DEVELOPING WEB-BASED INFORMATION SYSTEM FOR BOOKING INFLUENCER SERVICES ON CYCLONE MANAGEMENT

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Abstract— **Cyclone Management is an influencer marketing agency based in Cikarang, Indonesia. Cyclone Management's talent portfolio includes 80+ portfolios and hundreds of tags from talents who have already collaborated with several big brands on its Instagram Feeds. This final project will discuss establishing a web-based information system for booking influencer services in cyclone management. This system will display information about talent to help brands choose the right influencer to promote their products.**

Keywords- Web-Based, System Information, Booking Influencer Service, Cyclone Management

I. INTRODUCTION

The phrase "influencer marketing" comes from using social media as a platform for presenting a product. Influencer marketing is social media marketing that focuses on product recommendations and referrals from influencers [1]. Influencers have a massive range of social fans and consideration as areas of interest for professionals. Furthermore, their nominations serve as social proof to help brands reach potential customers [2]. Cyclone Management, an agency with influencer services with experienced influencers in their field, can certainly help the brand by providing influencers to fulfil their demand. Using influencers' services on Cyclone Management can help reach potential visitors for the brand. Good social media marketing can help the business grow tremendously, generate active brand personnel, and increase leads and sales. [4].

Reservation technology has become a central hub for managing all aspects of the business process, from marketing to sales and operations [5]. Web technology is rapidly evolving, both in terms of related devices and software-hardware devices [6]. Many industries use the Internet for media promotion, sales, business contacts, production, and monitoring. [7]. Because of the complexity of the manufacturing process, database management, and marketing processes, the industry has carried out web-based technology applications to develop database information systems [8].

A database is a self-describing collection of integrated records. A record is a representation of a physical or conceptual object. The relationships between data items and the items themselves [9] are metadata - data about data, i.e., information about data. MySQL is a multithreaded and multi-user database management system (DNMS) with approximately 6 million installations worldwide [10] [11]. MySQL AB distributes MySQL under GNU General Public License as free software(GPL), However, if the usage of the software conflicts with the GPL, they can sell it under a commercial license. [12].

This final project application program has similar concepts with different functions and processes with these applications. Popstar needs to create a campaign and decide on a budget; after that, the brand can obtain an influencer list [15], and Allstars need to create a campaign and decide on a budget; after that, the brand can obtain an influencer list and get a list of all-stars [16].

This final project developed a management system to help realize the excellent management system activity for booking influencer services on Cyclone Management in Web-Based Application using PHP MYSQL. This system will help the brand easily find the right influencer for promotion and help the handler of Cyclone Management directly know what the brand wants. If the handler has already updated the content posted, the brand can instantly understand that the influencer has fulfilled their request.

II. LIMITATIONS

The scope of this final project ought to give attention to the following competencies:
1. The system given the solution is web-based and may be used with any Cyclone Management client's browser.
2. The system will focus on the booking influencer services of Cyclone Management Influencers.
3. The system is most effective for the inner handlers of Cyclone Management and types who booked influencer services.
4. The system should provide data about influencers, influencer categories, the status of the book that the brand has published, and information about all works done by influencers.
5. The system should send directions that need to be finished by the influencer.
6. The system should provide a report of the brand that has cooperated with cyclone management for building performance to prepare if they have collaborated with the brand at the same level.

Some limitations of this booking management system include:
1. The cyclone's handler and registered brand can perform this website application in this booking management system.
2. The system will not handle touch-in directly with the influencer.
3. The system is only handling the booking service process until the content has been posted and finished by the influencer.

III. DESIGN AND IMPLEMENTATION SYSTEM

RAD is an idea for improving software programs from dissatisfaction with the waterfall software program layout technique that regularly consequences in efficient merchandise while released. James Martin stimulated the term, and it's miles a software program improvement method that uses minimum making plans in choose of fast prototyping (3). RAD has four excellent phases, as proven in Figure 1.1.

Figure 1. Rapid Application Development (RAD) Flow

The modelling of the design system:
1. Requirements Planning
It is usually called the Concept Definition Stage. This phase will outline the enterprise features and statistics problem regions to aid and decide the system`s scope.
2. User Design
It is usually called the Functional Design Stage. This phase makes use of workshops to model. The system's statistics and techniques will construct a running prototype of essential system components.
3. Construction
It is usually called the improvement phase. In this phase, construct the bodily software within the system, create the system transformations, increase the person aids, and put the work plan in force.
4. Cut-over and Implementation
This level is likewise called the Deployment Stage.This level will encompass the final user checking out and training, changing the statistics, and imposing the system.

A. System Analysis
The final project has two main goals s: to control all flow of the booking management system to monitor the progress of all of the day-to-day transaction activity in cyclone management. It can scan the influencer's status as an indicator for the brand to know that the influencer has already fulfilled their request.

