ABSTRAK

Tujuan utama dari tesis ini adalah untuk menemukan pemakaian dari *Business Intelligence* di perusahaan Macsha, khususnya di divisi penjualan dan pemasaran. Perusahaan ini berada di Barcelona, Spanyol dan manufaktur sistem pengaturan waktu olahraga yang menunjukan sebagai ceruk pasar, sebagian besar pekerja di perusahaan tersebut berasal dari Argentina, perwakilan mereka tersebar di Inggris, Perancis, India dll. Penulis melihat fenomena ini dan tertarik untuk membuat penilitian dengan judul *business intelligence*. Penelitian ini akan membantu perusahaan untuk meningkatkan atau melibatkan *business intelligence* dari berbagai perspektif ke dalam skema kerja mereka. Eskperimen penelitian ini untuk menjawab beberapa masalah yang perlu diperhatikan: KPI di Macsha terutama di departemen penjualan dan pemasaran, kesadaran akan *business intelligence*, strategi di perusahaan dan kemungkinan untuk menerapkan *business intelligence*.

Untuk memenuhi pertanyaan-pertanyaan itu, penulis harus mendapatkan beberapa data dan data diambil dari wawancara dengan CEO & CMO dan *Business Development Manager*, kedua koresponden layak untuk diwawancarai, metode ini dihitung sebagai bagian empiris dari penelitian ini. Dari bagian teoritis dari tesis ini, penulis akan fokus pada beberapa hal, yaitu: dampak dari penggunaan *business intelligence* di perusahaan start-up, kesehatan perusahaan start-up dalam menggunakan BI, departemen penjualan dan pemasaran dan pengetahuan mengenai *business intelligence*. Informasi itu diambil dari jurnal elektronik, buku elektronik dan pengamatan langsung sebagai pekerja magang di perusahaan tersebut, bekerja di departemen penjualan dan pemasaran.

Hasil dari studi ini menunjukan bahwa saat ini, keinginan untuk mengaplikasikan *business intelligence* ke dalam sistem kerja mereka masih dalam tingkat yang rendah, tetapi ada kemungkinan perusahaan akan menerapkan BI di masa depan. Meskipun demikian, perusahaan menyadari keberadaan dan manfaat dari *business intelligence* dan saat ini, mereka menggunakan beberapa bagian dari *business intelligence* seperti, memperkirakan pendapatan mereka berdasarkan jumlah kustomer yang mengunjungi toko online mereka dan Google AdWords. Karena keterbatasan waktu penelitian selanjutnya sangat penting untuk menemukan lebih banyak tentang pemakaian *business intelligence* di perusahaan start-up yang lainnya.

Keywords: Business Intelligence, Start-ups, Big Data.

ABSTRACT

The main goal of the thesis is to find out is there any application towards Business Intelligence at Macsha particulalrly in sales and marketing department. The company is located in Barcelona, Spain and manufacatures sport timing system that indicate as a niche market, they originally came from Argentina. Presently, Macsha has two offices which are located in Barcelona and Argentina, their representatives are spread in England, France, India etc. these days, start-up company are taking over the world's eyes, due to their performance, adaptibility, and their structures are more agile compare to the old companiess. The author is looking at this opportunity to write this research with a current well-known topic, business intelligence. The study will help the company to improve or involving business intelligence from many views into their working scheme. The research experiment to answer these concerns: the KPIs at Macsha especially in sales and marketing department, awareness of business intelligence, strategies at the company and the possibility to implement business intelligence.

In order to fulfill those questions, the author has to gain some data and the data were retrieved from interview with the CEO&CMO and Business Development Manager, both correspondents are worthy to get interviewed, this method is counted as an empirical section of the study. From the theoritical part of the thesis, we will focus on several things, which are: the impact of using business intelligence in start-ups company, the wealth for start-ups by utilizing BI, sales and marketing department and the insight of business intelligence. The information was retrieved from Electronic Journal, E-Book and direct observation as an intern at the company and working in sales and marketing department.

The results illustrated that presently, the willingness to apply further toward business intelligence into their working system is still in low level, but there is a proobability for the company to have BI in the future. In spite of that, the company is aware of the existence and benefits of business intelligence and currently, they are using some parts of business intelligence such as, forecasting their revenue based on the amount of the leads who visiting their online shop and Google AdWord. However, those platform are providing statistical visualization in order to help the users understand better of their potential sales. Due to the limitation of time in this research, further research is paramount to discover more on the execution of business intelligence in start-ups company.

Keywords: Business Intelligence, Start-ups, Big Data.