

ABSTRACT

Design and Evaluation of Multidimensional Data Interactive Information Visualization on Food Section with Streamgraph Diagram (Case study: Havas Worldwide Jakarta)

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Graphic designing is a technology system that can be applied in any field, such as in a company, which makes it easier for existing problems to be resolved more quickly and efficiently. Visualization on graphs is used as a link to get some information. Problems that arise if the data is too much and large, it will cause problems in terms of visualization. A large graphic display will affect the user to be unable to read and understand the data on the graphic visualization. Therefore, an effective and efficient visualization is needed. In this final project discusses the title of designing and evaluating multidimensional interactive data on the food section using graphic charts. The graphic in this final project is using Visual Representation. The implementation of this streamgraph graph is to use data that overlaps with the company dataset. In addition, the output that will be changed is in the form of 2D streamgraph visualization. In this design, the implementation of streamgraph can be relied on by the user to see the relationship between nodes. The search result of this research is that by using visualization, a lot of data can be displayed more clearly. In addition, the streamgraph visualization will be effective because the user can see the records linked to what year and see the company expenses.

Keywords : Visualization, Streamgraph, Multidimensional.