

BUSINESS INTELLIGENCE ANALYSIS IN THE IMPLEMENTATION OF DIGITAL TICKETING SYSTEM TO IMPROVE EFFICIENCY AND ACCESSIBILITY IN ANCOL

Dewi Puspaningtyas Faeni¹, Diana Prameswari²

Faculty of Economics and Business Universitas Bhayangkara¹, Student of Faculty Economics
and Business Universitas Bhayangkara Jakarta Raya².

Correspondence		
Email: dewi.puspaningtyas@dsn.ubharajaya.ac.id , dianaprameswari16@gmail.com ,	No. Telp: -	
Submitted 18 Juni 2024	Accepted 21 Juni 2024	Published 28 Juni 2024

ABSTRACT

The COVID-19 pandemic has provided additional challenges for Taman Impian Jaya Ancol Tbk, especially in the field of ticketing and visitor management. This paper discusses how to implement the Ancol Tourism Management Information System. The application of business intelligence is becoming increasingly important to analyze visit trends and respond to changes in consumer behavior. In this context, business intelligence plays an important role in enriching management information systems by providing more in-depth analytical information and strategic insights. The business intelligence business architecture in e-commerce information systems provides a more dynamic and responsive environment to modern business needs. The paper also discusses the importance of the use of the Intelligence Business Architecture in E-Commerce information systems.

Introduction

Taman Impian Jaya Ancol is a company engaged in tourism that needs ticketing facilities or transparent media to help manage its business and also for well-served recreational facilities, on the condition that visitors buy tickets if they want to enter the Taman Impian Jaya Ancol area. Tickets are an efficient buying and selling tool for this tourism sector, while what is meant by a ticketing system is a system that regulates the entry and exit of tickets at a tourist attraction or on the basis of certain considerations according to the provisions that exist in the company. The ticketing system has never been spared from the increase in fuel prices carried out by the government. So with this provision, visitor ticket prices can change.

The COVID-19 pandemic has provided additional challenges for Taman Impian Jaya Ancol, especially in the field of ticketing and visitor management. With social restrictions and a decline in the number of tourists, companies need to adapt their management systems to continue operating efficiently. The use of business intelligence is becoming increasingly important to analyze visit trends and respond to changes in consumer behavior. The ticketing system should also be upgraded to support cashless transactions and online bookings, which helps reduce physical contact and comply with health protocols. (Elistia, 2020) (D. P. Faeni et al., 2023)

The management information system itself can be interpreted as a set of interactive information systems that are responsible for collecting and then processing data to provide useful information for the management level in planning and activities in every company, national or multinational. And this paper discusses how to implement the Ancol Tourism Management Information System. In this context, business intelligence plays an important role in enriching management information systems by providing more in-depth analytical information and strategic insights. Business intelligence is the process of collecting, analyzing, and using business data to support more informed decision-making. Incorporating management information systems, business information can provide more

comprehensive and data-driven solutions, such as identifying market trends, optimizing operational processes, and increasing efficiency and probability. That way, business information into the management information system creates a more dynamic and responsive environment to modern business needs. (D. P. Faeni, 2024)

METHOD

USE OF SIM IN INDUSTRY

3.1 Ancol Apps

Taman Impian Jaya Ancol is an amusement park in North Jakarta, Indonesia. This park is managed by PT Pembangunan Jaya Ancol, Tbk. Through its subsidiary PT Taman Impian Jaya Ancol, Tbk, part of the Pembangunan Jaya Group. One of the most sought-after tourist destinations by residents of the capital city, Ancol continues to innovate to provide more comfort to tourists. Traveling to Ancol is now easier with Ancol Apps. Ancol welcomes tourists to continue to provide the best entertainment. One of them is the release of Ancol Apps which is the main support program for tourists visiting Ancol. In addition, the Apps provide information about nearby resorts, hotels and restaurants, tourist maps, the latest information and offers. The result of the collaboration between Bank DKI and Taman Impian Jaaya Ancol through Ancol Apps supported by JakOne Mobile is also easy. Users only need to download the application on the Apps Store for IOS users or the Play Store for Android users and register JakOne Mobile to the Ancol Application. (D. Faeni, 2023)

