



## Digitalization of Administration and Promotion System as Support System for the Bumdes Jati Unggul Business Unit

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### ABSTRACT

*In line with the times, village governments need to transform their services towards digital, including Badan Usaha Milik Desa (BUMDes). BUMDes are the economic driving force for local communities. In developing their business units, BUMDes require a good administration and promotion system. One BUMDes that has developed and been appreciated by the local community is BUMDes Binangun Jati Unggul, Jatirejo Village, Lendah Subdistrict, Kulon Progo Regency. This Community Service helps BUMDes Binangun Jati Unggul to solve the problems faced, namely the lack of digital publications and the unavailability of digital administration and personnel systems. The intended output of this activity is in the management aspect, namely improving the ability of BUMDes in managing digital administration and publications. The methods used are socialization and training. Training activities are carried out six times and mentoring is carried out for 3 months from October 13 to December 31, 2025. The results of the Community Service Program are in the form of increased understanding and skills of human resources in using the SIAK application and digital marketing. Community Service Activity runs well and smoothly. The targeted outputs in this activity have also been achieved: (1) in the management aspect, namely increasing the BUMDes' ability to manage digital administration and publications. The Administration and Personnel System (SIAK) and the addition of scanners have been made available to realize the digitalization of administration. With this system, the information technology assets owned by BUMDes have also increased. (2) In the marketing aspect, namely increasing the ability to manage digital publications in the form of creating attractive videos, photos, and posters regularly and continuously.*





## **A. INTRODUCTION**

Digitalization in village governance is a flagship program of the current government. Villages are the smallest government units that interact directly with the community. Through the 100,000 Digital Villages program, the government strives to provide access to digital infrastructure and services to provide optimal service to the community. This program can accelerate development and reduce the gap between urban and rural areas.

Digital marketing is a marketing strategy that utilises digital technology to promote products or services in a broader, more effective, and measurable manner (Utomo, Risdwiyanto, & Judijanto, 2024). For Village-Owned Enterprises (BUMDes), digital marketing plays a strategic role in enhancing the visibility and attractiveness of village business units, particularly in the tourism, culinary, and trade sectors, enabling them to reach broader markets beyond the local community (Parwoto, Widadi, & Mukti, 2021). However, limitations in digital literacy, human resources, and the absence of structured content planning often hinder the optimisation of digital promotion at the village level. Therefore, strengthening the capacity of BUMDes managers in digital marketing management is necessary to improve promotional effectiveness, increase sales performance, and support the sustainability of the village economy (Ervina & Edalmen, 2023).

According to Government Regulation No. 11 of 2021 concerning Village-Owned Enterprises, a Village is a legal community unit with territorial boundaries authorized to regulate and manage government affairs, the interests of the local community based on community initiatives, ancestral rights, and/or traditional rights recognized and respected in the government system of the Unitary State of the Republic of Indonesia. Meanwhile, a Badan Usaha Milik Desa (BUMDes) is a legal entity established by a village and/or together with other villages to manage businesses, utilize assets, develop investment and productivity, provide services, and/or provide other types of businesses for the greatest possible welfare of the village community.

According to 2016 BPS data, Indonesia has 82,395 villages. This number represents significant potential if development begins in the villages. Villages are the smallest governmental units, often referred to as government showcases because they directly impact the interests, needs, and aspirations of the local community (Pankey, 2024). To increase village income, village governments establish Badan Usaha Milik Desa (BUMDes). Economic development in these smallest governmental units will directly impact the local community.

Badan Usaha Milik Desa (BUMDes) are business entities independently managed by the community and village government to strengthen the village economy and are established based on existing village needs and potential. BUMDes can increase Regional Original Income (PAD) through the management of village potential. BUMDes also prevents external capitalist systems from developing within the local village community (Sulaeman, et al., 2020)

As an organization, a Badan Usaha Milik Desa (BUMDes) requires good governance to support the development of its business units. In addition to financial system governance, an aspect rarely addressed by BUMDes administrators is administrative system governance. Although seemingly unimportant, correspondence and archives are essential aspects that BUMDes, as a business entity, must address. Archives can serve as a source of information for management in making decisions and resolving issues. They can also serve as reminders of issues that require attention and serve as written evidence, even in court (Suwarni, Widodo, & Nikmah, 2024)



To run productive business units, especially those in the tourism and restaurant sectors, Badan Usaha Milik Desa (BUMDes) need to enhance their business promotion efforts to gain recognition beyond the local community. Digital promotion or marketing is an approach to promoting and selling products or services using digital platforms (Utomo, Risdwiyanto, & Judijanto, 2024). Digital promotion is crucial for introducing the products produced by a business unit. Digital promotion can be achieved by optimizing the use of digital technology and social media.

