

Information Systems In Current Business Activities

Azhar Susanto; Meiryani

Abstract: Information system is an integrated system that is capable provide information that is useful to users or an integrated system or human-machine system, to provide information to support operations, management within an organization. Where the system is a combination of information technology and organized procedures. Business Information System, which is a collection of various information that has a unity between one and the other aimed at business interests. The development of computer technology that continues to carry the main implications of this technology in the processing of data that leads to information. The output of computer technology which is a more useful component than just a pile of data, makes computer technology and technology supporting the operational process get a new nickname, namely information technology.

Index Terms: Information Systems, Business Activities, Management Information Systems, Current Activities, Dimensions, Support Business Operations, Decision Making

1 INTRODUCTION

Information Systems are the basis for the running of business today. Information systems are very important in helping companies in the Global Economy. The organization transforms itself into a digital company that uses digital technology in terms of core business processes, customer, supplier and employee relations. the opportunity for globalization is very open to companies that are able to compete to be more competitive and efficient by transforming themselves into digital companies, where companies have important relationships with customers, suppliers and employees digitally. Digital companies feel and respond to their environment faster than traditional companies, this provides more flexible capabilities for companies that want to make this change.

Basic Roles of Information Systems
Support Business Operations

Daily business activities of the company, in its activities the company uses information systems so that the company's business operations can run more effectively and efficiently

Support decision making
Information systems support the right decision making for an organization. With the basic information available.

Information System Function
Supporting competitive advantage strategies
Support decision making
Support business processes and company activities

Information System (SI) is a unit consisting of humans, hardware, software, communication networks and data resources that collect, transform and distribute information within an organization.

Information Technology (IT) is hardware, telecommunications software, database management and other technologies used in Information Systems.

- Azhar Susanto; Accounting Department, Faculty of Economics and Business, Padjadjaran University, Bandung, Indonesia
- Meiryani; Accounting Department, Faculty of Economics and Communication, Bina Nusantara University, Jakarta, Indonesia 11480

Information Technology influences the company's processes in conducting business transactions. Example: in the world of banking, use of ATMs

Why do the business world need IT and SI? That's because Information Systems play three important roles in the organization, namely:

1. Support the company's business operations
2. Supporting managerial decision making
3. Support the achievement of strategic competitive advantage

Information System Function
Supporting competitive advantage strategies
Support decision making
Support business processes and company activities

Three dimensions of information systems
Information systems are a combination of elements of management, organization, and technology. Information systems management aspects include leadership, strategy, and management behavior. Technology aspects consist of hardware, computer software, data management technology and network / telecommunications technology (including the Internet). The organizational aspects of information systems involve organizational hierarchy, functional expertise, business processes, culture, and political groups.

The Importance of Information Systems
End-user point of view
End users use the Information System as a tool to support their activities both daily
Company perspective

The company views information systems as a support for achieving company goals both strategically and achieving the company's overall vision and mission

The point of view of the global community
The use of information systems makes global communities able to communicate and interact with each other without limitation of time and place

Basic Roles of Information Systems
Support Business Operations
Daily business activities of the company, in its activities the company uses information systems so that the company's

business operations can run more effectively and efficiently Support decision making. Information systems support the right decision making for an organization. Information systems are part of the sequence of activities to add value to obtain, change, and distribute information with the aim of improving the decision making process, improving company performance, and ultimately increasing the profitability of the company. Information technology cannot provide this value if it is not followed by changes in organization and management which are referred to as complementary assets. These complementary assets include the latest business models, new business processes, supporting organizational cultures, incentives for management support and innovation, training, and social assets such as standards, laws and regulations, and telecommunications infrastructure. Companies that invest appropriately in these complementary assets, also known as management capital and organizations, receive superior returns on their information technology investments. E. Identify and explain contemporary approaches in studying information systems and distinguish between expertise in the computer field and information system expertise. Information systems studies deal with issues and approaches that are contributed from technical and behavioral disciplines. The disciplines that contribute to the technical approach are computer science, quantitative methods, and operational research. The disciplines that contribute to behavioral approaches are psychology, sociology, and economics. Information systems expertise requires an understanding of organizational and management aspects of information systems. Likewise the technical aspects are aimed at computer skills. Information systems expertise takes both a technical and behavioral approach to studying information systems. The field of information systems creates information system expertise by combining all these disciplines with practice orientation in system development solutions to real world problems and management of information technology resources.

2 LITERATURE REVIEW

2.1 Review Stage

Detailed submission guidelines can be found on the author resources Web pages. Author resource guidelines are specific to each journal, so please be sure to refer to the correct journal when seeking information. All authors are responsible for understanding these guidelines before submitting their manuscript. For further information on both submission guidelines, authors are strongly encouraged to refer to <http://www.ijstr.org>.

3 DISCUSSION

Information systems are a combination of management, organizational, and technical elements. Information system management aspects include leadership, strategy, and management behavior. Technology aspects consist of hardware, computer software, data management technology and network / telecommunications technology (including the internet). The organizational aspects of information systems involve organizational hierarchy, functional expertise, business processes, and political groups. Business companies today use information systems to achieve business goals including:

1. Operational Excellence

Companies continue to improve the efficiency of their operations with the aim of achieving higher profitability through the systems and information technology implemented in the company to make higher levels of efficiency and productivity than in business operations, especially when coupled with changes in business practices and management behavior.

2. New Products, Services and Business Models

Technology and information systems are important tools for companies to create new products and services with new business models, where companies produce, deliver and sell products or services to create profits.

