

ANALYSIS OF THE USE OF THE MYBLUEBIRD APPLICATION SYSTEM AT PT X

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Abstract

In current technological developments, Technological developments have expanded possibilities and made our lives easier. In the world of work, technological developments play an important role in making work easier, one of which is the eVoucher System via the MyBluebird Application. PT X collaborates with PT Blue Bird Group to support employee official travel activities. PT X has used the MyBluebird application as a system for ordering transportation which can be accessed via the Playstore or iOS platforms. The use of the MyBluebird Application System at PT X has gone quite well, but there are still a few problems found. This research was conducted to determine the use and utilization of MyBluebird at PT X. This research is descriptive qualitative research using observation, interview, documentation and literature study research methods.

Keyword: Digital Payment; eVoucher; Administration; Digitalization

1. Introduction

Along with the development of the times and advances in technology, there have been many significant changes in everyday life. Currently, technology has become an inseparable element of almost every activity we do, technological developments have expanded various possibilities and made our lives easier. In the world of work, technological developments play an important role in making work easier, one of which is the eVoucher System via the MyBluebird Application.

Currently, technological developments have brought many changes towards the digital era, currently almost all business activities are carried out digitally. The digitalization system is implemented by a business industry, including to increase work efficiency and effectiveness as well as optimize the time and resources available to gain greater profits. According to Sukmana in Erwin (2020), digitalization is the process of media from print, audio and video to digital form. Therefore, digitalization requires devices such as computers and supporting software as a form of digitalization in managing a company's business operations.

By implementing digital systems in work, it is hoped that it will help employees complete their work more effectively and efficiently. PT X collaborates with PT Blue Bird Group to support employee official travel activities. Initially, taxi orders still used physical taxi vouchers, where employees could take taxi vouchers to the General Affair team manually (paper), but with the changes, PT X implemented a digital eVoucher system using the "MyBlueBird" application for the voucher ordering process. taxi. Ordering a taxi at PT X is now made easier with an application that makes it easier for employees, the MyBlueBird application is an Intelligent Transportation System (ITS) where the transportation system takes advantage of technological advances. Employees can use the MyBlueBird application on smartphones based on Android and iOS, the application can be downloaded for free via the Play Store and App Store respectively.

2. Literature Review

2.1 Theory

A management information system (SIM) is a combination of hardware, software and human resources which are interrelated by managing data into useful information or data through the creation of a system. According to Hartono (2013:20) Management Information System is an organized system or series of a number of parts or components which together function to produce information for use in company management. Management information system is a system of a business that occurs over use of documents, people, technology and procedures in accounting (Nasution, Nasution, & Sundari, 2022).

From the opinions above, it can be concluded that a management information system is a computer-based information system implemented in a company for both internal and external activities which is used to store, process and support business operations in the decision-making process.

In this research, the MyBluebird application is a management information system that can support administrative activities at PT X for the company's needs in storing, processing and retrieving information or data as well as to support business operations in the decision making process.

2.2 Theory 2

The eVoucher system carries out administrative tasks, and it runs on an electronic platform that supports access and communication both via local networks, Local Area Networks (LAN) and global networks (online). The use of the word "electronic" in the term eVoucher indicates that all steps related to aspects of office administration are carried out digitally, relying on communication tools and systems as the main support (Agustina, 2015).

3. Material and Method

This research is a type of qualitative research, which aims to explore data in depth in the form of text or words. Qualitative research is research that aims to understand human phenomena by creating a comprehensive and complex picture, by reporting detailed results obtained from informant sources (Fadli, 2021).

This research has a descriptive nature, which means this research was conducted to understand the characteristics of the variables independently without making comparisons or connecting one variable with another variable. In descriptive research, the main focus is to describe the characteristics and situations of the variables studied, thereby providing a more in-depth picture of the observed phenomenon..

3.1 Design Study

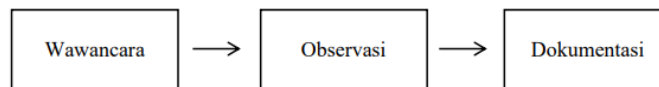
Data sources and research samples refer to the individuals or subjects who are the data sources. In this research, data was obtained from employees who work at PT X. Sampling in this research used the purposive sampling method, which is a sample selection technique with certain considerations (Sugiyono, 2016). The sample in this study consisted of 4 (four) individuals and was determined based on criteria deemed relevant to the research topic being carried out, namely regarding the use of the MyBluebird Application at PT X.