3.2 Features of Ancol Apps

The features presented in the Ancol app are information about Ancol, from rides, resorts & hotels, recreational units, and many more. Here's an explanation of the available features:

a. Ancol apps homepage

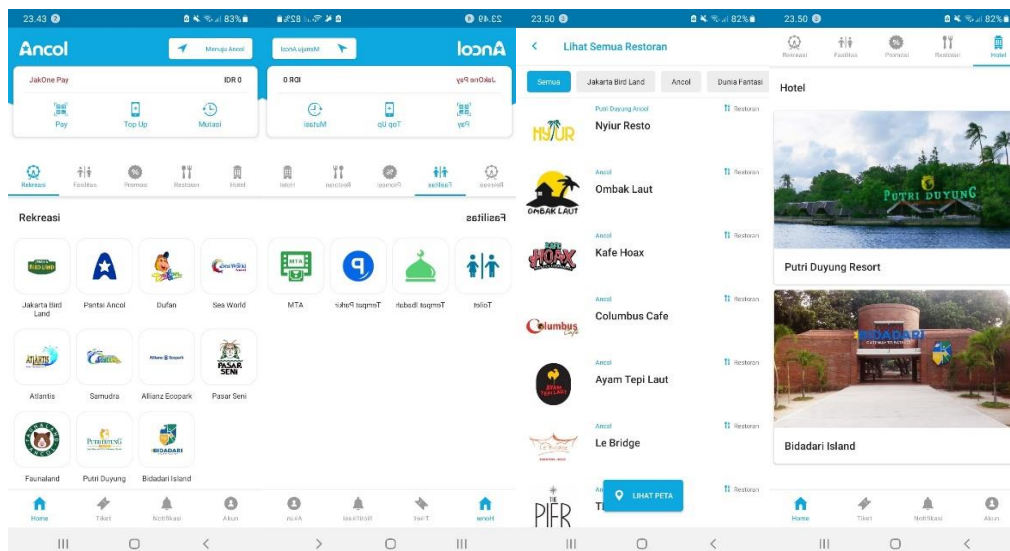


Figure 3.2 Features of Ancol Apps on Android

The image above is the main view that we will see when opening the Ancol apps. You don't have to download Ancol apps on the playstore and the like, because Ancol can be accessed through google chrome and the like with keywords ancol.com can bring us to find information about rides, ticket purchases and so on. On the main page of the Ancol apps,

our home page is presented with information about recreation, facilities, promotions, restaurants and hotels accompanied by maps of each place. Here are some of them:

- In the recreation section, there are Jakarta Bird Land, Ancol Beach, Dufan, Sea World, Atlantis, Samudra, Allianz Ecopark, Pasar Seni, and Faunaland. For an explanation of the place, it has been attached to Chapter II of the History of Ancol.
- For facilities, there are toilets, places of worship, parking lots, ATMs, each of which already has a map direction so that we don't have difficulties.
- In the promotion section, Ancol always conducts promotions to attract people to come. For now, Ancol has carried out 28 interesting promotions such as 'swimming in Atlantis starting from 60k with a package for two' which is enforced from June 1 – June 23, 2023.
- For restaurants, Ancol has collaborated with several well-known brands such as McDonal's, Yoshinoya, HopHop, CFC, Bakso Afung, and many more.
- For hotels, Ancol has 2 hotels which are Putri Duyung Resort and Bidadari Island.

b. Ticket Site

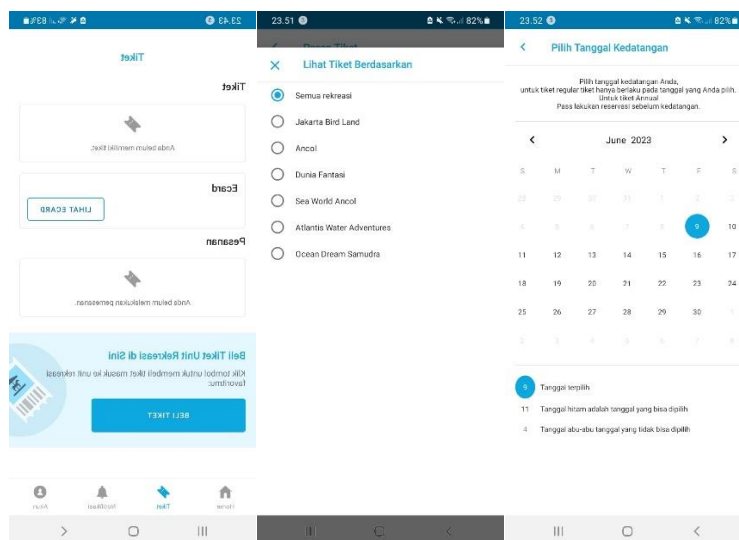


Figure 3.2 Ticket Booking Page on Ancol Apps

On this page, this is where we make ticket purchases that are done online. Ada beberapa langkah untuk melakukan pemesanan tiket antara lain:

