

NOOR FALAISIFA

SISTEM INFORMASI MONITORING IZIN REKLAME (SIMONIZ) DI DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU (DPMPTSP) KOTA PEKALONGAN, dibawah bimbingan Mosses Aidjili, M.Kom., Era Yuniyanto, M.Kom.

67 + xiii halaman / 39 gambar / 3 tabel / 5 lampiran / 13 pustaka

ABSTRAK

Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kota Pekalongan menghadapi kendala monitoring reklame berupa ketidaksesuaian lokasi, pencatatan manual, dan ketiadaan sistem pelaporan real-time. Penelitian ini mengembangkan Sistem Informasi Monitoring Izin Reklame (SIMONIZ) berbasis web yang terintegrasi dengan sistem New Sakpore. SIMONIZ dilengkapi fitur pengambilan titik GPS otomatis, unggah foto lapangan, dan pelaporan berbasis peta GIS. Pengujian melalui Unit Testing dan User Acceptance Test menunjukkan seluruh fitur berjalan baik dan diterima oleh pengguna. Hasil implementasi menyimpulkan bahwa SIMONIZ berhasil menjadi sarana digital yang meningkatkan efisiensi dan efektivitas pengawasan. Proses pencatatan serta rekapitulasi data menjadi lebih cepat dan akurat, di mana data real-time tersebut memudahkan pimpinan dalam pengambilan keputusan strategis. Meskipun secara fungsionalitas sudah optimal, evaluasi menunjukkan perlunya pengembangan lanjutan pada tampilan mobile dan peningkatan kecepatan akses server. Untuk keberlanjutan sistem, disarankan adanya pemeliharaan rutin, penguatan keamanan data, serta pelatihan berkala bagi petugas. SIMONIZ diharapkan dapat menjadi model digitalisasi pengawasan perizinan lainnya di Pemerintah Kota Pekalongan guna mendukung transformasi pelayanan publik yang menyeluruh.

Kata Kunci: Sistem Informasi, SIMONIZ, Reklame, Monitoring, Perizinan

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ABSTRACT

The Investment and Integrated One-Stop Service Office (DPMPTSP) of Pekalongan City faced several challenges in billboard monitoring, including location discrepancies, manual record-keeping, and the lack of a real-time reporting system. This study developed the Billboard Permit Monitoring Information System (SIMONIZ), a web-based application integrated with the New Sakpore system. SIMONIZ features automated GPS coordinate capture, field photo uploads, and GIS-based mapping reports. Testing through Unit Testing and User Acceptance Tests demonstrated that all core features function correctly and are well-received by users. Implementation results conclude that SIMONIZ serves as an effective digital tool to enhance monitoring efficiency. The recording and data recapitulation processes have become faster and more accurate, providing real-time data that assists leadership in strategic decision-making and policy formulation. While functionally optimal, evaluations indicate a need for further development regarding the mobile interface and server access speed. For long-term sustainability, regular maintenance, strengthened data security, and continuous staff training are recommended. SIMONIZ is expected to serve as a model for digitalizing other licensing oversight processes within the Pekalongan City Government to support comprehensive public service transformation.

Keywords: *Information System, SIMONIZ, Billboard, Monitoring, Licensing*