1. Use case diagram
The use case diagram explains the system and what activities can be done. Based on the system overview, there are three actors called "Visitors," "Customers, and "Admin.".
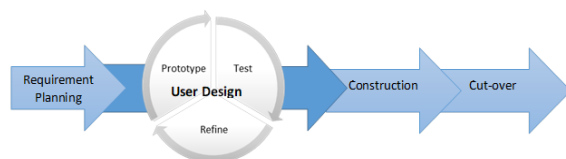
Figure 2. Usecase Diagram Information System
For Booking Influencer Services

2.   Entity Relationship Diagram
The ERD provides a complete overview of the
process and a model for building the physical data
system.

B.   System Design
This section describes the administrator, visitor, and
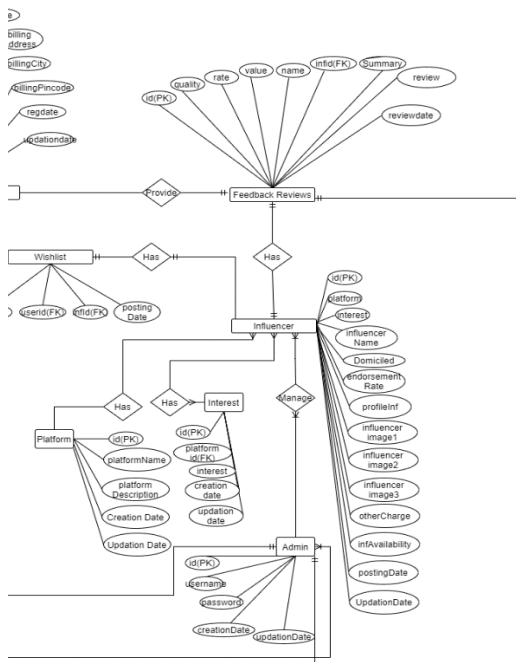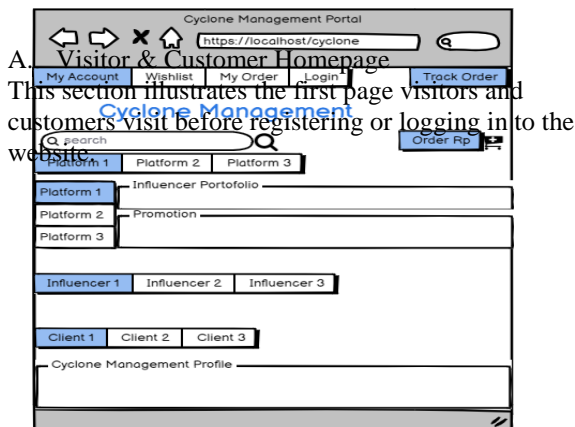customer's display on this website.

Figure 3 Entity Relationship Diagram

A.   Visitor & Customer Homepage
This section illustrates the first page visitors and
customers visit before registering or logging in to the
website.

Figure 5. Visitor & Customer Homepage

Admin Homepage
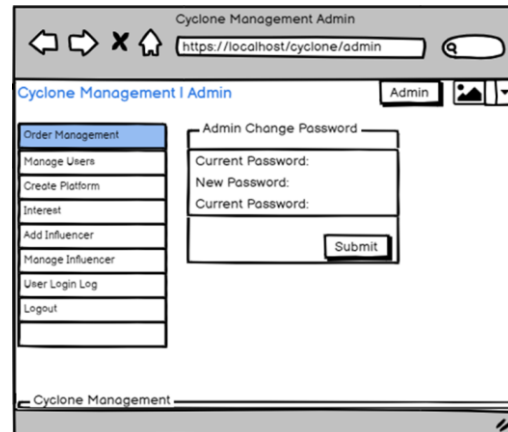This section is an illustration of an admin homepage.
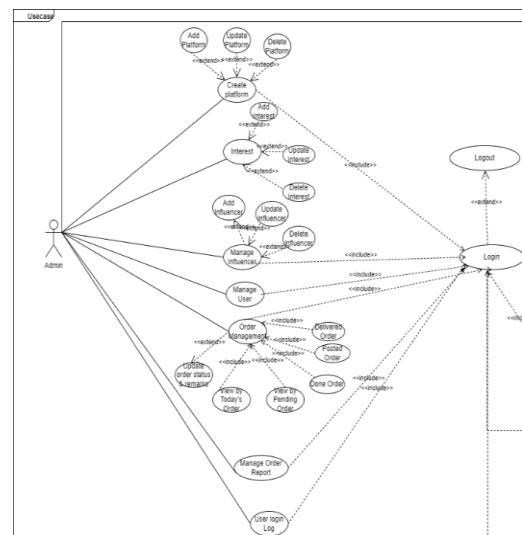

Figure 6 Admin Homepage

IV.   RESULT

This section explains the testing scenario. A test
scenario identifies the features of an application that
must be tested to ensure that it performs as intended.
The scenario is divided into numerous pieces dependent
on the users: The visitor, the customer, and the
administrator.

A.   Visitor and Customer Feature Testing

This section evaluates the functionality performed by the visitor and customer with the following as indicated in Table 1.

