ABSTRACT

Fifi Fella Suffah. 2015. THESIS. Title: "Barcode Implementations to the Marketing Information System (Study on Outlet PT. Coca-Cola Amatil Indonesia Surabaya branch) "

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Keywords   : Barcode, Marketing Information System (MIS)

Marketing information system (MIS) is one of the main factors in supporting a marketing solutions. So the information must be accurate, effective, and efficient. The database is a source of marketing information internally within the company. Therefore, with the expected barcode entire database either on the name of the outlet, outlet locations, or the identity of the other outlets of sales representative can be received by user accurately, effectively and efficiently. The purpose of this study was to determine how the implementation of the barcode on the marketing information system. From that background research was conducted with the title "Implementation of Barcode in the Marketing Information System (Study on Outlet PT. Coca-Cola Amatil Indonesia Surabaya branch)".

This study used a qualitative descriptive, where the objective is to systematically describe about the research focus includes aspects of barcode and marketing information systems. The subjects of the study there were three people. Data collected by observation, interview, and documentation. Data analysis through three stages: exposure, data presentation, and conclusion.

The results showed that by using a barcode, identity database delivery outlet can be delivered accurately, effectively, and efficiently. This can be seen from the accuracy of the data on the system information received by the marketing manager from time to time. Thus, it can be concluded that the implementation of the barcode can assist in delivering database accurately, effectively and efficiently. So the marketing information received by marketing managers are also more actual.