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SISTEM INFORMASI LAPORAN AKTIVITAS SALES DI PT TELKOM INDONESIA TELEKOMUNIKASI DAERAH SLAWI BERBASIS MOBILE APPLICATION, dibawah bimbingan Indrayanti , S. T., M. Kom. dan Risqiaty, M. Kom.

54 + xiii hal/ 19 gambar/ 4 tabel/ 3 lampiran/ 13 pustaka

ABSTRAK

Pelaporan aktivitas sales di PT Telkom Indonesia Telekomunikasi Daerah Slawi sebelumnya dilakukan melalui pesan pribadi pada aplikasi Telegram. Proses tersebut menyebabkan laporan tertimbun percakapan lain, menyulitkan pencarian riwayat pelanggan, serta menghambat pengelolaan data untuk tindak lanjut dan evaluasi. Penelitian ini bertujuan mengembangkan dan menerapkan sistem informasi laporan aktivitas sales berbasis aplikasi mobile untuk mendukung pencatatan aktivitas di lapangan serta melengkapi sistem berbasis website yang telah dikembangkan sebelumnya. Penelitian dilaksanakan dalam lingkup teknologi tepat guna dengan tahapan identifikasi kebutuhan melalui wawancara, perancangan sistem, pengembangan aplikasi, migrasi data, pelatihan pengguna, uji coba, implementasi, serta pendampingan dan monitoring. Aplikasi dikembangkan menggunakan framework Flutter, backend berbasis PHP, dan basis data MySQL yang dihubungkan melalui Application Programming Interface (API). Fitur utama mencakup autentikasi pengguna, pencatatan data pelanggan disertai foto dan lokasi GPS, pengelolaan riwayat aktivitas, pencarian dan penyaringan laporan, pemantauan target, serta informasi status persetujuan laporan. Evaluasi dilakukan melalui pengujian fungsional dan User Acceptance Testing (UAT). Hasil pengujian menunjukkan bahwa fungsi utama aplikasi berjalan sesuai kebutuhan operasional dan dapat diterima oleh pengguna. Data laporan yang dimigrasikan dapat ditampilkan dan dikelola secara terpusat, sedangkan tim sales dapat membuat laporan langsung di lokasi kunjungan serta mengakses kembali informasi pelanggan. Dengan demikian, penerapan aplikasi ini mendukung proses pelaporan yang lebih praktis dan terstruktur, mempermudah pencarian riwayat aktivitas, serta membantu pemantauan pencapaian target sales.

Kata kunci: sistem informasi, laporan aktivitas sales, aplikasi mobile, Flutter, User Acceptance Testing.

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ABSTRACT

Sales activity reporting at PT Telkom Indonesia's Slawi Telecommunications Area was previously conducted through private messages on Telegram. This process caused reports to become buried in unrelated conversations, made customer histories difficult to retrieve, and hindered data management for follow-up activities and evaluation. This study aimed to develop and implement a mobile-based sales activity reporting information system to support field reporting and complement the previously developed web-based system. The study followed an appropriate technology implementation approach comprising requirements identification through interviews, system design, application development, data migration, user training, testing, deployment, and subsequent assistance and monitoring. The application was developed using the Flutter framework, a PHP-based backend, and a MySQL database connected through an Application Programming Interface (API). Its main features include user authentication, customer data recording with photographs and GPS locations, activity history management, report search and filtering, target monitoring, and report approval status information. Evaluation was conducted through functional testing and User Acceptance Testing (UAT). The test results indicated that the application's main functions met operational requirements and were accepted by users. Migrated reports could be displayed and managed centrally, while sales personnel could submit reports directly from customer visit locations and retrieve previously recorded customer information. Therefore, the application supports a more practical and structured reporting process, facilitates activity history retrieval, and assists in monitoring sales target achievement.

Keywords: information system, sales activity reporting, mobile application, Flutter, User Acceptance Testing.