

Competition and Globalization of Business to Further Develop Creativity and Innovation for the Advancement of the Company (Case Study at PT. Top Drink World)

Slamet Heri Winarno¹, Lela Elvira², Jeffry Latumahina³, Sabil Sabil⁴,
RR Roosita Cindrakasih⁵, Arman Syah Putra^{6*}

^{1,2,3,4} Faculty of Economics and Business, Bina Sarana Informatika University, Indonesia
⁵ Faculty of Communication and Language, Bina Sarana Informatika University, Indonesia
⁶ Faculty of Computers, STMIK Insan Pembangunan, Indonesia

*Corresponding author:
Email: armansp892@gmail.com

Abstract.

The background of this research is how to determine competition and globalization in terms of business to increase creativity and innovation. For the sake of the progress of a company. Therefore, in this study, we will discuss how competition and what innovations are needed by a company so that the company can advance and develop in the future, hard right now. The method used in this study is to use the literature review method and use the market analysis method so that it can be ascertained what is needed by the company to develop so that the weaknesses and strengths of a company can be known. The problem raised in this research is how to develop creativity and innovation from a product. For the sake of the company's progress in the current era of global competition, innovation is very necessary in order to help sales in this increasingly difficult market. The purpose of this research is how to determine the innovations that can be developed by a company in order to increase sales and can help the company grow bigger so that it can compete in national and international markets.

Keyword : *Competition, Globalization, Business Further, Develop Creativity, Innovation.*

I. INTRODUCTION

This study aims to analyze the internal and external environment of PT. Top Drink world aims to identify the strengths and weaknesses of the company, understand the opportunities and threats the company faces, and develop the best marketing strategy for the PT. Top Drink World considers internal factors (advantages and weaknesses) and external factors (threats and opportunities) to manage competition and changes in the environment of the beverage industry. The strength of PT. Top Drink World represents intensive R & D, sales growth, brand image, customer loyalty, distribution and market share status, competitive product prices, and well-trained large talent [1]. The disadvantages are. Raw material availability and high production costs. This is an opportunity for PT. Top Drink World is a market segment, market growth, ad responsiveness, price structure and product development stability, and threats. PT. Top Drink World is a competition for tea products, government policies, changing consumer tastes, entry of new competitors, price competition, exchange rate fluctuations [2]. Position of PT. Top Drink World is in quadrant with a vicinity of more strength than possibility so corporations need to be capable of use pressure with the aid of using taking gain of opportunities. Companies need to enforce a advertising approach this is competitive sufficient to keep opposition with inside the gentle drink industry [3].

With the extrade and adjustment of the financial device in Indonesia and the arena today, in which the cutting edge financial device refers back to the system with inside the introduction of Products services in excellent and excellent-primarily based totally gaining knowledge of structures and product provider formation with inside the eyes of clients who with inside the destiny are confronted with a Global unfastened financial device [4]. This needs that scholars be greater crucial in phrases of gaining knowledge of that's meant to assist the smoothness and fulfillment of the student. Almost all new merchandise supplied to society will stay existence cycle [5]. Market changes, new technological advances, and different elements constantly create new developments with inside the layout of diverse merchandise. The first fashion that appears in recent times is that many corporations lessen the type of merchandise and prevent making objects of their product strains which are most effective marginally profitable. This is because of the growing

shortage of uncooked materials, worries approximately charge control, an increasing number of confined herbal assets and power and different financial conditions. The 2d tendency is that many corporations attempt to simplify their merchandise via the redecorate of elements and additives in order that fewer devices will do the identical job [6].PT. Top Drink World released a bottled tea product below the call Goestea. Later, to attain an excellent large customer segment, in past due 2020 PT. Top Drink World supplied Goestea in boxed packaging termed as informal packaging. PT. Top Drink World, the ready to devour beverage market, specifically tea in Indonesia has now no longer developed. We see this as a first-rate capacity that may be developed. Tea is a completely famous drink and has emerge as a lifestyle for the Indonesian nation [7].

