

ABSTRACT

DEVELOPMENT OF A REPOSITORY ADMINISTRATION APPLICATION FOR IMPLEMENTING GRAPHIC DESIGN AT PT. AIRA MITRA MEDIA

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PT Aira Mitra Media is a company engaged in the MICE Industry (Meeting, Incentive, Conference, and Exhibition), is a company engaged in the field of Professional Exhibition Organizer & Digital Event organizers. The pace of business at PT Aira Mitra Media, one of which relies on the role of graphic design in its implementation. Graphic design itself has a visual communication role, where with this role, graphic design is able to convey information and messages behind a visual work. Design also serves as a marketing strategy. With the creativity of graphic design, it is able to portray a better impression of corporate identity.

Repository administration can help graphic designers to store, organize, and manage graphic design data and files better by utilizing Information Systems. This research designs and builds repository administration applications for the implementation of graphic design at PT Aira Mitra Media with PHP and MySQL programming languages. The application development method in this research uses the Waterfall method. With this repository administration application, it can help the implementation of graphic design with improved services and good documentation recording.

Key Word: *Information System, Repository Administration, Graphic Design Work*