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Major Information Systems
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Executive Information System
For Mayora Biscuit Division
Based on Mayora Media Effectiveness
Analysis System

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Abstract

Food manufacturing industries has become one of the most competitive industries in Indonesia. One of them is biscuit manufacturing industries. Competitors came along from every direction. The best strategies to keep surviving in the game were commenced. One of them is through the promotion activities. Almost every company spent their promotion budget mostly through the television commercial. Since not every company has their in house department to take controls the promotion campaign. That's why most of them use the services of agencies.

These agencies will be the representative of the food manufacturing company towards the television stations. They will do the process of making a media plan (the advertisement campaign plan) until delivering the report on the effectiveness of their media campaign. However it appears that the top management of this biscuit industry needs to know about the impact of their advertising campaign towards their sales number. Since all of the needed information is distributed and not fitted on one page.

In addition, it also appears that agencies may have the tendencies to manipulate the media review in order to fulfill their personal interest towards the company, and it's undeniable that the turnover among the worker in the agencies is high. That's why the company cannot give the confidential information, such as the sales number to the agencies.

This thesis is dedicated towards PT. Mayora Indah, Tbk. One of the leading companies in the food industries, and achiever of Top Brand Award from Marketing Magazine. Hopefully it will be useful for PT. Mayora Indah, Tbk. In order to improve analyzing the media effectiveness and link the impact with the sales number.

Keywords : Media review, Sales number, RAMESYS, EIS

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