We have a dedication to offer customers exceptional ready to devour tea beverages with the first-class taste. Moreover, he stated, the intake of PT. Top Drink World merchandise in Indonesia has simplest reached 19 servings in line with capita in line with is a number of the lowest in Asia. He hopes that Goestea presence can growth intake and in flip growth the company's revenue [8].National Corporate Affairs Manager of PT. Top Drink World stated, the reason of supplying Goestea in informal packaging is not anything however to offer an opportunity preference for customers, specifically customers who've energetic traits and regularly travel. Initially we simplest offer Goestea in refillable packaging or bottles. But in conjunction with the dynamics of customer desires which have the traits cited above, we see that customers want to accept alternatives," he stated. Added, the life-style of customers in taking part in tea has changed. In among energetic sports consisting of journeying customers nevertheless need to revel in tea. Of the ten factories that produce Goestea, the brand new manufacturing unit in Cibitung, Bekasi, which produces comfortable packaging with a manufacturing capability of a thousand packaging in line with minute [9]. The customer reaction to Goestea in comfortable packaging is pretty good, that is contemplated with inside the excessive income increase although it has now no longer been capable of fit Goestea income in refilled packaging. But that is stated to be only a count number of timing. What is PT. Top Drink World has accomplished Optimum Value in generating Goestea Products in Box packaging [10].

II. LITERATURE REVIEW

Product combinations are the subject of the Operations Management Science course. Here is some understanding of operational management science. In other words, operation management is a management process that applies to the activities and production areas of a company. Operation management is a series of activities that create products and services through the change from input to output [11]. Operations management is the process of planning, organizing, and directing resources to produce goods and services, for example to meet consumer demands and business goals. Operations management is the operating system of an organization that provides both manufacturing services [12]. Operations management is the systematic control of the process of converting inputs into products and services. Operations management is a management process that applies to the activities of a company's production area.

From some of the above understanding of operations management, we can conclude that operations management is an operational production system for management processes in the areas of operational and optimal resource management [13].A combination of products is a combination of production systems for goods and services in a particular production volume composition. To enable an organization to determine the optimal value in the production of one or more goods and services according to consumer demand. In solving the problem of combined PT of enterprise products [14]. As mentioned earlier, PT. Top Drink world uses a mathematical linear programming (LP) calculation method for the compiler. This is one of the operational management techniques, the most widely used and well known. Linear programming is a mathematical method of allocating scarce resources to achieve goals such as maximizing profits and minimizing costs [15].

III. METHODS

This is a mathematical way of allocating scarce resources to achieve the goals of maximizing profits and minimizing costs. There are three main aspects to the problem definition. That is, identifying decision-making options, explaining goals, and introducing shortages. You need to create a model and find a suitable model [16]. A solution model with a mathematical model that uses optimization techniques to find the best solution. Sensitivity analysis is applied when the parameters are not properly organized in the system. Validation models, valid models, help to predict exactly as with real systems. Implement and test the resulting model to make sure it matches the actual system that fits humans [17].

IV. Results and Discussion

4.1. To find out the variables that allegedly affect the value of Profit / Profit (Value Z) fresh tea packaging products Box used analysis model as follows:

$$Z = \sum_{j=1}^N C_j X_j$$

1. Maximize / Minimization
2. With conditions; $a_{ij} x_j (\leq, =, \geq) b_i$, all i & $x_j \geq 0$
3. i ($i = 1, 2, \dots m$) and j ($j = 1, 2, \dots n$)

Where:

- x_j = Many activities j & variable decision n ; Z = Destination function value
- C_j = Donation per unit of activity j (profit / cost); b_i = number of resources to i
- a_{ij} = many i resources consumed

The above analysis model is then formulated in the form of a Mathematical Model as follows:

$$Z = C_1X_1 + C_2X_2 + C_3X_3 \dots C_nX_n$$

Where:

- Z = Destination function value
- C = Profit / Unit Contribution
- X = Product Name

4.2. If there are only 2 decision variables, then the problem can be determined through the Graph method, namely by directly determining mathematical decision variables through the Simplex Algorithm, elimination and determining the location of the Optimum Value in a Graph.

$$Z = C_1X_1 + C_1X_1$$

Where:

- Z = Destination Function Value
- C = Profit Contribution per Unit
- X = Product Name

4.3. To find out the Optimal Combination of variables that allegedly affect the value of Profit / Profit (Value Z) Goestea packaging box products used simple analysis model as follows:

INITIAL SIMPEK TABLE							
Cj	BASIC VARIABLES	Q					Q/K
			X1	X2	S1	S2	
	S1	80	76	89	89	88	87
	S2	90	87	89	98	87	89
	Cj - Zj	90	89	89	99	90	98

Where:

- S = Machine / Equipment
- X = Product Name

Q = Quantity

$C_j - Z_j$ = to find out / signify optimum value (Optimum when negative values / numbers all)

4.4. Product Life Cycles

In relation to product design and development, you should know about the concept of Life Cycles. This concept states that almost all new products offered to the community will undergo a life cycle that is independent of 4 (four) stages in a limited period of time.

