

USE OF MANAGEMENT INFORMATION SYSTEMS IN DILARA LAUNDRY

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Abstract

This paper aims to evaluate all aspects of the feasibility of the laundry business from Dilara Laundry. The increasing number of residents provides opportunities from various businesses, one of which is the laundry service business. Every housewife definitely needs these services because washing is a household need. Dilara Laundry is located in a strategic place that can be easily reached by consumers. Dilara laundry also provides very affordable prices and has various programs that can benefit consumers. In addition, Dilara Laundry provides shuttle facilities. Based on research from various aspects, it can be concluded that Dilara Laundry can be said to be feasible to run.

Keywords: Laundry, Information System, Study Digitization

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I. Introduction

At a time when Indonesia was experiencing a crisis or disaster condition caused by the Corona Virus Disease 2019 (Covid-19) which spread widely throughout Indonesia. Various policies that emerged as an effort to prevent the spread of Covid-19 actually had bad implications for several other sectors, especially the economic sector. Dilara's laundry business is no exception. The main focus of this article is developing a Dilara laundry business based on digitalization. The development of technological life will have a big influence on everyday life and will follow the millennial lifestyle, and this is currently proven by the emergence of various sites to make their lifestyle easier. An example is an online shopping site. Many consumers will choose to shop online and

make online transactions rather than having to come to the store in person. Because for them, if something is easier, why do they have to do something difficult? This lifestyle is of course supported by technological advances such as the development of gadgets and fast internet services which will ultimately make them dependent and comfortable using their gadgets for a long time, making them less social with the people around them. But with advances in technology there can also be positive benefits, namely in the field of education. In the field of education, it is very helpful for students to gain a lot of knowledge which can be accessed through various sources.

The aim of this research is to assist business actors in their efforts to increase profits so they can survive in the midst of the Covid-19 pandemic crisis by using marketing digitalization methods. The method that will be used is creating social media accounts so that promotions can be reached globally.

The more modern the lives of consumers in the current era, the need for laundry services is also increasing. Career women who prioritize work and don't have free time definitely really need laundry services to wash and iron clothes. The laundry business can cover all groups, from boarding school children, employees to housewives. If we open a business in a strategic location and are ready to promote our business actively, the target market will be achieved well. If we just want to use this laundry business as a side income outside of our main job, we highly recommend running this business.

Until now, laundry services still play an important role in the lives of people who need clean and fragrant clothes for everyday use or for work. For some busy people, piles of dirty clothes that are not washed immediately will definitely cause an unpleasant odor due to sticky sweat marks and can trigger mold to appear on clothes and so on. As a result, people will definitely buy new clothes. Different from other businesses. The laundry business does not really require external factors, it only requires sufficient sunlight to dry clothes. Just put the washed clothes in the dryer and all the laundry will dry immediately. Another reason the laundry business always has potential is that it provides affordable prices that suit the customer's pockets.

II. Research Method

In (Sigalingging, 2017) explains the descriptive research method as follows: "The descriptive method is the disclosure of problems related to problems with independent variables, which only exist in one or more variables (stand-alone variables). Therefore, in this study the researcher did not compare these variables with other samples, but looked for relationships between these variables and other variables. This descriptive method was chosen because the research carried out is related to ongoing events and relates to current conditions, namely by describing the conditions in the use of the information system at Dilara Laundry.

This research is basically aimed at showing the truth and a way to solve problems regarding the variables studied. According to Hill Way in his book entitled "Introduction to Research" he defines research as a study method that is in-depth and

full of caution regarding all forms of reliable facts regarding a particular problem in order to solve the problem.

One more thing, I chose to use qualitative research methods. According to Moleong (2017:6) qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions and so on holistically and by means of descriptions in the form of words and language in a context. special natural contexts by utilizing various natural methods. Data analysis pays more attention to the process than to the research results agreed upon by the researcher and the research object.

In terms of methods or technology, data collection can be done by means of observation, interviews, documentation and combining. In qualitative research, data collection is carried out in natural settings, primary data sources, and data collection techniques use triangulation or combination. In descriptive qualitative research, researchers collect data using triangulation or combination. This is done to obtain more accurate data that is adjusted to the facts from observations and interviews and then compared with literature reviews obtained from various existing sources. accompanied by secondary data as a complement, namely documentation so that the data results are more certain. Below I attach two data collection techniques that researchers often use in the research process:

- Observation According to Morissan (2017:143) Observation is a daily human activity using the five senses as the main tool. In other words, observation is a person's ability to use their observations through the work of the five senses.
- Literature Study According to Sarwono, library study is a person's activity of studying various kinds of reference books and also the results of previous research of a similar nature and is useful as a theoretical basis for the problem to be researched.

III. Results and Discussion

Dilara Lundry is one of the target communities who generally currently have their own activities. They choose laundry as a solution to clean their clothes. This business only has 5 employees consisting of (1 cashier, 1 washing person, 2 ironers and 1 person who picks up clothes).

