

ABSTRAK

Ridwan Setio Budi. 2026. Rancang Bangun Sistem Informasi Manajemen *Affiliate* Tiktok Pada PT Eleanor Project Global Indonesia. Skripsi. Program Studi Teknik Informatika, Fakultas Teknik, Universitas PGRI Madiun. Pembimbing (I) Sri Anardani, S.Kom., MT. Pembimbing (II) Yessi Yunitasari, S.Kom., M.Cs.

PT Eleanor Project Global Indonesia saat ini mengalami kesulitan dalam mengelola ratusan kreator afiliasi TikTok karena kurangnya sistem terpusat, hilangnya data pengiriman sampel, dan tingginya kesalahan manusia akibat evaluasi manual. Untuk mengatasi masalah ini, penelitian ini bertujuan untuk mengembangkan Sistem Informasi Manajemen Operasional berbasis web untuk Afiliasi guna mengotomatisasi alur kerja perusahaan. Sistem ini dirancang dengan pendekatan *Waterfall* melalui observasi, wawancara, dan studi literatur. Secara teknis, pengembangan dilakukan menggunakan bahasa pemrograman PHP, kerangka kerja Laravel, dan basis data MySQL. Fitur utama meliputi pemantauan aktivitas kreator, manajemen sampel yang terintegrasi dengan API kurir, pelaporan konten tugas, impor data TikTok Analytics dalam format XLSX, manajemen tantangan, papan peringkat, dan dasbor analisis ROI. Pengujian fungsionalitas sistem dilakukan melalui *Black Box Testing*, dan kepuasan pengguna diukur menggunakan *System Usability Scale* (SUS). Implementasi *platform* ini akan mengurangi kesalahan manusia, mengonfirmasi data kinerja afiliasi, dan meningkatkan efisiensi keseluruhan perusahaan.

Kata Kunci: Sistem Informasi Manajemen, *Affiliate Marketing*, Laravel, *Waterfall*, *Black Box Testing*.

ABSTRACT

Ridwan Setio Budi. 2026. *Design and Construction of a Tiktok Affiliate Management Information System at PT Eleanor Project Global Indonesia. Thesis. Informatics Engineering Study Program, Faculty of Engineering, Universitas PGRI Madiun. Supervisor (I) Sri Anardani, S.Kom., MT. Supervisor (II) Yessi Yunitasari, S.Kom., M.Cs.*

PT Eleanor Project Global Indonesia is currently experiencing difficulties managing hundreds of TikTok affiliate creators due to the lack of a centralized system, loss of sample submission data, and high human error due to manual evaluation. To address these issues, this study aims to develop a web-based Operational Management Information System for Affiliates to automate the company's workflow. This system is designed using a Waterfall approach through observation, interviews, and literature review. Technically, the development is carried out using the PHP programming language, the Laravel framework, and a MySQL database. Key features include creator activity monitoring, sample management integrated with the courier API, task content reporting, TikTok Analytics data import in XLSX format, challenge management, leaderboards, and an ROI analysis dashboard. System functionality testing is conducted through Black Box Testing, and user satisfaction is measured using the System Usability Scale (SUS). The implementation of this platform will reduce human error, confirm affiliate performance data, and improve the company's overall efficiency.

Keywords: Management Information System, Affiliate Marketing, Laravel, Waterfall, Black Box Testing.