One of the BUMDes that has experienced good development is BUMDes Binangun Jati Unggul in Jatirejo Village, Lendah Subdistrict, Kulon Progo Regency, D.I. Y. This BUMDes was established in 2016 and currently has three business units, namely: 1) Financial Services Unit, 2) Agricultural and Trade Services Unit, and 3) Tourism Services Unit (Bukit Cubung Restaurant) (Parwoto, Widadi, & Mukti, 2021). The existence of BUMDesa Binangun Jati Unggul is recognized and felt by the surrounding community not only for its members because it can improve the welfare of the local community (Sugiyanto, 2021). Therefore, BUMDes needs to prepare a good governance system to support the development of its business units.

The Financial Services business unit has 1,300 customers, 1.9 billion in public savings, 40 million in monthly turnover, and 3 billion in assets as of December 31, 2024. The products offered are savings and loans. Other business units include Agricultural Trade and Production. This business unit has a monthly production capacity of 100 tons, a monthly turnover of 250 million, and a marketing area of Yogyakarta and its surroundings. Assets as of December 31, 2024, amounted to 1.4 billion. The products produced by this business unit are husks, rice, bran, rice flour, and planting media. The last business unit is the Bukit Cubung Restaurant and Tourism. Its monthly turnover is 150 million, and its assets as of December 31, 2024, amounted to 2.1 billion. The products produced include culinary tours, meeting packages, wedding packages, community packages, study tours, outbound packages, and shoun the sheep rides.

However, the business of the Badan Usaha Milik Desa (BUMDes) Binangun Jati Unggul has experienced a 30% decline compared to the previous year. The decline in revenue is attributed to a lack of publicity, among other factors. Publication is currently conducted through its website and social media platforms such as Instagram, Facebook, and YouTube. However, articles on the website and social media platforms are relatively outdated. Meanwhile, the number of subscribers on its YouTube account is only 69, with 16 videos from the account's founding five years ago. The last post was posted 11 months ago and received 14 viewers. On Facebook, the number of followers is only 2. Meanwhile, on Instagram, the number of followers is more than other publications, namely 1,179 followers with 283 posts. However, the posts are still not updated regularly.

Another problem faced by BUMDes Binangun Jati Unggul is the lack of a comprehensive administration and personnel system. Currently, BUMDes Binangun Jati Unggul is still manual, except for financial matters. However, BUMDes, as a business entity, needs to manage all its business units, including the administration of documents and personnel. The correspondence system at BUMDes Binangun Jati Unggul is still manual. Digital storage has not been implemented, even though digitization would make it easier for users to find old letters and archives. Furthermore, there is no personnel system from the recruitment process to the duration of employment, including salary data, training, graduates, age, and other supporting data, even though there are productive business units with many



employees. This is important to understand the development of both the quantity and quality of Human Resources (HR) owned by BUMDes.

This Community Service Program activity aims to help BUMDes Binangun Jati Unggul to solve the problems faced, namely the lack of digital publications and the unavailability of a digital administration and personnel system. The targeted output in this activity is on the management aspect, namely improving the BUMDes's ability to manage digital administration and publications. The system that will be used is a technology and informatics-based administration and personnel system that contains personnel and administrative systems. With this system also adds to the information technology assets owned by BUMDes. The ability to manage digital publications is needed in an effort to improve the soft skills of partner member human resources in terms of creating videos, photos, and posters as publication media. One step is digital marketing training that includes creating poster and short video content, creating posting time schedules, increasing engagement, analysis and data research.

