# ABSTRAK

Kresna Ajicaraka Efendi, 2018. **PERANCANGAN PROSEDUR OPERASIONAL BERDASARKAN ITIL V3 DOMAIN SERVICE OPERATION (STUDI KASUS APLIKASI SALES MONITORING DI PERUSAHAAN X)**. Tugas Akhir, Program Studi SISTEM INFORMASI, Strata 1, STIKI – MALANG, Pembimbing: Koko Wahyu Prasetyo, S.Kom, M.T.I, Co. Pembimbing: Arif Tirtana, S.Kom., M.Kom

Kata kunci: Standard Operational Procedure, SOP, Sales Monitoring, ITIL V3, Service Operation, Perusahaan X.

Penelitian ini bertujuan merancang Standard Operational Procedure (SOP) menggunakan framework ITIL V3 untuk domain *Service Operation* pada aplikasi *Sales Monitoring* di Perusahaan X. Permasalahan penelitian di Perusahaan X dalam merekap absensi sales menggunakan *Google Form*, yang menyebabkan kecurangan seperti pemalsuan alamat toko dan nota penjualan. Solusi yang diusulkan adalah beralih ke aplikasi *Sales Monitoring* yang memonitor aktivitas penjualan, rekap absensi, dan statistik penjualan dari semua cabang. Namun, kurangnya SOP dalam penggunaan sistem menyebabkan ketidakterstrukturan alur kerja. Metode penelitian mencakup pengumpulan data, analisis kebutuhan, pembuatan dokumen SOP, implementasi, dan verifikasi. Data yang terkumpul akan diolah untuk merancang SOP sesuai kebutuhan perusahaan. Hasil penelitian menyoroti pengaruh signifikan penerapan SOP dalam penanganan *event* dan *incident* pada aplikasi *Sales Monitoring* di Perusahaan X. Framework ITIL V3, khususnya dalam domain *Service Operation*, digunakan sebagai panduan untuk mengidentifikasi, merancang, dan mengimplementasikan solusi sesuai kebutuhan perusahaan. Fokus utamanya adalah merancang dan menyusun dokumen SOP sebagai panduan.

# ABSTRACT

Kresna Ajicaraka Efendi, 2018. ***DESIGNING OPERATIONAL PROCEDURES BASED ON ITIL V3 SERVICE OPERATION DOMAIN (A CASE STUDY OF SALES MONITORING APP AT X COMPANY)*.** *Final Project*, *INFORMATION SYSTEMS Study Program*, Strata 1, STIKI – MALANG, *Advisor*: Koko Wahyu Prasetyo, S.Kom, M.T.I, *Co. Advisor*: Arif Tirtana, S.Kom., M.Kom

*Keyword : Standard Operating Procedure, SOP, Sales Monitoring, ITIL V3, Service Operation, PT Surya Jawara Eco*

*This research aims to design a Standard Operational Procedure (SOP) using the ITIL V3 framework for the Service Operation domain on the Sales Monitoring application at PT Surya Jawara Eco. The research problem at PT Surya Jawara Eco is in recapitulating sales attendance using Google Form, which causes fraud such as falsifying store addresses and sales notes. The proposed solution is to switch to Sales Monitoring application that monitors sales activities, attendance recap, and sales statistics from all branches. However, the lack of SOPs in the use of the system led to unstructured workflow. The research method includes data collection, needs analysis, SOP document creation, implementation, and verification. The collected data will be processed to design SOPs according to the company's needs. The results of the study highlighted the significant effect of implementing SOPs in handling events and incidents in the Sales Monitoring application at PT Surya Jawara Eco. The ITIL V3 framework, especially in the Service Operation domain, is used as a guide to identify, design, and implement solutions according to company needs. The main focus is to design and compile SOP documents as a guide.*