

ABSTRACT

The promotion business process that runs at the DKI Jakarta Provincial Transportation Agency always has a gap or difference in the number of employees promoted with a timely promotion decree. With this recurring phenomenon, until now there has been no intervention from the agency. In this final project, an improvement in the promotion business process is carried out by re-engineering the business process with the aim of getting the right promotion business process improvement and can support the company's strategic achievements and designing a promotion readiness dashboard aimed at helping support agency operational activities in the promotion process.

The method used in the design of this final project is to use the Business Process Improvement (BPI) method which consists of 5 stages of the process. First, building the commitment of an organization (organizing for improvement), the second stage of understanding the ongoing business process (understanding the process), the third stage, the process of improving the existing business process (streamlining), the fourth stage of implementation and control of the new system (measurements and controls). Finally, continuous improvement. In the proposed design of the promotion readiness dashboard using the Goal Direct Design (GDD) method which consists of 6 process stages. First, the research stage is the identification of the highest dashboard scenario, the second stage is the dashboard design modeling stage, the third stage is requirement definition containing the identification of user needs for the dashboard, the fourth stage is design refinement containing dashboard design design, and the last stage is development support which contains an evaluation of the dashboard design.

The use of the BPI method to improve the promotion business process results in the proposed new promotion business process and the proposed promotion readiness dashboard, so that the final result is a simplification of the promotion business process activities into 8 activities.

Keywords: Business Process, Promotion, Business Process Improvement, Dashboard Readiness, Goal Directed Design