

ABSTRACT

Televisi Pendidikan Indonesia (TPI) as one of station television private sector in Indonesia reaching more or less 140 million audience entire Indonesia (source : <http://tpi.tv>). Under experienced head board of director in television area, more or less 700 employees TPI make every effort to best dedicate for the sake of beholder satisfaction in serve the best entertainment for their audience. For the sake of serve the event, required a budget in order can executing that event program. One of that source is advertisement, because advertisement represent one of biggest inclusion television station and advertisement got from client or advertiser agency who wants market their service or product. When finding for the advertiser, account executive will do the offer to advertiser agency accompanied by the rate card (rating of event and share audience of an event) and media order which on the offering. After that the client will buy about how many slot to be bought and the AE will do placement order or location of advertisement packet at one particular event program pursuant to slot which have been bought by client.

The Complex in mechanism at transaction process where AE have to look for and offer the rate card also media order to advertiser, so that a lot of passing time and expense to AE. While for advertiser this way can passed time so that cause the sufficient time needs process agreement of advertisement installation reached. Base from that problems above then required an integrated information system among Account executive of TPI and Advertiser Agency so that will give the amenity to both of side . This system have purpose to give the information system which can lessen cost (expense and time) both for side of Account Executive and also advertiser agency before and at that moment process transaction take place.

Data used at this information system scheme is obtained from result interview the employees of division account executive from department sales of television station TPI, what is concerning problem at old system and information of concerning information requirement needed at proposal system. While other, another data got by collecting document found on place of case study and book literature. The software development at this information system uses the structure method. Information system scheme application uses PHP (Personal Home Page) programming language, supported by MySQL database in windows operation system.

Base on existing process where account always visit upon the advertiser agency to process the transaction of media order, so that lot of time castaway just to reach agreement order media both of side. So that need the system scheme for the communication between account executive and advertiser agency to can be easy and smooth the process transaction. At result analyse got process of transaction of media order become easier because system give the amenity to do communications.

Keyword : TV Stasion, Slot, Advertisement, Account Executive, Advertiser Agency, Rate Card, Media Order