3.2 Data Analysis

Data collection techniques are approaches used to obtain data that has validity. In this research, there are various data collection techniques used to ensure that the information obtained can provide an accurate, precise and comprehensive picture. Several techniques used in this research are observation, interviews and documentation.

The validity of the data in this research was tested using the third triangulation, namely, Triangulation of Source, Time and Technique. Source triangulation is carried out by asking relevant questions to different sources. Time Triangulation involves comparing the usage time of different systems, such as the use of physical taxi vouchers and eVouchers. In addition, technical triangulation is carried out by comparing the results obtained from various data collection methods, such as observation, interviews and documentation

Figure 1. Research Model



4. Result

From the data generated regarding the use of the MyBluebird Application, it can be concluded that the MyBluebird Application is an application system used for the process of ordering taxi employees for business trips. With this application, you can control company operations to be more effective and efficient. Using the MyBluebird Application can quickly meet employee needs and help further the business growth process.

From the data generated regarding the use of the MyBluebird Application, it can be concluded that the MyBluebird Application has provided positive benefits in various aspects. The participants mentioned various benefits obtained from using the MyBluebird Application in increasing work efficiency. However, there are still several features that are still considered to have shortcomings, but this system has proven its benefits in optimizing employee needs.

5. Discussion

1. Use of the MyBluebird Application at PT X

The MyBluebird application has been implemented at PT X since 2023 to increase the efficiency and effectiveness of the ordering process, especially in terms of digitalization. By using the MyBluebird Application in this company, employees feel that this system has helped them in the taxi ordering process and also helped the admin team or general affairs team in analyzing the data needed in real time, such as order transactions, inputting eVoucher usage data, analyzing the use of the MyBluebird Application at PT X, knowing and analyzing the history of taxi booking usage, as well as creating analyzes and reports for company needs. The participants also expressed their views or opinions regarding the use of the MyBluebird Application to carry out work in the functions of increasing data accuracy, improving the quality of human resources, and saving operational costs.

2. Utilization of the MyBluebird Application at PT X

The MyBluebird application provides various significant benefits in managing several aspects ranging from usage, ordering, and payment methods. The participants overall expressed their views or opinions regarding the use of the MyBluebird Application which has had a positive impact in increasing efficiency and effectiveness in managing data and making decisions in work processes at PT X. This is in accordance with Naution, Nasution, & Sundari (2022) who say that management information systems really support company management activities, so that it will be easier to manage data, transactions and decision making.

6. Conclusion, Implication, and Recommendation

Conclusion

From the results of research conducted regarding the use of the MyBluebird Application at PT X, the following conclusions can be drawn:

1. The MyBluebird application at PT X has been implemented since 2023. This system has an important role in the efficiency of work processes, especially in digitizing administration starting from analyzing data to making reports for company needs. Using the MyBluebird Application is also effective in supporting the function of increasing data accuracy, improving the quality of human resources, and saving operational costs. In increasing data accuracy, the MyBluebird Application can find accurate data, companies can make decisions more firmly and precisely. This system automates the data processing process, helps the admin team work more efficiently, and makes it easier to process data in real time.
2. Using the MyBluebird Application at PT X has provided benefits from various operational aspects. The MyBluebird application can increase employee efficiency, productivity and skills. However, dependence on this system also creates risks if technical problems occur, so maintenance and support from the system developer is very important to maintain the optimization of this system. PT X must continue to manage and understand the economic consequences and risks that may occur to maximize the MyBluebird Application.

Implication

The results of this research state that the use of the MyBluebird Application at PT X has positive benefits although there are still things that need to be improved so that the use of the MyBluebird Application at PT X can be more effective and efficient. The above statement is supported by the statement of research participants who said that using the MyBluebird Application has made the administrative process and ordering taxi easier for official travel activities.

Recommendation

1. Future researchers can increase the research time period so that future researchers have more time to expand the research discussion.
2. This research only uses one variable, so it can be recommended to future researchers to consider research using more than one variable so that the results can be more divers

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