

ABSTRACT

DESIGN AND EVALUATION OF MULTIDIMENSIONAL DATA INTERACTIVE INFORMATION VISUALIZATION ON SECTION FOOD WITH SANKEY DIAGRAM (STUDY CASE HAVAS WORLDWIDE JAKARTA)

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Information development is currently very fast. This can be seen from the delivery of advertisements in Indonesia, which is one way of disseminating information. Havas Worldwide Jakarta is an advertising agency based in South Jakarta. This Havas Worldwide company has served many advertisements with various types of advertisements being displayed. The number of advertisements that have been displayed every day, of course, causes a lot of existing ad data. In the media planning section of the company Havas Worldwide, the advertising data will be sorted which will be used to provide insight to clients who will broadcast new advertisements or for budgeting purposes that must be issued. To sort the data, the company Havas Worldwide is still working on it manually. This took the work of media planning Havas Worldwide a little longer. The design of a multidimensional data visualization dashboard is a solution offered. This dashboard can be used by the admin to process data which will then be displayed in the form of visualizing the distribution flow of advertising expenses. In addition, this dashboard can also be displayed to users or clients of the Havas Worldwide company. In accordance with the aim of displaying the distribution flow of advertising expenses, the visualization is displayed using a Sankey diagram. A Sankey diagram is a flow diagram that will show the flow from one set of values to another. The design of the dashboard uses the ETL method in the data transformation process and Highchart Javasript as a library. It is also easy to implement this method to build a dashboard because this research is not a research or a big project. This dashboard is expected to facilitate the work of the media planning company Havas Worldwide to sort data and make decisions related to advertising expenses.

Keyword : Advertising, Havas Worldwide, multidimensional data, ETL, visualization, sankey diagram