4.5. Trends in Product Development

There are several reasons for product development, mean many companies reduce the variety of products and stop making goods in their product lines that are only marginally profitable. Many companies are trying to simplify their products through redesigning parts and components so that fewer units will do the same job. New Product Development Process.

The process of developing a new product, consisting of 5 (five) rare as follows:

a. Search for ideas

The main source of new product ideas is from existing markets or technologies. The idea of the market is a variety of needs and desires of consumers (subscriptions) that have not been met.

b. Product selection

These ideas are analyzed with criteria such as: market potential, financial feasibility, and suitability of operations.

The purpose of analysis is to filter out bad ideas, because accepting an ugly idea and developing it into a product will make the company lose.

c. Preliminary product design

Concerned with the development of the best desain for the idea of new products.

d. Testing (testing))

Testing of prototypes is aimed at testing the marketing and technical capabilities of the product. One of the ways that what is done is to do a market test.

e. Final design (final)

In this stage, the specifications of the product and its components and eprakitan images are arranged that provide the basis for the production process.

4.6. Product Design and Quality Specifications

Various decisions must be made by management with respect to the desain of products and services, including:

a. Management must make a decision that concerns the "trade-off" between form and function.

b. The designers must make decisions about the materials used. In making a choice of materials among the various possibilities, designers need to always consider factors: product or component specification needs, relative material costs, and relative processing costs.

4.8. Service Design

Product design and service design do not have a fundamental difference, only in a service organization, the services provided are its "products". Service organizations are usually more flexible and can change their activities faster than manufacturing companies.

4.9. Product Opportunities

All organizations have a purpose and purpose. They make and sell a variety of products or offer certain services. Corporate organizations must always adapt the design of the products and types of services they offer to what consumers need and want. Various new product and service designs are emerging into reality because one believes that there is a need for those products and services. It is the responsibility of managers to always find new products and services that may be offered by the organization. Technological advances have occurred tremendously, resulting in everything quickly looking outdated because it is outdated. Old products are constantly being designed, and new products are endlessly developed.

Almost all new products offered to society will live a life cycle. Market changes, new technological advances, and other factors always create new trends in the design of various products. The first tendency

that seems ahe-lately is that many companies reduce the variety of products and stop making items in their product lines that are only marginally profitable. This is due to the increasing scarcity of raw materials, concerns about price control, increasingly limited natural resources and energy and other economic conditions. The second tendency is that many companies try to simplify their products through redesigning parts and components so that fewer units will do the same job.

4.10. Product Strategy

Marketing is often equated with sales. Of course, marketing is marketing and sales is sales. Sales are part of marketing in the tactical dimension. Marketing we know as the grand theory of various studies in it including product strategy. This, providing marketing rationalization contributes to the product strategy deductively. Through this summary, three marketing contributions can be known to product strategy. The first contribution, market analysis is demanded at all stages of product planning that provides information so that the idea fits the needs and desires of consumers. Knowledge, experience, and market research methods become fundamental in the development of product strategies.

Consumer information is also needed to find and describe unmet needs and desires, evaluate products during the development, introduction, and performance monitoring of existing products. Several product methods and tests are available within the product portfolio. Thus the contribution of marketing with regard to the concept of product life cycle. Product strategy is one of the important decisions in the scope of marketing. So, what is there and appropriate in marketing is absorbed by the product strategy. In short marketing contributes to product strategy in terms of product life cycle, product specifications, target determination and product marketing. The product strategy consists of several stages is pricing, product branding, distribution strategy, time management.

