

ABSTRACT

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ANALYSIS AND DESIGN OF SALES INFORMATION SYSTEMS IN THE PONDOK LABU MARKET

Professional work is carried out at Perumda Pasar Jaya Pasar Pondok Labu which is located at Jl. R.S. Fatmawati Ujung, Pondok Labu Village, Cilandak District, City of Adm. South Jakarta, DKI Jakarta. 12450. Practitioners are placed in the Administration and Administrative division. where the practitioner is face to face and at the same time discusses with the trader regarding the complaints experienced and provides solutions to the traders for their complaints. The main tasks in the Administration and Administrative division are: managing the financial aspects of the market, preparing budgets, financial reporting, providing good customer service to visitors and traders at the market, Managing customer service centers, handling complaints and providing solutions to traders' questions, developing and studying work systems in the company as well as designing programs to increase customer satisfaction.

Keywords: Sales, Sales Analysis, Sales Information System, Sales Information System Design, Sales System Design.