In addition, it aims to realize the Merdeka Belajar Kampus Merdeka (MBKM) program through partnerships between universities and partners. Furthermore, the goal of this activity is to realize the SDGs, namely Quality Education. Through this activity, the competency of BUMDES managers will improve, especially in the field of digitalization of administration and publication. Furthermore, this activity will achieve the SDGs, namely Industry, Innovation, and Infrastructure. This activity will innovate the administration and publication system from manual to digital, thus making work more effective and efficient. This activity supports the Asta Cita of the President and Vice President, namely strengthening the development of Human Resources (HR), science, technology, education, health, sports achievements, gender equality, and strengthening the roles of women, local governments, and people with disabilities. This activity resulted in an innovative administration and publication system that is more modern than before and improved the digitalization capabilities of the BUMDES management community, thus fostering a more forward-thinking mindset.

## **B. METHODS**

This Community Service activity was carried out in one of the business units of BUMDes Binangun Jati Unggul, namely Resto Bukit Cubung, Jatirejo Village, Lendah Subdistrict, Kulon Progo Regency, D.I.Y. The training participants consisted of 10 representatives from BUMDes management, the Savings and Loan Business Unit, the Agricultural Production Business Unit, and the Resto Bukit Cubung Tourism Business Unit. Socialization, training, and mentoring activities were conducted from October 13 to November 9, 2025, through six visits to BUMDes Binangun Jati Unggul, followed by a three-month mentoring period from October 13 to December 31, 2025. The success of this Community Service program was measured using several indicators, including: (1) an increase in participants' understanding and skills in digital administration and digital marketing as measured through pre-test and post-test evaluations; (2) the successful implementation and utilization of the Administration and Personnel Information System (SIAK) for document and employee data management; (3) the ability of participants to produce and publish digital promotional content consistently based on a structured content timeline; and (4) increased engagement on digital platforms, reflected in improved interaction metrics on social media. The methods employed in implementing the activities included socialization, hands-on training, and continuous mentoring. The method of implementing the activities used, namely:

- 1.1. In the initial planning stage, the Community Service Program Team held initial discussions with the Binangun Jati Unggul BUMDes regarding the application system



and promotion requirements. The team designed the Sistem Informasi Administrasi dan Kepegawaian (SIAK) application according to the BUMDes's requirements. The Community Service Program Team also analyzed the BUMDes's social media channels and its business units. The initial planning stage was conducted from September 15 to October 10, 2025.

- 1.2. The implementation stage of socialization and training was carried out six times, namely October 13, 2025, October 22, 2025, October 30, 2025, November 3, 2025, November 4, 2025, and November 10, 2025. The first socialization and training was conducted by a resource person, namely Norhikmah, M.Kom. The material presented aimed to open the training participants' understanding of the basic concepts of administrative digitalization and administrative information systems. Technical training was in the form of direct assistance in the use of SIAK. The second socialization and training was conducted by a resource person, namely Sugiyanto, S.T., M.P.A. The material presented aimed to open the training participants' understanding of the concept of tourism and digital marketing. Technical training was about creating post and video content. The third training was in the form of technical assistance on the use of the post content timeline. The fourth training was in the form of technical assistance on the use of scanners and the use of SIAK. The fifth training was in the form of assistance on increasing engagement. The sixth training was in the form of technical assistance on creating simple websites, and data analysis.
- 1.3. The monitoring and evaluation phase involves directly monitoring participants' progress during the training. Evaluations are conducted through pre- and post-tests to measure participants' skill improvement in application usage and digital marketing through social media.

## **C. RESULTS AND DISCUSSION**

### **1.1. Initial Planning Stage**

The existing administrative and publication systems of the Binangun Jati Unggul Badan Usaha Milik Desa(BUMDes) are still suboptimal. Archives and correspondence are still stored conventionally and have not been digitized, as shown in Figure 1.



Figure 1. The Administration System Has Not Been Digitalized

Furthermore, there is no application for digital storage of archives and letters. Digitizing administrative systems is crucial for supporting efficient and accurate administrative data processing and reducing human error (Choirunnissa & Oktarina, 2025). The team coordinated and discussed with the Binangun Jati Unggul Badan Usaha Milik Desa(BUMDes) to create an application that stores archives of



letters and other documents, as well as employee data from the three business units, as shown in Figure 2.