V. CONCLUSION

Industrial Competition and Globalization of the current era requires the Organization Company to further develop creativity and innovation for the betterment of the Organization / Company, especially in producing Products for the betterment of the Company and not losing in competition. The product is something or need that can provide satisfaction, for consumer or user of the product. Progress and changes in economic systems and technology are so rapid, very influential on the products produced by the organization / company, so that the product undergoes a lot of development. In relation to product design and development, you should know about the concept of Life Cycles. This concept states that almost all new products offered to the community will undergo a life cycle that is independent of 4 (four) stages in a limited period of time, namely Introduction Stage (*Introduction*), Growth Stage (*Growth*), Saturation Stage (*Maturity*), Decline Stage (*Decline*). Product development process, search for ideas, product Selection, Preliminary Product Design, Testing (*Testing*), Final design (*final*). The product strategy consists of several stages is a pricing, product branding, distribution strategy.

REFERENCES

- [1] D. N. M. A. A. P. J. I. D. H. S. Y. C. Arman Syah Putra, "'Examine Relationship of Soft Skills, Hard Skills, Innovation and Performance: the Mediation Effect of Organizational Le," *IJSMS*, pp. 27-43, 2020.
- [2] H. W. Arman Syah Putra, "'Intelligent Traffic Monitoring System (ITMS) for Smart City Based on IoT Monitoring,'" *Ist 2018 Indonesian Association for Pattern Recognition International Conference, INAPR 2018 - Proce vol*, 2019.
- [3] H. W. F. G. B. S. E. A. Arman Syah Putra, " "A Proposed surveillance model in an Intelligent Transportation System (ITS)"", *Ist 2018 Indonesian Association for Pattern Recognition International Conference, INAPR*, 2019.
- [4] A. N. Balqis, . L. Ramadhana, R. Wirawan and . I. N. Isnainiyah, "Bid-Fish: An android application for online fish auction based on case study from Muara Angke, Indonesia," *IOP conference series: materials science and engineering*, vol. 508, no. 1, p. 012128, 2019.
- [5] A. Damuri, N. Isnain, R. A. Priyatama, Y. I. Chandra and A. S. Putra, "E-Learning Proposal System in Public Secondary School Learning," *International Journal of Educational Research & Social Sciences (IJERSC)*, vol. 2, p. 270–275, 2021.
- [6] N. K. Dewi and A. S. Putra, "Perkembangan Gamification dan Dampak Game Online terhadap Jiwa Manusia di