3. Customer and Supplier Relations

The use of systems and information technology can also be used to achieve a close relationship with customers, understanding how they want to be served, such as responding to complaints made by customers. If we pay attention to what the customer wants, it is undeniable that this will increase the company's income and profits. as well as the involvement of companies with suppliers, with the existence of information systems and technology, it can provide convenience for companies to establish cooperation with suppliers continuously.

4. Better Decision Making

With the existence of systems and information technology has enabled the company to obtain the right information, accurate and up-to-date, which can be used as consideration for decision making in the company. It is better if the system and information are not clear, then almost never have the right information at the right time for the decision maker.

5. Competitive Advantage

When companies have achieved business goals, such as operational excellence, pre-service, services and new business models, customer and supplier relations, better decision making, then at the moment the company has achieved competitive advantage. Doing something better than competitors, cheaper prices for refined products and still responding to customers and suppliers can all increase sales and profits that competitors cannot follow.

6. Business Continuity

Companies use systems and information technology, because companies need them to do business. Sometimes this need is driven by changes in the industry.

Asset Management: organizational capital and the right business model

The supplementary assets are the assets needed to get the value of the main investment. For example, to create value for cars requires substantial additional investment in toll roads, highways, gas stations, workshops and legal regulatory structures that regulate and supervise drivers. Recent research in technology investment in business shows that companies that support technology investments by investing in complementary assets, such as new business models, new business processes, management behavior, organizational culture or training will get superior returns, while companies that do not invest in complementary assets will get less or no

return on investment in information technology. The main complementary inventory for organizations is a business culture that helps create efficiency and effectiveness, the right business model, efficient business processes, decentralized authority, more distributed decision-making rights, and a stronger information system development (SI) team.

Contemporary approach to Information Systems

In general, the field of information systems can be seen by business approaches and behavioral approaches. Social systems, organizations and intellectual investment to be able to run properly even though this system consists of machines and physical technology.

Technical approach

The technical approach to information systems emphasizes mathematical models to study information systems, as well as the emphasis on physical technology and formatting capabilities of the system. The disciplines that contribute are computer science, quantitative method systems, oppressive research. Computer science focuses on developing calculation theory, calculation methods and efficient methods of access and data storage. Quantitative methods emphasize focusing on technical mathematics to optimize selected parameters from organizations, such as transportation, inventory control and transaction costs.

4 CONCLUSION

Information system is an arrangement consisting of several components such as people, activities, data, hardware, software, and integrated networks that function to support and improve the daily operations of a business, also provide information needs for problem solving and decision making by manager. Management information system is very important in various processes in the company such as the process of collecting data, managing raw data into meaningful data for the company, and help managers to make decisions and help in analyzing various problems that arise in the future. The purpose of the use of management information systems in an organization or company is that a company is able to compete and even excel with other companies whether superior in marketing or superior in the production of goods.

ACKNOWLEDGMENT

The authors wish to thank to Padjadjaran University, Bandung Indonesia and Binus University, Jakarta, Indonesia.

REFERENCES

- [1] Atmosudirdjo. 2012. Management Information Systems. Jakarta: STIA-Lembaga Niaga Press Administration.
- [2] Wake up, Wilson. 2008. Management's Digest. PT Refika Aditama. Bandung.
- [3] Halim, Abdul. 2014. Theory, Concepts, and Applications of Public Sector Accounting. Jakarta: Salemba Empat.
- [4] Hartono, Jogiyanto. 2006. Information System Analysis and Design Approach
- [5] Structured Theory and Practice of Business Applications. Andi offset: Yogyakarta.

- [6] M, Mitami Dian, 2013. Analysis of Application of Regional Management Information Systems.
- [7] (SIMDA) Finance in the Regional Government of Pangkep Regency.
- [8] Thesis at the Faculty of Economics and Business, University of Hasanuddin. Macassar.
- [9] Mcleod, Raymod.2010. Management Information System. Jakarta: Salemba Empat.
- [10] Nugroho, Eko. 2007. Management Information Systems. Yogyakarta: Andi.
- [11] Permadi, Angga Dwi. 2013. "Effects of the Application of Financial Accounting Systems. Regional Government Against the Quality of Government Financial Reports
- [12] Area". Thesis at the Widyatama University Faculty of Economics Bandung.
- [13] Ridwan. 2009. Effect of Application of Management Information System Applications
- [14] Financial Area (SIMDA) towards the Quality of Financial Statements Regional Government of Indramayu Regency. Bandung. faculty of Economics. Padjadjaran University.
- [15] Sanusi, Anwar.2013. Business Research Methodology. Jakarta: Salemba Empat.
- [16] Stoner, James A.F. 2006. Management. Englewood Cliffs, N.J: Prentice Hall, Inc.
- [17] Sugiyono.2013. Educational Research Method. Bandung: Alfabeta.
- [18] Susanto, Azhar. 2007. First Edition Accounting Information System. Bandung: Lingga Jaya.
- [19] Sutabri, Tata. 2012. Analysis of Information Systems. Andi Publisher. Yogyakarta.
- [20] Tanjung, Abdul Hafiz, 2012. Accrual Based Regional Government Accounting;
- [21] Technical approach in accordance with PP No. 71/2010, Bandung: ALFABETA
- [22] Tegela, Ririn. 2014. Effect of Application of Regional Management Information Systems (SIMDA) on the Quality of Local Government Financial Reports
- [23] Bone Bolango Regency. Thesis at the Faculty of Economics and Business. Gorontalo State University.
- [24] Kenneth C. Laudon & Jane P. Laudon. 2012. **Management Information System** (managing the digital firm) Twelfth Edition, Global Edition. Pearson Education Limited. England.