ABSTRACT

WEB-BASED TRACK RECORD AND POTENTIAL COOPERATION BUSINESS PARTNER INFORMATION SYSTEM IN LEMBAGA PENDIDIKAN DAN PELATIHAN EKONOMI SYARIAH

By
AMIN ABDULL RACHMAN
10108470

LP2ES *was an institution which had engaged in education with a high mobility. High mobility wasn't separated from the role of marketing and RND team in marketing and developing the services offered. Relative mobility, the marketing team and RND needed the source database information system who is able to assessment and description of potential business partners, providing the scheduling information, and system monitoring employee activity.*

Based on the needs required, track record and potential business partners information system was designed. Track record and potential business partners information systems made by using descriptive statistics which are intended for the information of track record and potential the company as illustrated. Information systems are built surrounding the marketing and RND data management, monitoring client track record, providing details scheduling, monitoring employee activity.

On testing to the user, the information system has been built to provide convenience to telemarketing and RND part in managing marketing data at LP2ES*, monitor track record of clients, effectiveness business activity schedule, and enough to help monitor employee activity.*

Key Words : Information System, Track Record, Monitoring