

INTISARI

Sistem Pelelangan untuk Penjualan Produk Petrokimia di PT. PERTAMINA (Persero) khususnya untuk Penjualan secara *Spot* masih dilakukan secara konvensional dengan beberapa kelemahan antara lain proses pelelangan yang memerlukan waktu yang cukup lama serta faktor transparansi.

Mengingat *trend* nilai penjualan produk petrokimia tersebut yang meningkat, maka perlu dipertimbangkan untuk menerapkan Sistem Penjualan Produk tersebut menggunakan Sistem *e-Forward Auction*, sehingga diharapkan akan menghasilkan pendapatan/*revenue* yang lebih optimum serta proses lelang yang lebih efisien/transparan.

Dalam mendesain *e-forward Auction* untuk penjualan produk Petrokimia ini diperlukan *Theory of Development System, System Design Life Cycle* mulai Tahap Perencanaan Sistem, Tahap Analisis Sistem, Tahap Desain Awal Sistem, Tahap detail desain atau Implementasi/Konstruksi serta tahap Perawatan/*Maintenance*.

Pada thesis ini dibatasi sampai tahap Desain Awal Sistem e-Forward Auction yang meliputi Desain Model Sistem secara umum, Desain Awal Sistem *Output/Input*, Desain Teknologi, Desain Pengendalian secara umum serta Analisa Biaya dan Manfaat.

Kata Kunci : Sistem *e-Forward Auction, Development Ssystem, System Design Life Cycle, Desain Awal Sistem Output/Input*.

ABSTRACT

Bidding Process for the spot sales of Petrochemicals Products at PT. PERTAMINA (Persero) still done in conventional ways where there has some disadvantages such as longer bidding process required and transparencies factor.

Due to increasing trend of the PERTAMINA's Petrochemical products sales, it is required to consider for the implementation of e-Forward Auction for the selling of the Petrochemicals products, finally it is expected to get more optimize of the revenue, more efficient and more transparencies of the bidding process.

Some aspects to be considered in design of the e-forward Auction System such as Theory of Development System, System Design Life Cycle that consist of Planning Stage of the System, System Analysis Stage, Feasibility Study Stage/Preliminary Design System , Detail Design Stage and EPC Stage until Maintenance Period.

This thesis explain the Preliminary Design of the e-Forward Auction System for the Spot sales of the PERTAMINA's Petrochemicals Products including General Model of the System, Preliminary Design of the Output/Input of the System, Technology Design, General Controlling of the Sytem and Economical Evaluationof the System.

Keywords : Sistem e-Forward Auction System, System Design Life Cycle, Preliminary Design of the e-Forward Auction System.