

ABSTRACT

Inke Maris & Associates is a pioneer company in the business services public relations (PR) industry or mass relations. Some specialty services owned by this company include corporate affairs & public affairs, financial communications, Issues and crisis management, marketing communications, social marketing communications.

In the ordinary course of business, Inke Maris & Associates cooperate with some third-party companies or third party, especially when organizing events held by the clients of Inke Maris & Associates. In terms of preparation of the event needs until completed done by the Department of Event Support. Event Support Management Inke Maris & Asscosiates Information System is a system that helps handle the tasks of the Department of Event Support in preparation for the beginning to the end of an event.

In a manual process, preparation of events have much problems in the data collection that third party will participated in organizing event oftenly and also in the implementation of third party evaluation after the event finished.

Event Support Management Inke Maris & Asscosiates Information System will be built using the PHP programming language and MySQL database.

Keywords : Event Support Management Information System, organizing event

ABSTRAK

Inke Maris & Associates merupakan perusahaan pelopor bisnis di bidang industri jasa *public relations (PR)* atau hubungan masa. Beberapa spesialisasi jasa yang dimiliki oleh perusahaan ini diantaranya adalah *corporate affairs & public affairs* , *financial communications*, *Issues and crisis management*, *marketing communications*, *social marketing communications*.

Dalam kegiatan usahanya, Inke Maris & Associates merangkul beberapa perusahaan pihak ketiga atau *third party* khususnya pada saat penyelenggaraan *event* yang diadakan oleh *client – client* Inke Maris & Associates. Persiapan penyelenggaraan dalam hal kebutuhan *event* sampai selesai dilakukan oleh Departemen Event Support. Sistem Informasi Event Support Management Inke Maris & Asscosiates merupakan sistem yang membantu menangani tugas – tugas dari Departemen Event Support dalam persiapan awal sampai akhir suatu *event*.

Dalam proses manual, persiapan *event* sering terjadi masalah dalam pendataan *third party* yang akan diikutsertakan dalam suatu penyelenggaraan *event* dan juga dalam evaluasi *third party* yang dilakukan setelah *event* selesai.

Sistem Informasi Event Support Management Inke Maris & Asscosiates ini akan dibangun menggunakan bahasa pemrograman PHP dan *database* MySQL.

Kata Kunci : Sistem Informasi Event Support Management, Penyelenggaraan

Event