- Select Tickets on the "Ancol Apps Home Page" page
- Select the "Buy Tickets" menu to place an order
- Select "Recreation and Date Units"
- Select "Recreation Unit" then one of the desired arrival dates
- Select "Add to Cart" to place the desired ticket order, then select the Buy button to proceed with the order
- Select "Place Order" to proceed with the transaction
- The User will be directed to the "Statement and Conditions Page", then proceed by selecting Continue Booking
- Users will enter the Payment page to then make a payment with JakOne Pay
- Users must enter their JakOne PIN to verify the transaction
- After the transaction is successful, the ticket will be published on the booking page

Through Ancol Apps, visitors can make payments with the Scan to Pay QRIS feature that has been embedded in Ancol Apps and is directly connected to JakOne Pay. As already explained, through Ancol Apps, users will get information ranging from maps and

directions to Ancol to information about each recreational unit, hotel, and restaurant. With Ancol Apps, users will get information about the latest promotions in Ancol.

c. Notification Page



Figure 3.2 Notification Page on Ancol Apps

As we know about notifications are notifications or news about offers and so on are automatically displayed to users.

d. User Accounts

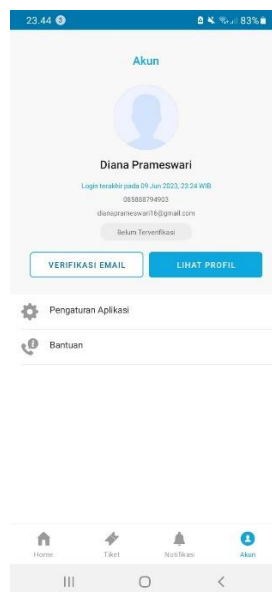


Figure 3.2 User Accounts on Ancol Apps

To purchase tickets and make payments, it is necessary to register on Ancol Apps. Here are the steps to register for Ancol apps:

- a. Select the "Account" menu on the "Home Page Ancol Apps" page
- b. Select the "Login" button on the "Account" page
- c. Enter the mobile number to be registered in Ancol Apps
- d. Enter the mandatory fields available on the Create Account page including: Name, e-mail, Place of Birth, Date of Birth, Gender, referral code (optional)

- e. Create a JakOne Mobile PIN then confirm the PIN and select Register Account
- f. Enter the 4-digit OTP code sent via SMS to the registered mobile number, then select "Verify"

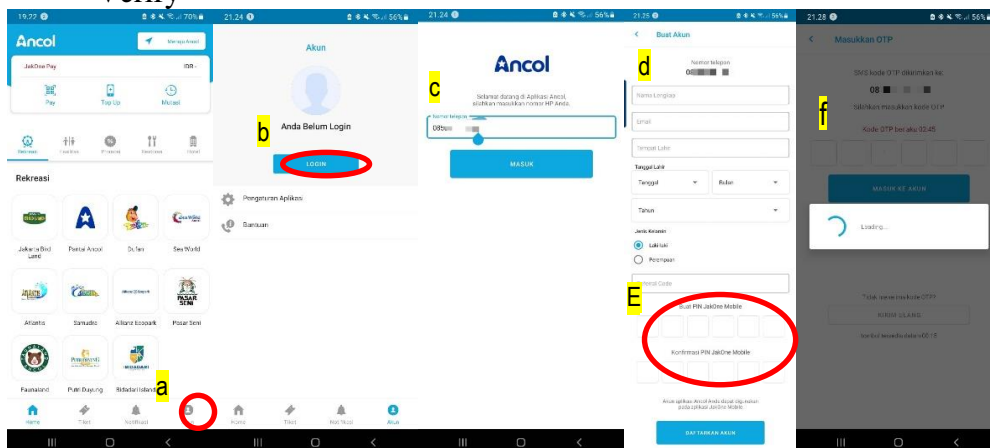


Figure 3.2 How to Register an Account on Ancol Apps

3.3 Benefits of Ancol Apps

Ancol Apps which is the main support program for tourists who visit Ancol. The existence of Ancol Apps makes it easier for tourists to access information about Ancol. Ancol has a variety of features that make it easier for visitors when in Ancol. Through Ancol Apps, visitors can make payments with the Scan to Pay QRIS feature that has been embedded in Ancol Apps and is directly connected to JakOne Pay.

"In addition, through Ancol Apps, users will also get information ranging from maps and directions to Ancol to information about each recreational unit, hotel, and restaurant. In addition, with Ancol Apps, users will get information about the latest promotions in Ancol," said Corporate Secretary of Bank DKI Herry Djufraini.

