One-Stop Service Office of Pekalongan Regency has been produced as an auxiliary media in delivering investment promotion materials for investment promotion activities.

Kata Kunci : *investors, promotional, regional investment*