OVERVIEW

Teknologi informasi telah membuka mata dunia akan sebuah dunia baru, interaksi baru, market place baru, dan sebuah jaringan bisnis dunia yang tanpa batas. Disadari betul bahwa perkembangan teknologi yang disebut internet, telah mengubah pola interaksi masyarakat, yaitu; interaksi bisnis, ekonomi, sosial, dan budaya. Internet telah memberikan kontribusi yang demikian besar bagi masyarakat, perusahaan / industri maupun pemerintah. Hadirnya Internet telah menunjang efektifitas dan efisiensi operasional perusahaan, terutama peranannya sebagai sarana komunikasi, publikasi, serta sarana untuk mendapatkan berbagai informasi yang dibutuhkan oleh sebuah badan usaha dan bentuk badan usaha atau lembaga lainya.

Peran media sosial semakin diakui dalam mendongkrak kinerja bisnis ataupun merek. Efektivitas pemanfaatan tergantung pada bagaimana pemilik merek menggunakannya.

Starbucks, Dell, Levi's dan Apple adalah sederet merek global yang sukses didorong oleh dahsyatnya media sosial. Terutama Apple, perusahaan yang didirikan oleh Steve Jobs, dapat dikatakan lahir, tumbuh, dan besar oleh media sosial.

Di Indonesia, Pocari Sweat, Nutrisari, Acer, XL, serta bisnis camilan keripik pedas Maicih juga berhasil mendongkrak bisnisnya lewat media sosial. Bahkan tak hanya merek, apa pun bisa sangat terkenal berkat media sosial, baik yang bersifat positif maupun sebaliknya, negatif.

oleh karena itu kami menghadirkan MediaChips sebagai solusinya.

FUNCTIONAL

Adalah aplikasi sederhana yang berguna untuk mengoptimalkan sosial media sebagai pendongkrak omset perusahaan dengan menjaring konsumen sebanyak-banyaknya.

BUSINESS FLOW





Dari admin content akan mengisi konten via MediaChips update status, share applikasi,membuat polling, games dll, via ISP akan di kirimkan ke semua Sosial media dan user pemilik account sosial akan melihat apa yang akan telah kirimkan dengan hanya satu applikasi.

SYSTEM FLOW

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Function | MediaChips | MediaChips System | Portal Sosmed | Description |
| Login ke SingleCMS System untuk melakukan input content posting  1.Input Content  2. Select Type Distribution  3. SaveContent  Content Posting yang  sudah terdistribusi siap  dibaca/digunakan oleh user |  |  |  | Portal media akan meng identifikasi type dari conten yang masuk  Selanjutnya conten yang masuk akan disimpan ke database masing portal sosmed  Data yang sudah terdistribusi ke  masing-masing portal database  akan langsung terppublish di  website portal sosmed yang bersangkutan |

Keterangan :



Technical Specification

Platform :

Framework : PRADO PHP Framework

Database : MySQL 5.6

O/S – Server : Debian GNU/Linux

Minimum Requirement

Server

O/S : Ubuntu 10.10 server

Database : MySQL v.3.0

Client

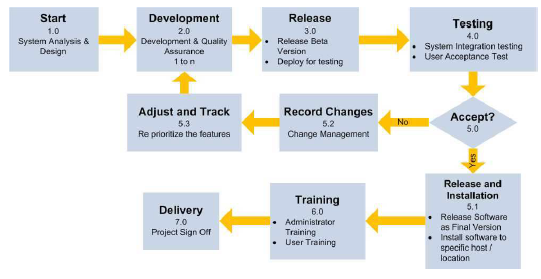
Web Browser : IE 7.0

SYSTEM DIAGRAM

Network Diagram



METODOLOGY



The entity description is listed in the table below:

|  |  |  |  |
| --- | --- | --- | --- |
| Phase | Action | Description | Deliverables |
| **Starting** | Analysis & Design | System analysts (SA) will  analyst the requirement into  technical design.  SA will collaborate with team  of project owner that  responsible to business  analysis sector.  All final design document must  be sign off by both party. | Functional  Specification  Document  Design Document |
| **Development** | Software  Development | Development of applications  base on design document that  already sign off by both  parties.  Meanwhile the development  was in progress, the quality  assurance (QA) is checking the  result package by package until  it assembles into a module or a  complete application.  Application will be identified  as Beta Version whenever has  pass QA and it will be release  soon. | Beta Version Software |
| **Release** | Deployment | The beta version application is  installed on testing server to be  tested by project owner.  The developer team will  produce the testing scheme  documents to test the  application meanwhile PM will  sounding the testing schedule  and how the involvement of  project owner team. | Beta Version ready to  be tested  Testing scheme  Testing schedule |
| **Testing** | System  Integration  Testing | This testing is performing in  technical aspect. The team  mostly from technical  background.  All error and unrespectable  result will be documented and  signed off by both party.  The testing must follow the  testing scenario that built  before. | Formal testing result document |
|  | User Acceptance  Test | This testing is performing in  user and process aspect. The  team mostly from user and  business process background.  All error and unrespectable  result will be documented and  signed off by both party.  The testing must follow the  testing scenario that built  before.  Mostly from this phase, all  activities will iterate from  development phase again until  project owner accept the result. | Formal testing result document |
| **Release &**  **Installation** | Install Software | After completing the  refinement, Integrasi shall  release the final version  software.  This final version software will  be installed on the real server. | Final version Software  Installation final  Version Software |
| **Training** | Administrator  Training | Integrasi will conduct training  to administrator about how to  use the system | Administrator is ready to  operate software |
|  | User Training | Integrasi will conduct training  to system users about how to  use the system. | Users are ready to operate  software |
| **Delivery** | Project Sign Off | This is the final phase of the  project. Both PM will sign off  the document of project  delivery.  All related document in this  phase will deliver as well. | Project is  accomplished. Deliver  result to project  owner. Delivery  document must be  signed off  Guidance Document  for User and  Administrator  Troubleshooting  Document  Other document  related to project |
| **Record Changes** | Change  Management | All changes an unexpectations  must be record in a log.  Select the changes that can be  adjust. If the changes cannot be  adjust then PM will decide  what action should be taken. | Unacceptable result  list  Changes list |
| **Adjust & Track** | Mapping testing  result to existing  condition | After all changes has recorded,  then Developer team will  select the changes and decide  solutions to fulfill  expectations. | Changing and adjustment map |

PROJECT SCHEDULE