3.4 Obstacles - Obstacles of Ancol Apps

The obstacles that occur in Ancol Apps with users are the same as in general, such as:

- An error occurred when booking due to internet network constraints
- Users who have difficulty registering and making transactions due to lack of knowledge
- Or a sudden problem with the application

However, concerns have been well addressed by Ancol. If you experience problems with Ancol Apps, ticket purchases can be accessed via google chrome and the like, then type 'ancol.com' and payment which can only be done online. If you don't have digital money, you can already buy Ancol tickets at Alfamart. Ancol also provides information to users on how to register, buy tickets, and make reservations.

CONCLUSION

4.1 Conclusion

By using a ticketing system through a computer, it makes the ticket sales process faster and more efficient. From the results of writing the Final Project this semester, the author draws the following conclusions:

1. In using this program, users are easier to use than the previous program, such as how to install it, how to print each sales report.
2. The interface in the previous program looked monotonous, so the author had an idea to improve the interface even better than before.
3. In this program, there is a master menu which has a compliment form, where the form makes it easier for visitors to use compliment tickets from the previous system.



4. In the previous system, the tickets used were in the form of paper and cards, but to reduce the ticket population, the author designed the system using tickets in the form of cards only.
5. The security of the ticketing system in the event of ticket forgery can be detected properly.

4.2 Suggestion

From the conclusion above, the author can give suggestions in the hope that it can be useful and can run this ticketing system well, the author suggests to Taman Impian Jaya Ancol through three aspects, namely:

1. Program Aspects

Suggestions for the program include:

- It is necessary to make automatic backup files in order to protect existing data from damage related to hardware and software factors.
- Improve the security of the system that has been created.
- It is necessary to update the program regularly.

2. HR Aspects

Suggestions for Human Resources include:

- Careful human resources are needed when filling in the sales data, in order to speed up the ticket sales service.
- It takes meticulous human resources at the time of changing refunds.

3. Company Aspects

Advice for Companies includes:

- It uses the latest electronic equipment, so that the transaction process is faster.
- Increase the number of counters, in order to facilitate ticket sales services.

BIBLIOGRAPHY

- Ardiansyah, Imam, and B. M. (2019). The Effect of Price and Facilities on Tourists' Decision to Visit Taman Impian Jaya Ancol Jakarta with the Structural Equation Modeling Method. *SCIENTIFIC*, 10.
- Elistia. (2020). Perkembangan dan Dampak Pariwisata di Indonesia Masa Pandemi Covid-19. *Prosiding Konferensi Nasional Ekonomi Manajemen Dan Akuntansi (KNEMA)*, 1177, 1–16.
- Fauzi, A., Oktaviani, D. N., Candra, A. N. M., Veronika, J., Diniyah, I., Devianti, F. F., ... Wangsa, A. D. (2023). Application of Intelligence Business Architecture in E-Commerce Information Systems. *Journal of Management and Business*, 2(3), July.
- Faeni, D. P. (2024). Green Practices and Employees Performance: The Mediating Roles of Green Human Resources Management Policies and Knowledge Development. *Infrastructure, Policy and Development*, 8.
- Faeni, D. P., Puspitaningtyas Faeni, R., Alden Riyadh, H., & Yuliansyah, Y. (2023). The COVID-19 pandemic impact on the global tourism industry SMEs: a human capital development perspective. *Review of International Business and Strategy*, 33(2), 317–327. <https://doi.org/10.1108/RIBS-08-2021-0116>
- Faeni, D. (2023). SERVQUAL measures: Indonesian government healthcare (BPJS) from a human resource perspective. *Journal of Infrastructure, Policy and Development*, 8(2), 2271. <http://dx.doi.org/10.24294/jipd.v8i2.2271>
- Pratiwi, Ajeng Puji. The Influence of Accounting Information Systems, Performance Expectations and Business Expectations on the Effectiveness of Electronic Ticket Sales

and Reviewed from an Islamic Perspective: (Case Study of PT Taman Impian Jaya Ancol-Tbk). *Diss. YARSI University*, 2020.

Sirojuddin, A., Amirullah, K., Rofiq, M. H., & Kartiko, A. (2022). Peran Sistem Informasi Manajemen dalam Pengambilan Keputusan di Madrasah Ibtidaiyah Darussalam Pacet Mojokerto. *ZAHRA: Research and Thought Elementary School of Islam Journal*, 3(1), 19–33. <https://doi.org/10.37812/zahra.v3i1.395>

Siregar, Martua Hami. "The selection of the ticket purchase method by visitors to Ancol Dream Jaya Park on the www. Ancol page. Com." *JISAMAR (Journal of Information System, Applied, Management, Accounting and Research)* 6.1 (2022): 162-169.

Setyaningrum, Ari, and Endang Sulistyarningsih. "Sustainable Tourism-Based Tourism Management Strategy Development Program in Ancol Tourist Destinations." *SABDAMAS 1.1* (2019): 153-159.