

Sistem Informasi Penyewaan Media Promosi Pada *Building Operation* Mall Olympic Garden Tahun 2014 (*Media Information Systems Hire Promotion In Mall Building Operation Olympic Garden Malang in 2014*)

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ABSTRAK

Building Operation is one of the departments in the mall olympic Garden Building Management that handles all marketing tasks outside the building operations / marketing. In addition, the task of Building Operation-oriented how long-term future of the building itself, with managing assets - assets such as swimming pool, parking or other facilities.

Constraints on Building Operation exactly in the Event Promo namely the processing and data checking rental media campaign that is still done manually which should take a long time so it is considered less effective and efficient. The processing of data checking rental and media campaign carried out to check the lease term tenants (renters) who are conducting promotional activities. Event Promo staff section each day also have to check anyone who has ended tenant lease term promotional media that must be done manually by searching the data by one of the tenants who have lease transactions media campaign.

Through Leasing Information Systems Media Campaign on Building Operation Olympic Garden Mall is expected to assist and facilitate the performance of the staff, especially the part in managing the data Promo Event rental, making it easier to search transaction data based on the data that is needed.

Keyword : Information System, Hire, Media, Promotion, Building Operation.