Table 1 Visitor and Customer Feature Testing

Test ID	Scenario	Expected Result
TC001	Registration	Visitor registration success! Their data is save
TC002	Login	Visitor with successful login after registering, directly to the customer's homepage customer with a successful login, directly to the customer homepage
TC003	Logout	Customers successfully log out by clicking the logout button, which takes them directly to the visitor's homepage.
TC004	Search	Customers and visitors can see results based on keyword type.
TC005	Client List	Customers and visitors can see a list of brands.
TC006	About Us	Customers and visitors can see all about cyclone management.
TC007	Track Order	After entering the order id and email address, customers and visitors can view the order details page, including details of the influencer, selected payment methods, order status, and remarks.
TC008	View Platform	Customers and visitors can see the influencer list based on the platform chosen.
TC009	View Interest	Customers and visitors can see the influencer list based on the interest chosen.
TC010	Influencer Details	Customers and visitors can see the influencer details.
TC011	View Review	Customers and visitors can see the customer reviews as feedback on influencer services.
TC012	Add to wishlist	After clicking the add button, the customer will see the influencer they have chosen on the wishlist page.
TC013	Manage Wishlist(Delete from wishlist)	After clicking the delete button and confirming with the yes button, the customer successfully removed the influencer from their wishlist.
TC014	Manage Wishlist(	The customer successfully deleted influencer from wishlist and moved influencer
	Add to Order)	to "my order" after adding influencer to order.
TC015	Add to Order	After clicking the add to order button, the customer successfully added an influencer to "my order."
TC016	Manage Order(Remove)	Customer after checklist, the influencer selected and clicked the button to update. The user successfully deleted from "my order."
TC017	Manage Order(Continue Booking)	Customer after click button continue booking, directly to customer homepage and can continue to select other influencers
TC018	Manage Order(Update Quantity)	Customer after increase or decrease the quantity and click button update, successfully updated the quantity
TC019	Manage Order(Update Company/Billing Address)	After inputting the data and clicking the button update, the customer successfully updated the billing address and brand description.
TC020	Manage Order(Proceed book)	After the customer clicks the button to book and select the payment method, clicks submit, successfully adds the influencer to the order history. The customer, after clicking the button to proceed to book and not selecting the payment method, then clicking submit, successfully adds the influencer to the pending history.
TC021	Manage Account	After choosing "my profile" and entering data into the form, clicking "update" successfully updates the profile information. After selecting Change Password, entering data into the form, and clicking Change, the customer successfully changes the password.
TC022	Manage Account-company/billing address	The customer successfully changes the billing address and brand description after entering the data and clicking the update button.
TC023	Manage Account-	After clicking the button track, customers can see the order's

	Order History	details with its id, status, and remarks. After clicking the button message, customers can see the order id and input the message. After inputting the message and clicking update, the user can see the message input. After Clicking the button print order history, the customer can preview the document that will be printed
TC024	Manage Account- Payment Pending Order	The customer decides to delete the influencer. The influencer selected to move to "my order." After deciding to proceed with payment, the customer directly displays the form to choose payment methods.

B. Admin Feature Testing

This section will assess which of the following functions the administrator performs, as shown in Table.

Table 2 Admin Feature Testing

Test ID	Scenario	Expected Result
TC025	Admin Login	Admin successfully logged in directly to the admin homepage.
TC026	Logout	Admin successfully logged out after clicking the button logout, directly log out from the admin homepage.
TC027	Search	Admins can see results based on keyword type.
TC028	Create Platform	The Admin can choose to add, update, or delete the platform by clicking the button, and the activity chosen is successfully updated and stored in the database.
TC029	Interest	The Admin can choose to add, update, or delete the interest by clicking the button, and the activity chosen is successfully updated and stored in the database.
TC030	Add Influencer	The administrator can add the influencer by filling out the form and clicking the "Add" button to add and save in the influencer's database.
TC031	Manage Influencer	The Admin can choose to update or delete the influencer by clicking the button, and the activity chosen is successfully updated and stored in the database.
TC032	Order Management	Admin can choose to see the order by its status. The order list can choose to display the order's details by its status.
TC033	Manage Order Reports	Admin can choose the order report by month, and it will print by the month chosen
TC034	Order Management – Update Order Status	The Admin can click the button pencil to select the status, give the remarks/reply message, and click submit. The order status is successfully updated and stored in the database.
TC035	Manage User	The Admin can see a list and details of users who already have an account on the website.

From the Table of feature testing above, we can see that the cyclone management website performs well. Twenty-four features exist for customers and visitors, and 11 features exist for Admin.

V. CONCLUSION

Based on descriptions and discussions from this final project, several points can conclude:
1. The system helps the brand choose influencers quickly and follow until influencers do the task.
2. The system helps the handler control the bookings made by the brand, and it becomes easier to know what the brand wants.
3. The system reports the brand on what projects with done status. The handler report can use as a key performance indicator in preparing to collaborate with other brands.

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