

The activity of product and service distribution is an important part in the series of activities existing in supply chain. Product or service produced by producer will reach the consumers in good condition if existing distribution process is conducted appropriately. There are two important components need to be considered by the company that operates in distribution field, i.e. sales territory and sales force. The lack of comprehension on these two components can result the disadvantage for the company, such as out of stock in customers, the unevenness of distribution of product in market, the occurrence of overstock in customers, the strategy of company is not implemented appropriately, and there are still many other emerging barriers.

In order that those barriers can be minimized then it is necessary to conduct the harmonization between the working burden of sales territory and the working capability of the sales force through alignment. In this thesis, the author endeavor to develop an information system of web based sales territory alignment by purpose to balance the working burden. The development of alignment information system is performed on PT. Sinar Intermark of branch Yogyakarta which is the subsidiary of PT. Konimex. The method used in alignment calculation process was Time and Territory Management (TTM) method. In order that the calculation data can be gained then it had been conducted some activities, i.e.: marking customers position, geocode of customer position and analysis of time and motion study.

The implementation of system was conducted on analysis process of old alignment and making process of new alignment. From the result of implementation it gained conclusion that the system can find the indication of the necessity to conduct realignment. Furthermore, the implementation of system can also increase the balance of TTM ratio value between rayon.

Keywords: Information system, Sales territory, Time and territory management