- Kota Pintar DKI Jakarta," *Jurnal Informatika Universitas Pamulang*, vol. 5, no. 3, pp. 315-320, 2020.
- [7] N. K. Dewi and A. S. Putra, "SISTEM PENUNJANG KEPUTUSAN PENERIMAAN KARYAWAN BARU DENGAN ALGORITMA GREEDY," *Jurnal Visualika*, vol. 6, no. 2, pp. 154-160, 2020.
- [8] N. K. Dewi, I. Mulyana, A. S. Putra and F. R. Radita, "Konsep Robot Penjaga Toko Di Kombinasikan Dengan Pengendalian Virtual Reality (VR) Jarak Jauh," *IKRA-ITH INFORMATIKA: Jurnal Komputer dan Informatika*, vol. 5, no. 1, pp. 33-38, 2020.
- [9] N. K. Dewi and A. S. Putra, "Decision Support System for Head of Warehouse Selection Recommendation Using Analytic Hierarchy Process (AHP) Method," *Prosiding International Conference of Universitas Pekalongan*, pp. 1-12, 2021.
- [10] N. K. Dewi and A. S. Putra, "LAW ENFORCEMENT IN SMART TRANSPORTATION SYSTEMS ON HIGHWAY," *Proceedings International Conference on Education of Suryakencana 2021*, pp. 321-326, 2021.
- [11] N. K. Dewi and A. S. Putra, "Prosiding International Conference of Universitas Pekalongan," *Prosiding International Conference on Education of Suryakencana 2021 (ICONNECTS 2021)*, pp. 321-326, 2021.
- [12] N. K. Dewi, . B. H. Irawan, E. Fitriy and A. S. Putra, "Konsep Aplikasi E-Dakwah Untuk Generasi Milenial Jakarta," *IKRA-ITH INFORMATIKA: Jurnal Komputer dan Informatika*, vol. 5, no. 2, pp. 26-33, 2020.
- [13] B. Givan, . R. Wirawan, D. Andriawan, N. Aisyah, A. and A. S. Putra, "Effect of Ease And Trustworthiness To Use E-Commerce for Purchasing Goods Online," *International Journal of Educational Research & Social Sciences (IJERSC)*, vol. 2, no. 2, p. 277-282, 2021.
- [14] B. Givan, R. Amalia, A. I. Sari, S. H. Winarno and A. S. Putra, "Effective Use of E-Money through Online Shopping in E-Commerce," *International Journal of Educational Research & Social Sciences*, vol. 2, no. 6, pp. 1692-1697, 2021.
- [15] M. S. Hartawan, A. S. Putra and A. Muktiono, "Smart City Concept for Integrated Citizen Information Smart Card or ICISC in DKI Jakarta," *International Journal of Science, Technology & Management*, pp. 364-370, 2020.
- [16] D. Katarina, A. Nurrohman, w. and A. S. Putra, "Decision Support System For The Best Student Selection Recommendation Using Ahp (Analytic Hierarchy Process) Method," *International Journal of Educational Research & Social Sciences*, vol. 2, no. 5, pp. 1210-1217, 2021.
- [17] T. A. Kurniawan, P. Handayani, P. M. Akhrianto, A. S. Putra and N. Aisyah, "Application Of 5G Internet System To Improve The Economy," *International Journal Of Science, Technology & Management* , vol. 3, no. 1, pp. 275-283, 2022.
- [18] R. Wirawan, N. Aisyah, A. Rahman, B. S. Rahmawati, A. Medikano, A. Sebayang and A. S. Putra, "Perancangan Aplikasi Website Menggunakan Macromedia Dreamweaver Mx Untuk Budi Daya Anggrek (Studi Kasus Toko Anggrek Berseri)," *TEKINFO*, vol. 22, no. 2, pp. 77-86, 2021.
- [19] V. Valentino, H. S. Setiawan, . A. Saputra, Y. Haryanto and A. S. Putra, "Decision Support System for Thesis Session Pass Recommendation Using AHP (Analytic Hierarchy Process) Method," *Journal International Journal of Educational Research & Social Sciences*, pp. 215-221, 2021.
- [20] . V. H. Valentino, H. S. Setiawan, M. T. Habibie, R. Ningsih, D. Katarina and A. S. Putra, "Online And Offline Learning Comparison In The New Normal Era," *International Journal of Educational Research & Social Sciences (IJERSC)*, vol. 2, no. 2, p. 449-455, 2021.
- [21] P. Sukamto, A. S. Putra, N. Aisyah and R. Toufiq, "Forensic Digital Analysis for CCTV Video Recording," *International Journal of Science, Technology & Management*, vol. 3, no. 1, pp. 284-291, 2022.
- [22] S. Suhardjono, A. S. Putra, N. Aisyah and V. Valentino, "ANALYSIS OF NIST METHODS ON FACEBOOK MESSENGER FOR FORENSIC EVIDENCE," *Journal of Innovation Research and Knowledge*, vol. 1, no. 8, pp. 695-702, 2022.
- [23] M. Subani, I. Ramadhan, S. and A. S. Putra, "Perkembangan Internet of Think (IOT) dan Instalasi Komputer Terhadap Perkembangan Kota Pintar di Ibukota Dki Jakarta," *IKRA-ITH INFORMATIKA: Jurnal Komputer dan Informatika*, vol. 5, no. 1, pp. 88-93, 2020.
- [24] M. Siahaan, V. Valentino, E. P. Ningrum, J. Jamaludin , R. Ridwan, D. Pramestari, A. Medikano, A. Herwanto and A. S. Putra, "Blockchain Concept in Jakarta Smart Transportation Payment," *International Conference on Global Optimization and Its Applications 2021*, vol. 1, no. 1, pp. 46-46, 2022.
- [25] A. Saputra, A. Fahrudin, A. S. Putra, N. Aisyah and V. Valentino, "The Effectiveness of Learning Basic Mathematics through Dice Games for 5-6 Years Old at TKIT Al-Muslim," *International Journal of Educational Research & Social Sciences*, vol. 2, no. 6, pp. 1698-1703, 2021.
- [26] I. Ramadhan, A. Kurniawan and A. S. Putra, "Penentuan Pola Penindakan Pelanggaran Lalu Lintas di DKI Jakarta Menggunakan Metode Analytic Network Process (ANP)," *IKRA-ITH INFORMATIKA: Jurnal Komputer dan Informatika*, vol. 5, no. 1, pp. 51-57, 2020.
- [27] A. S. Putra, "Konsep Kota Pintar Dalam Penerapan Sistem Pembayaran Menggunakan Kode QR Pada Pemesanan Tiket Elektronik," *TEKINFO Jurnal Ilmiah Teknik Informatika*, vol. 21, pp. 1-15, 2020.

