

PENGEMBANGAN SISTEM INFORMASI MANAJEMEN SALES PADA PELATIHAN DAN PENDIDIKAN MANAJEMEN BERBASIS WEB

Fuad Muhammad Pamungkas

ABSTRAK

Divisi Asesmen pada PPM Manajemen menghadapi kendala dalam pengelolaan data penjualan karena sistem lama belum mampu menyajikan informasi perusahaan klien dan kompetitor secara terintegrasi. Selain itu, belum adanya pemisahan alur kerja antara tim proaktif dan responsif menyebabkan data prospek awal (*Pre-Add*) berpotensi tercampur dengan data penawaran resmi, sehingga berdampak pada kurang terstrukturanya pencatatan administrasi dan informasi penjualan. Penelitian ini bertujuan mengembangkan Sistem Informasi Manajemen Sales (SIMAS) berbasis web untuk mengintegrasikan data, memisahkan alur kerja, dan menyajikan informasi penjualan secara aktual dan terpusat. Analisis masalah dilakukan menggunakan kerangka PIECES untuk mengidentifikasi permasalahan pada aspek kinerja, informasi, ekonomi, kontrol, efisiensi, dan pelayanan. Metode pengembangan yang digunakan adalah *Waterfall*. Sistem dibangun menggunakan framework *CodeIgniter 3* dan basis data MySQL. Hasil penelitian berupa platform SIMAS “New Digitalization” yang memiliki fitur *Pre-Add*, Sales/Standar, Tender, *Master* Perusahaan Klien, *Master* Kompetitor, validasi status, serta *Dashboard monitoring Win/Loss*. Pengujian dilakukan menggunakan *Black Box Testing* dan *User Acceptance Testing* (UAT). Hasil UAT menunjukkan seluruh 29 skenario memperoleh status *Pass* dengan rata-rata penilaian 3,94 dari skala 5,00, sehingga sistem dinyatakan diterima oleh penguji. Sistem ini mendukung pengelolaan data penjualan yang lebih terstruktur, terintegrasi, dan terpusat.

Kata Kunci: CodeIgniter 3, Manajemen Sales, Pengembangan Web, PIECES, Waterfall.

**DEVELOPMENT OF A WEB-BASED SALES MANAGEMENT
INFORMATION SYSTEM FOR TRAINING AND MANAGEMENT
EDUCATION**

Fuad Muhammad Pamungkas

ABSTRACT

The Assessment Division at PPM Manajemen faces challenges in managing sales data because the previous system was unable to present client company and competitor information in an integrated manner. In addition, the absence of separate workflows for proactive and responsive teams caused early prospect data (Pre-Add) to potentially overlap with official offer data, resulting in less structured administrative records and sales information. This study aims to develop a web-based Sales Management Information System (SIMAS) to integrate data, separate workflows, and present sales information in a current and centralized manner. Problem analysis was conducted using the PIECES framework to identify issues in the aspects of performance, information, economy, control, efficiency, and service. The system development method used is Waterfall. The system was built using the CodeIgniter 3 framework and MySQL database. The result of this study is the SIMAS “New Digitalization” platform, which includes Pre-Add, Sales/Standard, Tender, Client Company Master, Competitor Master, status validation, and Win/Loss monitoring Dashboard features. Testing was conducted using Black Box Testing and User Acceptance Testing (UAT). The UAT results show that all 29 scenarios obtained Pass status, with an average score of 3.94 out of 5.00, indicating that the system was accepted by the testers. This system supports more structured, integrated, and centralized sales data management.

Keywords: *CodeIgniter 3, PIECES, Sales Management, Waterfall, Web Development.*