

ABSTRACT

Gold farming company have great opportunities for success. Data from Yee (2005) and Castronova (2006) which are both taken from Heeks, 2008 , leads to an estimate of average spend on gold farming per Western player of something like US\$10 per year. Simple extrapolation from the 20million subscribed gamers, then, would suggest total market revenue for gold farming of US\$200million per year. That is arguably an underestimate for a number of reasons.

Xyz is a gold farming company that is going to be a successful company. For that purpose xyz must conduct continuous improvement.

The current condition tells to improve existing business process, because the process of storage important data, job rationing, updating data, reporting and etc have a messy cycle. Therefore this research is made to accomplish xyz business process problem by designing web-base information system.

By establishing web-base information system, xyz company can simplify the company's work processes such as storing data of account game, server, cd key, expansion, users, sales, etc. system can processes report by itself, and system can helps company to decide right decision.

Keywords: Information System, Game Online, Gold Farming, Business Process Improvement.