- [28] A. . S. Putra, . M. T. Herawaty and N. Aisyah, "The Effectiveness Of Using E-Money On The Smart Transportation Payment System In The City Of Jakarta," *International Journal of Educational Research & Social Sciences*, vol. 3, no. 1, pp. 360-366, 2022.
- [29] A. S. Putra, "Teknologi Informasi (IT) Sebagai Alat Syiar Budaya Islam Di Bumi Nusantara Indonesia," *Seminar Nasional Universitas Indraprasta (SINASIS)*, pp. 200-215, 2020.
- [30] A. S. Putra, "Peran Sosial Media Sebagai Media Dakwah Di Zaman Pandemic Virus Corona Atau Covid 19 Di Indonesia," *Panangkaran: Jurnal Penelitian Agama dan Masyarakat*, pp. 1-12, 2021.
- [31] A. S. Putra, "PENTING NYA KESADARAN HUKUM RAKYAT INDONESIA DI BIDANG TEKNOLOGI INFORMASI DI TINJAU DARI KEBERADAAN CYBERCRIME," *Seminar Nasional Inovasi dan Teknologi (SNIT) BSI*, pp. 36-50, 2012.
- [32] A. S. Putra and . H. Kusuma, "Pengembangan Sistem Career Center untuk Departemen Konseling dan Pengembangan Karir di Institut Teknologi Budi Utomo," *Jurnal Khatulistiwa Informatika*, pp. 133-143, 2015.
- [33] A. S. Putra, "Penerapan Konsep Kota Pintar dengan Cara Penerapan ERP (Electronic Road Price) di Jalan Ibu Kota DKI Jakarta. Jurnal Informatika Universitas Pamulang, 5(1), 13-18.," *Jurnal Informatika Universitas Pamulang*, 5(1), 13-18., pp. 13-18, 2020.
- [34] A. S. Putra and . R. R. Fatrilia, "Paradigma Belajar Mengaji Secara Online Pada Masa Pandemic Coronavirus Disease 2019 (Covid-19)," *MATAAZIR: Jurnal Administrasi dan Manajemen Pendidikan*, pp. 49-61, 2020.
- [35] A. S. Putra and L. H. S. W. Harco , "Intelligent Traffic Monitoring System (ITMS) for Smart City Based on IoT Monitoring," *Indonesian Association for Pattern Recognition International Conference (INAPR) IEEE*, pp. 161-165, 2018.
- [36] A. S. Putra, L. H. S. W. Harco , S. A. Bahtiar , T. Agung , . S. Wayan and H. K. Chu-, "Gamification in the e-Learning Process for children with Attention Deficit Hyperactivity Disorder (ADHD)," *Indonesian Association for Pattern Recognition International Conference (INAPR) IEEE*, pp. 182-185, 2018.
- [37] A. S. Putra, L. H. S. W. Harco , L. G. Ford , . S. Benfano and A. Edi , "A Proposed surveillance model in an Intelligent Transportation System (ITS)," *Indonesian Association for Pattern Recognition International Conference (INAPR) IEEE*, pp. 156-160, 2018.
- [38] A. S. Putra, "'Penggabungan Wilayah Kota Bekasi Dan Kota Tangerang Ke Wilayah Ibu Kota DKI Jakarta Berdasarkan Undang-Undang Nomor 23 Pasal 32 Tahun 2019 Dapat Membantu Mengwujudkan DKI Jakarta Menjadi Kota Pintar'," *Jurnal IPSIKOM VOL 7 No. 2*, 2019.
- [39] A. S. Putra, H. L. H. S. Warnars, B. S. Abbas, A. Trisetyarso, W. Suparta and C.-. Ho Kang, "'Gamification in the e-Learning Process for children with Attention Deficit Hyperactivity Disorder (ADHD)'," *1st 2018 Indonesian Association for Pattern Recognit INAPR*, pp. 182-185, 2019.
- [40] A. S. Putra, " "Smart City : konsep Kota pintar di DKI Jakarta", " *Jurnal TEKINFO, Vol 20, No 2, Hal 1-111, ISSN 1411-3635*, 2019.
