



## The Role of Management Information Systems in Improving Organizational Operational Efficiency

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### ABSTRACT

**Purpose – This** This research aimed to understand the role of information systems in increasing broadcasting effectiveness and efficiency at Radio Dangdut Indonesia (RDI) Sekayu.

**Methodology/approach** This study employed field research, where the researchers visited the RDI office to conduct interviews with authorized employees, and library research, where data collection was done by reviewing reference books related to the topic.

**Findings – It** The findings demonstrated that a computer-based management information system significantly enhances broadcasting effectiveness and efficiency at RDI Sekayu. This research provides the latest evidence regarding the role of information systems in improving broadcasting operations at RDI Sekayu.

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## INTRODUCTION

Information has become a crucial aspect of human life, as missing out on even a little information can make a person feel outdated. One of the ways to improve the quality, speed, and accuracy of information is through technology, which plays a significant role in disseminating information to the public. The advancement of technology continuously refines previous innovations, ensuring that the information provided adds value to society.



Radio is one such technological advancement that serves as a medium for conveying information. It entertains the public while also facilitating effective communication and information dissemination, including in the Musi Banyuasin region. The radio industry plays a vital role in providing news and entertainment through audio-based media and serves as an agent of change in today's information and globalization era.

To support the economic growth of Musi Banyuasin Regency, there is a need for local radio stations that emphasize regional culture. Without such stations, local communities may become disconnected from their cultural roots. The presence of regional radio helps strengthen cultural resilience and preserve local traditions.

According to Sukirno (2010), a system is a unified entity consisting of interconnected components designed to achieve specific objectives. A Management Information System (MIS) is an organized method of collecting, processing, and systematically managing data through computer-based processes.

The role of MIS in achieving efficiency and effectiveness at RDI Sekayu is highly anticipated. A centralized and well-directed system supports the goal of delivering quality broadcasts. The creation of broadcast programs undergoes thorough discussion to assess their impact on listeners while ensuring compliance with broadcasting regulations. Effective broadcasts attract a larger audience, reinforcing the radio station's credibility in delivering information and commercial advertisements.

The information system used by RDI Sekayu has significantly contributed to service improvements, making it easier for the public to access the required information. RDI Sekayu offers several services, such as news programs, cultural promotion programs, sports development programs, and educational and entertainment broadcasts. These efforts aim to enhance broadcasting efficiency and effectiveness.

However, the computerized system also faces challenges. Power outages force temporary suspension of broadcasts due to the lack of a backup generator. Additionally, the radio station experiences connectivity issues with the central server due to unreliable satellite transmission. Internet disruptions hinder real-time information updates and social media interactions, affecting the quality of broadcasting at RDI Sekayu.

Based on these challenges, this study investigates the role of Management Information Systems in improving broadcasting efficiency and effectiveness at RDI Sekayu.

## **LITERATURE REVIEW**

A system comprises interrelated components that work together to achieve a specific goal. Several scholars define Management Information Systems as follows:

- Nuraida (2008): MIS is an integrated system that consists of people, tools, and procedures designed to collect, analyze, and distribute ready-to-use information for effective planning, implementation, and management control.
- Jogiyanto (2009): MIS is a set of human and capital resources in an organization responsible for collecting and processing data to generate useful information for managerial decision-making.
- Sutabri (2009): A system has specific characteristics, including system components, boundaries, external environments, interfaces, inputs, and outputs. Outputs are processed data classified as useful information for decision-making.

MIS consists of several subsystems, including accounting information systems, marketing information systems, and personnel information systems (Sukirno, 2010). Additionally, management reporting systems, decision support systems, office automation systems, and expert systems play a role in organizational management.

According to Syamsi (2007), the primary objective of MIS is to assist management in making accurate decisions. For MIS to be effective, it must provide relevant, reliable, and timely information in an easily understandable format if the study had been previously done by other authors, it is still eligible for publication?



## RESEARCH METHOD

This study employs qualitative research methods, utilizing primary and secondary data:

- Primary Data: Collected through interviews with employees and direct observations at RDI Sekayu.
- Secondary Data: Includes company profiles, employee records, and facility information.

Sampling Method: This study uses purposive sampling, selecting respondents based on their knowledge and expertise regarding MIS at RDI Sekayu.

Data Collection Techniques: Data is gathered through interviews, observations, documentation, and triangulation.

Data Analysis: Following the Miles and Huberman approach (Sutopo & Arief, 2010), data analysis includes data reduction, data presentation, and conclusion drawing.

## RESULT AND DISCUSSION

### Utilization of MIS in Broadcasting at RDI Sekayu

The primary goal of RDI Sekayu's management is to ensure customer satisfaction through an effective broadcasting system. The implementation of MIS has significantly contributed to the station's success, attracting collaborations from various businesses.

RDI Sekayu leverages a digital system using computers equipped with specialized programs to support information dissemination. Online systems facilitate real-time data exchange between the station and its partners, enhancing operational efficiency.

Broadcasters at RDI Sekayu adhere to the following communication guidelines:

- Promptly responding to inquiries.
- Maintaining politeness and professionalism.
- Using clear and accessible language.
- Avoiding excessive behavior that could irritate listeners.

### Role and Implementation of MIS in Achieving Efficiency and Effectiveness.

MIS plays a critical role in achieving operational efficiency at RDI Sekayu. A well-structured system ensures that programs are planned carefully before airing to align with broadcasting regulations. Quality broadcasts attract a larger audience, enhancing the station's credibility and revenue potential.

Despite the system's benefits, RDI Sekayu faces several challenges, including:

- Limited understanding of MIS among some employees.
- Staffing shortages affecting the timely execution of MIS functions.
- Power outages disrupting broadcasts.
- Unstable internet connections hindering real-time updates.

## CONCLUSION

### Conclusion:

RDI Sekayu utilizes a computer-based MIS to enhance broadcasting efficiency. MIS has proven effective in improving broadcasting operations at RDI Sekayu. Supporting infrastructure is crucial for optimizing the MIS framework. The lack of backup power sources hampers broadcast continuity during outages.

### Recommendations:



RDI Sekayu should further improve MIS implementation for greater efficiency. Employees should receive additional training on MIS functions. Better service delivery should be prioritized.

The station should expand its programming to include more entertainment and advertisements.

Regular data backups should be conducted to prevent data loss.

Security measures should be implemented to protect the database from unauthorized access. Continuous monitoring of broadcasting hardware and software should be enforced to ensure system reliability.

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