

ABSTRACT

WEB-BASED DASHBOARD CAMPAIGN AD RATINGS INFORMATION SYSTEM DESIGN

Farhan Faturahman.¹⁾, Suparto Darudianto.²⁾, Chaerul Anwar.²⁾

³⁾ Student of Information System Department, Universitas Pembangunan Jaya

⁴⁾ Lecturer of Information System Department, Universitas Pembangunan Jaya

Nowadays online media is one of the most popular advertising media, so many companies are building their own online media. it creates new problems for advertisers when they want to know the overall advertising results of all online media used. to advertise, because each online media has its own reporting dashboard. Nielsen Digital Ad Ratings reports ads from all online media in one dashboard. Employees need to manually retrieve, process, and visualize data. The work requires more time so that there may be delays in decision making. Therefore, an information system will be designed that can process and display the compilation of Digital Ad Ratings campaigns data in one dashboard. The method used is literature study, observation, and analysis and design methods. The analysis and design methods used are object-oriented methods. The result to be achieved from the analysis and design is to help employees create compilation reports of Digital Ad Ratings campaigns data more easily and quickly. So that with the dashboard information system is expected to meet the information needs of advertising data compilation without the need for manual processing and visualization so that decision making can be done more quickly and accurately based on the latest data.

Keywords : Dashboard information system, digital advertising, analysis, design.

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