ABSTRACT

THE APPLICATION DEVELOPMENT OF ONLINE RESERVATION SYSTEM FOR OUTBOUND TRAINING IN PT PADMA DOMMAS

by

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PT Padma Dommas represents companies engaged in outbound training by offering a suitable type of activities undertaken by both government workers and private companies to promote cooperation, creativity, leadership, discipline, morale and productivity. In addition, outbound can be a suitable recreational facilities for families to increase the sense of family togetherness. In a system that is currently running, the company has not had a good marketing tool, which is currently used marketing techniques that is by sending employees to bring brochures and interactive CD that can be wasting time and money. In addition, the company has no reservation system that fast and cheap, and needed the tools that the global nature of the transaction and is currently experiencing difficulties in managing the company's products and services as well as the slow process of making reports.

By looking at the issues above, it is necessary to analyze the system in order to solve the problems faced in the current system is running. Data collection method used is by interview, observation and literature study. The research method used is descriptive analysis method is a method of research that are intended to gather data that may provide a clearer picture of an object of research and then conducted an analysis of the research object. Model analysis software used is the modeling of structured analysis. The instrument used is flowmap, ERD (Entity Relationship Diagram) and to describe the process used is the DFD (Data Flow Diagram). While application development tool for database use MySQL and programming language which used the PHP.

Based on the results of alpha and beta testing, application development can provide alternative solutions to the problems of marketing and reservation at PT Padma Dommas, simplify processing of products and services and accelerate the process of preparing reports.

Keywords: *outbound, flowmap,* ERD (*Entity Relationship Diagram*), DFD (*Data Flow Diagram*)