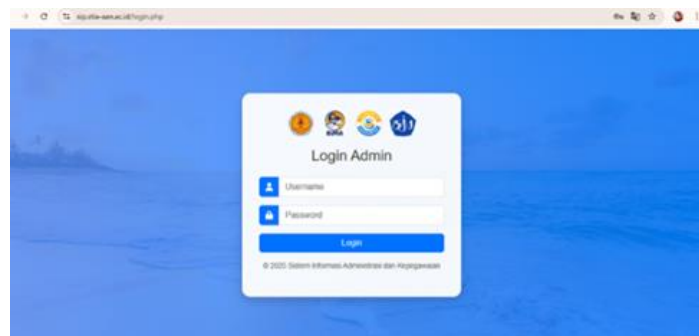


Figure 2. Dashboard Sistem Informasi Administrasi dan Kepegawaian (SIAM)

For digital promotion via social media, it is necessary to plan a content timeline as shown in Figure 3. The timeline will be filled out together with BUMDes to be implemented according to the agreed schedule.

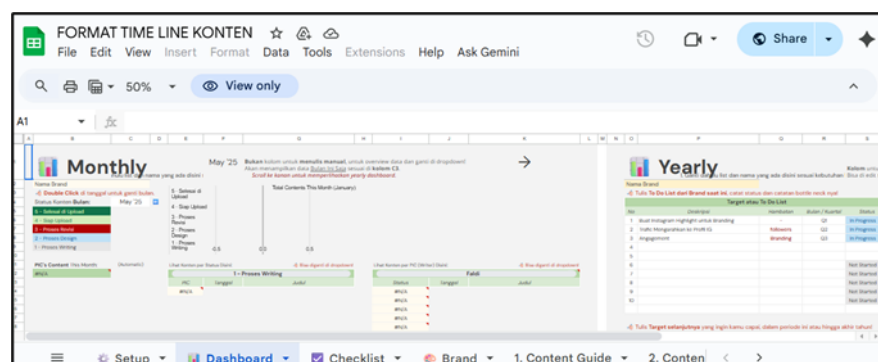


Figure 3. Post Content Timeline Format Plan

## 1.2. Implementation Stage

### 1.2.1. Socialization and Training of the Sistem Informasi Administrasi dan Kepegawaian (SIAM)

In this activity, participants were given an understanding of the concepts of administrative digitalization and tried out the menus available in SIAM. An administrative information system is one effort to realize good organizational governance by improving organizational efficiency and performance (Zandeto, Telaumbauna, Harefa, & Lase, 2025). An administrative information system can facilitate effective information processing and accelerate administrative processes (Wiawan, Fadillah, & Yusup, 2023). This application is an integrated application for administrative systems that contain correspondence, archives, and personnel data. The target of this training is for participants to understand and be able to use SIAM. Of the 10 participants who attended, all understood and were able to use the application, as shown in Figure 4. The constraint in this activity was that not all participants brought laptops so not all participants could try using the SIAM application.



Figure 4. The Socialization and Introduction of SIAK Application

#### 1.2.2. Digital Marketing Socialization and Training

In this activity, participants were given an understanding and introduction to the concepts of tourism and digital marketing. Digital marketing undoubtedly plays a crucial role in increasing business unit sales. Digital marketing through social media promotions can reach a wider market, target more accurately, and at lower costs (Ervina & Edalmen, 2023). After this training, participants were able to create a uniform post layout on social media, as shown in Figure 5. The constraint in this activity was the lack of Human Resources (HR) specifically tasked with handling digital content creation and promotion.

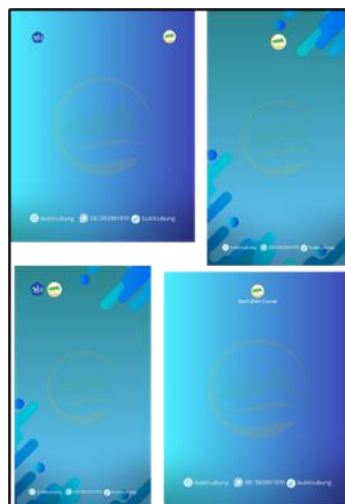


Figure 5. Bukit Cubung Business Unit Post Layout

#### 1.2.3. Technical Training on Archives Digitization and SIAK Usage

In this activity, participants practiced scanning archives using a scanner and uploading them to SIAK. The archive scanning process used a Canon Lide 300 scanner, and the scanned documents were first entered into a computer and then transferred to the SIAK application, as shown in Figure 6.



