

ABSTRACT

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REPORTING DIGITAL CAMPAIGN ANALYSIS USING DIGITAL AD RATINGS AT NIELSEN MEDIA INDONESIA

Industrial competition that is increasingly difficult due to the Covid-19 pandemic causes companies to need an innovation, especially in digitizing business. To achieve this goal, of course, it is necessary to have competent human resources. Armed with the lessons learned during the lecture period of the Information Systems study program at the University of Pembangunan Jaya, the practitioner carries out this internship with a view to applying the knowledge gained in lectures, especially those related to E-commerce courses. Practitioner carries out this internship for 2 months 3 weeks from June 14, 2021 to August 31, 2021.

In carrying out this Internship activity at Nielsen Media Indonesia, one of Practitioner's task is making a digital campaign analysis report as measured by Digital Ad Ratings. The purpose of this report is to clearly inform the final result of an advertisement in terms of audience demographics, audience accuracy, number of impressions, and others. The process of making this report includes (1) downloading the Digital Ad Ratings campaign data, (2) conducting analysis using Ms. Excel, (3) enter the results of the analysis into PPT form, (4) send the report file to the internal team, (5) make improvements to the report based on input from the internal team, (6) convert the PPT file into PDF form, (7) send the file in PDF form to the client.

Thus, it can be concluded that the activities of the practitioner during internship are closely related to the subjects studied in lectures, especially in the E-commerce course. Practitioners get a lot of additional knowledge, one of them is regarding data analysis.

Keywords: *digital measurement, Digital Ad Ratings, Nielsen Media Indonesia*