Business Development System

- Online Reservation (Online ordering). For online reservation services, you can use social media applications, e-commerce or websites that will be directly connected to WhatsApp. After that, orders can be made via WhatsApp and you can directly order, pick up or deliver laundry goods and other services according to the consumer's wishes.
- Pick Up Area (pick up goods). Pick up areas are usually done at consumers' homes who don't want the hassle of taking their clothes to the nearest laundry. So, this pick-up area doesn't bother customers. For pick up, this area usually adjusts to the outlet's working hours for delivery. Pick up services using cars to

carry out laundry can usually carry clothes with a larger capacity. Sometimes there are also some consumers who use Grab, Gojek or other services because they are easier to get.

- Finisher Order (Order completion). This is done directly at the outlet, such as picking up clothes and paying. For those who use the home delivery service, customers must have determined the delivery location and payment can be via transfer or cash (COD).
- Put a mark on the customer's clothes, such as giving the name of another mark so that it is not confused with other consumers' clothes and so that the clothes are not less or more than what the consumer gave to the laundry service.
- Easy payment. Dilara Laundry provides several EDC bank machines and also several e-wallets such as Link, Dana, OVO and GoPay. And you can also pay cash after the clothes are finished in the laundry. Customers also get a service in the form of certain promos by making a deposit. This deposit is like a monthly service that is paid at the beginning of the month, then customers get the benefits of free pickup and delivery promos.

There are several advantages of implementing information and communication technology at Dilara Laundry, namely:

- Having an information system at Dilara Laundry can speed up the process of searching for laundry data from customers and can save customers time in finding out whether their laundry has been completed or not.
- Can simplify the transaction process. It can make it easier to find out the amount of income and expenses with activity transaction reports and also reports on purchases of necessities during washing.
- Having an information system can make it easier for laundry parties to promote to customers. The laundry can also easily review business results by providing a link to customers to provide an assessment of the laundry stands that customers frequently visit. That way, the laundry can find out what shortcomings there are in its laundry business.

In laundry marketing. We use the 7P marketing mix theory adopted by Kotler 2008 which states that the marketing mix is a set of marketing tools that companies use to continuously achieve effective marketing goals while satisfying consumer needs and desires.

1) Products

In theory, a product is anything offered to the market to be used to meet consumer needs and desires. or the form of results consumed by the business so that it can.

2) Price

Price is the amount of money that must be paid by customers. In other words, someone will use a service if the money and time spent corresponds to the benefits obtained from the services offered by the company. Dilara Laundry provides very affordable prices, with the price per kilo only IDR 3,000. At that

price, customers will definitely not regret using laundry services because at low prices, customers will receive clean and fragrant clothes.

3) Place

This concept focuses on the place or location where your company is established. Where, the more strategic your business location is, the greater the profits the company will get. Dilara laundry has a very strategic location, namely right in the middle of Sidamanik city, on the side of a major road and easy to reach for consumers.

4) Promotions

Promotion is a marketing strategy that has the following objectives:

- Identify and attract consumers.
- Inform new products.
- Increase the number of consumers for products or services that are widely known.
- Inform consumers about product quality improvements.
- Motivate consumers to choose products or services from a company.

Basically, promotion is an activity to disseminate information that is to persuade, influence and remind the market that your product or service is ready to be purchased or used. Dilara Laundry carries out promotions using social media such as WhatsApp, Facebook and links.

5) People

Human resources are the most important component in the 7P marketing mix strategy. Human resource factors really determine whether a company will progress or not. This is why various companies compete to find the best job candidates, they are even willing to pay more to hire independent job seekers who are experts in finding job candidates for the company.

6) Process

The process here includes how the company serves the requests of each consumer, starting from the consumer placing an order until finally they get what a particular company usually has in the way it serves its consumers. they want.

7) Physical appearance

The physical appearance of the business premises will explain how the company's buildings are arranged. Does the company use unique interiors, attractive lighting systems, attractive room designs and so on.

In the management and human resources aspect there are preparations such as shops and publications, selection of human resources and laundry managers as well as evaluation of service performance. Apart from that, competition between laundry services is also strong, and every laundry service business is now competing to increase income from the services they have. Therefore, determining the company's strategy in marketing will influence the success or failure of the company's ultimate goal. If the marketing strategy is not determined correctly, it can result in less-than-

optimal income or even a loss, but if the strategy used is correct, the company will get maximum profits. The marketing mix strategy carried out by Dilara Laundry is a product strategy, place strategy, price strategy, promotion strategy, human resource strategy, process strategy and physical facilities strategy.

IV. Conclusion

With the optimization system of the information system implemented at Dilara Laundry, it can be concluded that Dilara Laundry uses a 7P mix strategy in developing its business so that currently its business seems to be using a very developed system. Dilara Laundry also has very good business development such as online reservations, pick up areas, order finishers, marking clothes and providing an easy payment system. Therefore, the management information system in the development of Dilara Laundry creates an effective and efficient business system.

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