Figure 6. Practice Using the Scanner Machine and SIAK Application

The SIAK application was filled with document and employee data from both the Badan Usaha Milik Desa (BUMDes) and the three business units. The goal of this activity was to fill the SIAK application with document and employee data, as shown in Figure 7. A constraint in this activity was that not all business units were equipped with computers/laptops, so the process of digitizing documents and employee data used personal laptops.

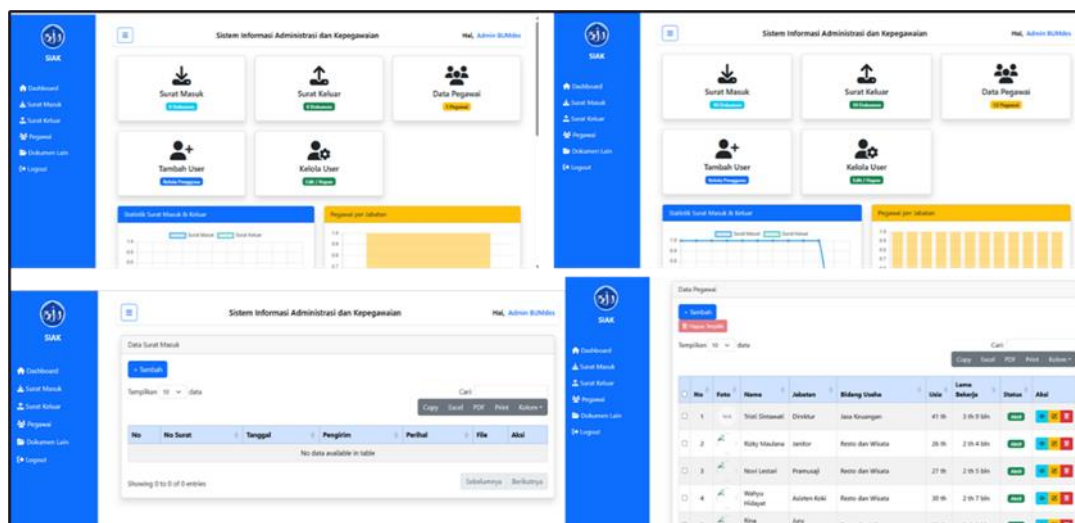


Figure 7. SIAK Application Display Before and After Training

#### 1.2.4. Training and Mentoring for Filling Out the Content Timeline

In this training, the Badan Usaha Milik Desa (BUMDes) Binangun Jati Unggul and the Community Service Program Team discussed filling out the previously prepared Content Timeline. This Content Timeline is a Content Management System (CMS) that simplifies content management and offers various features to support digital promotional development (Permana, Bulan, Hassan, & Kusnadi, 2024). The Content Timeline includes a content guide, content plan, content calendar, copywriting, reports, drafting, design list, and hook list, as shown in Figure 8. A constraint in this activity was the limited time allocated for staff to fill out the content schedule.



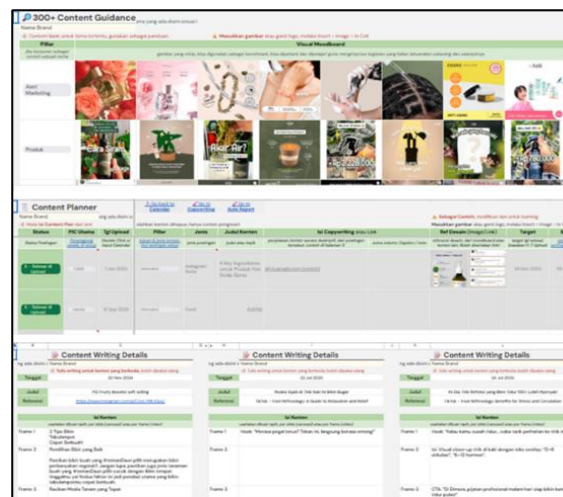


Figure 8. BUMDes Content Timeline

### 1.2.5. Technical Post Design Training

In this activity, participants attempted to create a design according to their plan on the content timeline, titled "Bukit Cubung Resto," featuring tourist attractions in Bukit Cubung, with footers for WhatsApp, Instagram, and TikTok. In addition, participants also created designs for financial services business units, and trade and agricultural management business units. Several poster designs were produced, ready for upload, as shown in Figure 9. A challenge in this activity was the participants' lack of confidence in creating attractive designs.