- [41] A. S. Putra, " "Smart City : Ganjil Genap Solusi Atau Masalah Di DKI Jakarta", " *Jurnal IKRA-ITH Informatika Vol 3 No 3, ISSN 25804316* , , 2019.
- [42] E. Nurniati, D. P. Irianto, . A. . S. Putra, . D. Susanti, Z. Zikriah, N. Nurhayati and N. Aisyah, "Effective Use Of Learning Applications For English Subjects In Elementary School," *International Journal of Educational Research & Social Sciences*, vol. 3, no. 1, pp. 39-45, 2022.
- [43] D. Novitasari, A. Masduki , P. AGUS , I. Joni , S. Didi , . S. Nelson and S. P. Arman , "Peran Social Support terhadap Work Conflict, Kepuasan dan Kinerja," *JPIM (JURNAL PENELITIAN ILMU MANAJEMEN)*, pp. 187-202, 2020.
- [44] A. Medikano, H. Ludiya, R. Wirawan, P. M. Akhirianto, S. Rachmawati, A. Sebayang, D. Efriyenty, R. Riko, I. Svinarky, B. J. Tama and A. . S. Putra, "Smart Transportation for Jakarta Smart City Residents," *International Conference on Global Optimization and Its Applications 2021*, vol. 1, no. 1, pp. 21-21, 2021.
- [45] E. K. Laksanawati and S. P. Arman, "ANALISA STUDI CONFORMITY OF PRODUCTION (COP) UNTUK DITERAPKAN DI BALAI PENGUJIAN LAIK JALAN DAN SERTIFIKASI KENDARAAN BERMOTOR (BPLJSKB) BEKASI," *Prosiding Seminar Nasional Aplikasi Sains & Teknologi (SNAST)*, pp. 207-214, 2014.
- [46] D. E. Kurniawan, "'Pengaruh Intensitas Bermain Game Online Terhadap Perilaku Prokrastinasi Akademik Pada Mahasiswa Bimbingan Dan Konseling Universitas PGRI Yogyakarta", " *Jurnal Konseling Gusjigang Vol. 3 No. 1 (Januari-Juni 2017) Print Issn 246*, 2017.
- [47] A. M. Khasawneh, . O. Kaiwartya , . A. Khalifeh, . L. M. Abualigah and . J. Lloret , "Green Computing in Underwater Wireless Sensor Networks Pressure Centric Energy Modeling," *IEEE Systems Journal*, pp. 1 - 11, 2020.
- [48] R. Hermawan, M. T. Habibie, D. Sutrisno, A. S. Putra and N. Aisyah, "Decision Support System For The Best Employee Selection Recommendation Using Ahp (Analytic Hierarchy Process) Method," *International Journal of Educational Research & Social Sciences*, vol. 2, no. 5, pp. 1218-1226, 2021.

- [49] P. K. Dhamarsa, Safrizal, . S. P. Arman and Suyanto, "Perancangan Aplikasi ITBU Career Center Berbasis Website Menggunakan PHP dan MYSQL," *TEKINFO UPI YAI*, pp. 1-105, 2019.
- [50] A. S. Putra, "Efektifitas Sistem Jalan Underpass untuk Kota Pintar DKI Jakarta," *Jurnal Informatika Universitas Pamulang*, vol. 5, no. 3, pp. 220-227, 2020.
- [51] A. S. Putra, "Analisa Dan Perancangan Sistem Pembelian Makanan Di Restoran Pada Masa Pandemic Coronavirus Disease 2019 (Covid-19)," *Jurnal Esensi Komputasi (Jurnal Esensi Sistem Komputer dan Informasi)*, vol. 4, no. 2, pp. 10-15, 2020.
- [52] A. S. Putra, H. Warnars, F. Gaol, B. Soewito and E. Abdurachman, "A Proposed surveillance model in an Intelligent Transportation System (ITS)," *1st 2018 Indonesian Association for Pattern Recognition International Conference, INAPR 2018 - Proce vol. , 25*, pp. 1-10, January 2019.