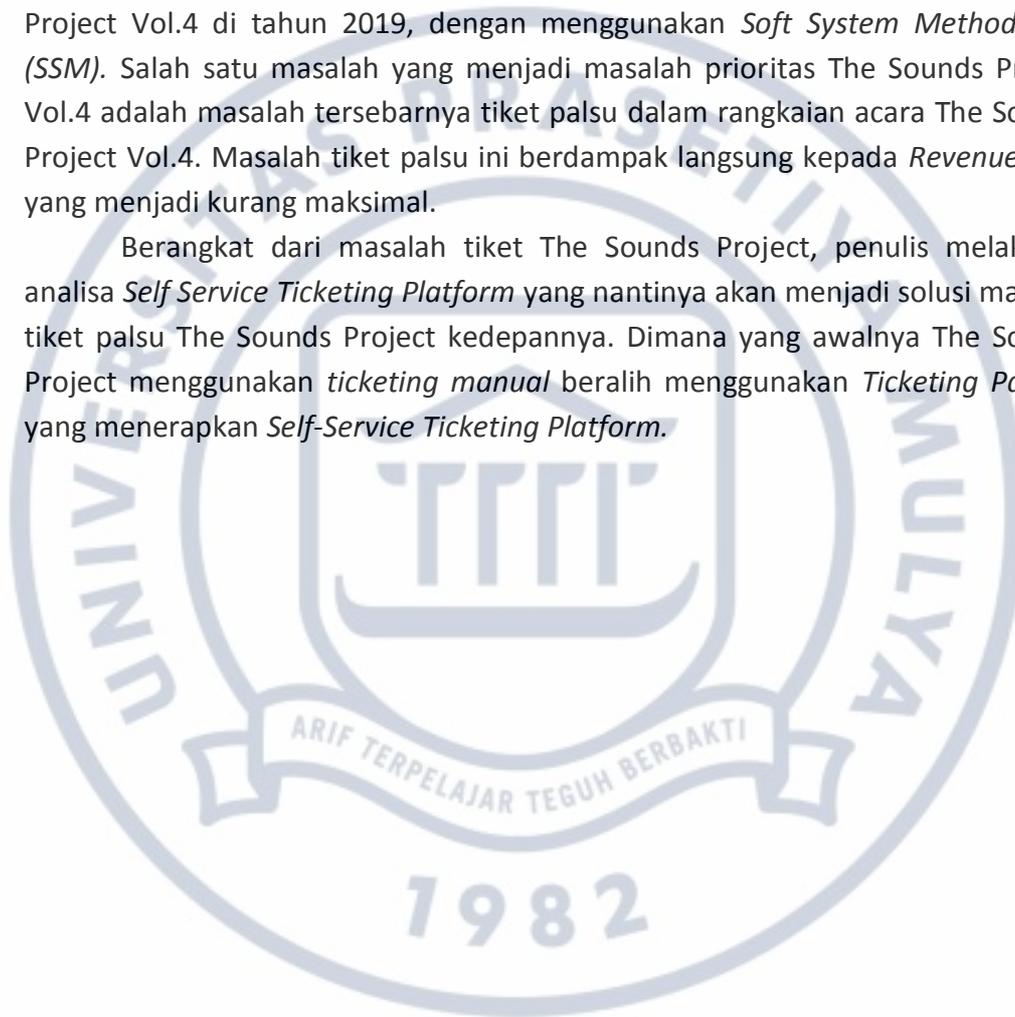


RINGKASAN EKSEKUTIF

The Sounds Project merupakan suatu festival musik tahunan yang sudah berjalan selama 4 tahun, pada awalnya The Sounds Project merupakan festival satu hari yang mendatangkan artis-artis lokal. Namun di tahun terakhirnya, The Sounds Project dilaksanakan dua hari dan menambah variasi jajaran bintang tamu *international*.

Project Improvement ini ditujukan untuk menganalisa Event The Sounds Project Vol.4 di tahun 2019, dengan menggunakan *Soft System Methodology (SSM)*. Salah satu masalah yang menjadi masalah prioritas The Sounds Project Vol.4 adalah masalah tersebarnya tiket palsu dalam rangkaian acara The Sounds Project Vol.4. Masalah tiket palsu ini berdampak langsung kepada *Revenue* tiket yang menjadi kurang maksimal.

Berangkat dari masalah tiket The Sounds Project, penulis melakukan analisa *Self Service Ticketing Platform* yang nantinya akan menjadi solusi masalah tiket palsu The Sounds Project kedepannya. Dimana yang awalnya The Sounds Project menggunakan *ticketing manual* beralih menggunakan *Ticketing Partner* yang menerapkan *Self-Service Ticketing Platform*.



EXECUTIVE SUMMARY

The Sounds Project is an annual music festival that has been going on for 4 years, The Sounds Project was originally a one-day festival when it first started with focusing on bringing local artists or talents. But this year, The Sounds Project was held for two days and added international guest stars to the lineup.

This Project Improvement is intended to analyze The Sounds Project Vol.4 Event in 2019, using Soft System Methodology (SSM). One of the problems that became the priority issue of The Sounds Project Vol.4 was the distribution of fake tickets from visitors on the day of the event, which had a direct impact on revenue tickets, where the revenue became less than optimal.

From the occurrence of the fake ticket problem in The Sounds Project, the author analyzes the Self Service Ticketing Platform which will later become a solution to the problem of fake tickets for The Sounds Project in the future. Where initially the Sounds Project used manual ticketing, switched to using a Ticketing Partner who implemented the Self-Service Ticketing Platform.