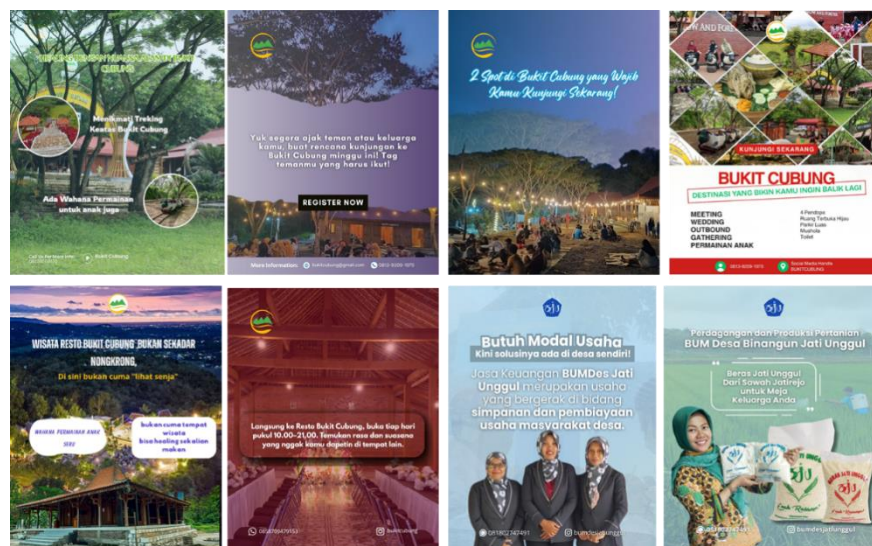


Figure 9. Various Designs of BUMDes Business Units Promotions

### 1.2.6. Meta Ads Management Technical Training

Digital marketing is an approach to promoting and selling products or services using digital platforms. In this digital era, digital marketing has become vital because the majority of consumers spend a significant amount of time online (Utomo, Risdwiyanto, & Judijanto, 2024). One of the most effective and relevant marketing methods is social media marketing using Meta Ads. Meta, as the parent company of

Facebook, Instagram, Messenger, and Audience Network, offers a sophisticated advertising system that can reach billions of global users. This makes Meta Ads a highly effective tool for building brands, reaching new consumers, and substantially increasing sales (Sumaku, et al., 2025). In this activity, participants experienced Meta Ads Management for Bukit Cubung Tourism, including Campaign Pages, ad summaries, and creating ads on social media platforms such as Instagram and Facebook. The "Campaign" menu in Meta Ads Manager allows you to manage your digital advertising strategy to make it more effective and measurable. The "Ad Summary" menu allows you to quickly and concisely monitor ad results and effectiveness. By viewing impression, reach, and interaction data, you can assess how engaging your ads are to your audience.

This menu also helps determine whether the advertising strategy being used is effective or needs further optimization, for example by changing the content, target audience, or budget. The "Create Ad" menu is used to compose and review ad content before publishing. The menus in Meta Ads Management are shown in Figure 10. A constraint this activity was that some participants required additional guidance due to the complex Meta Ads steps that require a deeper understanding.

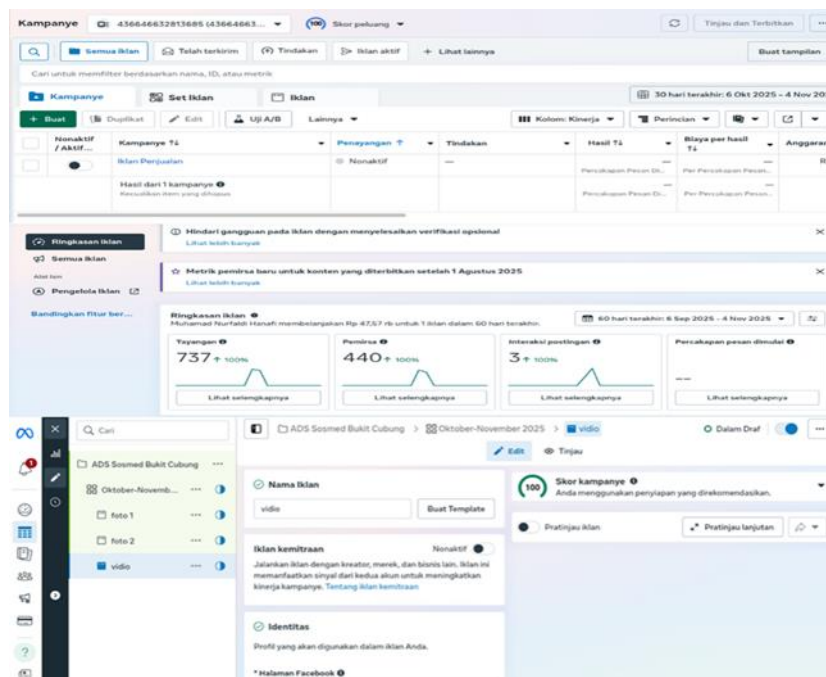


Figure 10. Display Meta Ads Manajement

### 1.3. Monitoring and Evaluation Stage

Monitoring and evaluation were conducted to ensure the alignment of objectives with implementation. This stage involved completing pre-test and post-test questionnaires with 10 participants in the socialization and training. Furthermore, feedback from the Community Service Program activities was provided at this stage to provide input and improvements for future Community Service Program activities. The questionnaire used a linker method, with answers ranging from 1 (lowest) to 5 (highest). The highest score for each question was 50, and the lowest score was 10. The questionnaire consisted of 12 questions related to participants' understanding and



skills in using the SIAK application and digital promotion. The results of the pre-test and post-test participants are shown in Table 1.

Table 1. Comparison Before and After  
Digital Administration and Promotion Training

No. Pertanyaan	Total Skor Pra-Tes	%	Total Skor Pasca-Tes	%
1.	30	60	43	86
2.	29	58	44	88
3.	30	60	44	88
4.	31	62	42	84
5.	31	62	46	92
6.	29	58	46	92
7.	26	52	40	80
8.	25	50	41	82
9.	24	48	41	82
10.	21	42	40	80
11.	26	52	45	90
12.	29	58	44	88
<b>Rata-rata</b>	<b>27,58</b>	<b>55,17</b>	<b>43</b>	<b>86</b>

From the table, it can be concluded that there was an increase in understanding and skills of the 10 participants of the socialization and training. The average score of the 12 questions in the pre-test was 27.58 or 55.17% of the total expected score of 50. After the socialization and training, the average score of the 12 questions in the post-test was 43 or 86% of the total expected score of 50.

#### D. CONCLUSION

This Community Service activities that have been carried out 6 (six) times, it can be concluded that this activity can solve the problems faced by BUMDes Binangun Jati Unggul, namely the lack of digital publications and the unavailability of a digital administration and personnel system. The targeted outputs in this activity have also been achieved: (1) in the management administration aspect, namely increasing the ability of BUMDes in managing digital administration and publications. Sistem Informasi Administrasi dan Kepegawaian (SIAK) application and the addition of a scanner machine have been provided to realize the digitalization of administration. With this system, it also increases the information technology assets owned by BUMDes. (2) In the management publication aspect, namely increasing the ability to manage digital publications in the form of making attractive videos, photos, and posters regularly and continuously.

One suggestion is that in future training, BUMDes can provide participants with laptops so they can practice directly during the training. Furthermore, clear assignments for employees handling administrative documents and social media are needed so that these tasks can be carried out in an orderly and sustainable manner.



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## **F.AUTHOR CONTRIBUTIONS**

In the internal structure of the Community Service team, work can be divided according to their competencies. The team leader (Lulu Anastesi Sayekti) is responsible for coordinating all members and partners, making plans and schedules for Community Service activities, providing solutions for partners in terms of organizational administration, for example what menus should be in the administration system, and writing journals. Member 1 (Sugiyanto) is responsible for assisting the team leader from the beginning of the activity to the end of the activity, being the team treasurer, following the implementation of Community Service according to the activity schedule and helping to make progress reports and final reports, helping to analyze the level of empowerment of participants before and after training. Member 2 (Norhikmah) is responsible for assisting the team leaders from the beginning of the activity to the end of the activity, following the implementation of Community Service according to the activity schedule, coordinating with partners about application needs, designing the digital administration system application that will be used because member 2 is a lecturer in the field of Computer Science, and helping in writing journals.

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