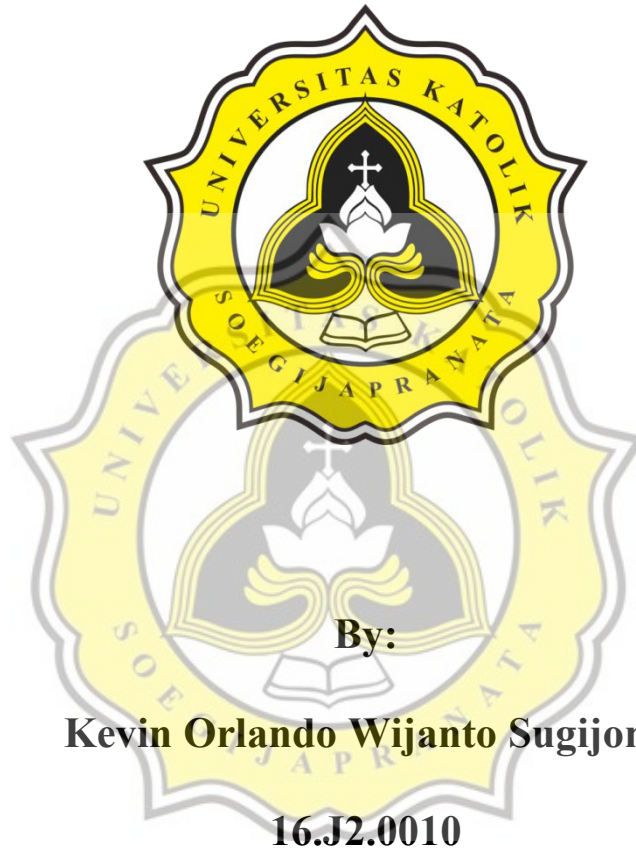


DEVELOPING AN ONLINE PARKING

RESERVATION

START-UP



By:

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ENGLISH DEPARTMENT

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

2020

DEVELOPING AN ONLINE PARKING

RESERVATION START-UP

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the
Bachelor Degree in the English Linguistics Study Program**



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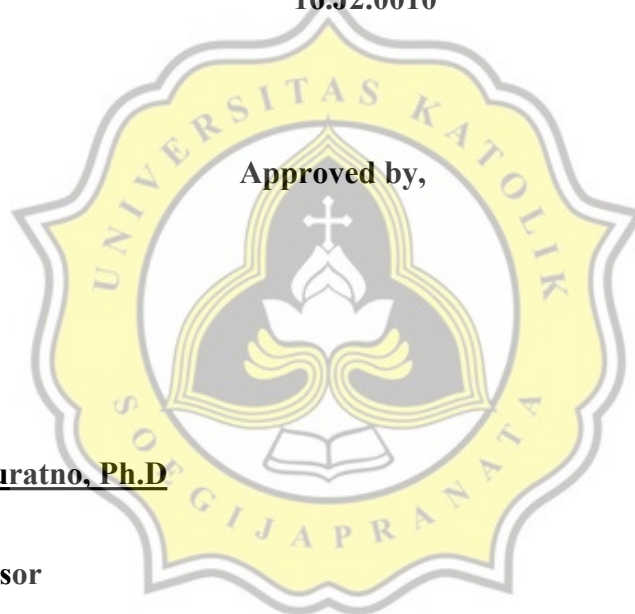
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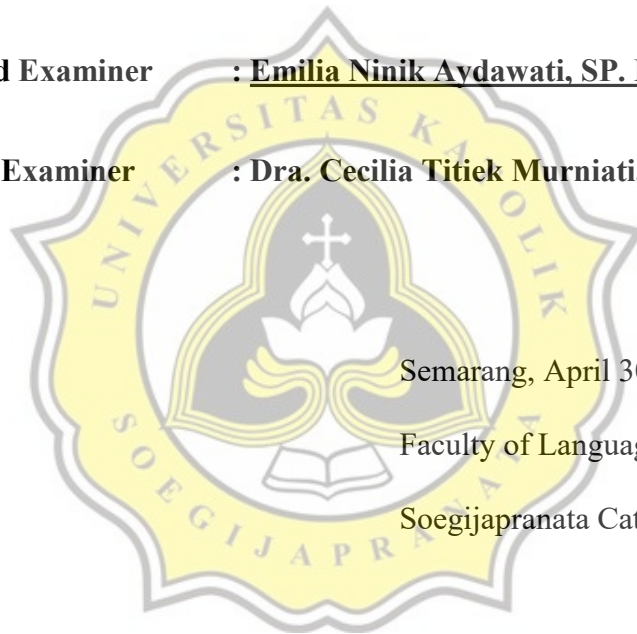
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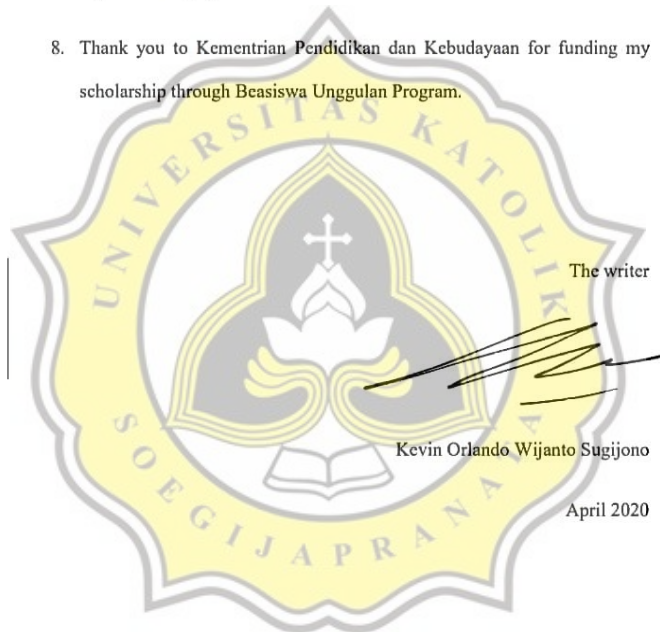
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Graduating from the Faculty of Language and Arts means leaving to face the real world; nevertheless, I leave to seek a better future. Although, it has been an anxiety for me to choose this thesis knowing that my major is in English Entrepreneur and I had never been involved in any research. However, I persisted myself that I might be regretful one day of what I did not do today. I believe that success is not an overnight work in which I keep motivate myself by remembering a quote taken from a movie, The Pursuit of Happiness "If YOU want something, Go Get It, PERIOD!"

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ABSTRACT

The 21st era is also known as the conceptual age in which people require things instantly. It can be seen from people's dependency on the technology and gadgets. Thus, nowadays start-ups are founded to assist people by giving solutions to the problems. As time goes by, globalization is equally developed from the capital city to cities. Therefore, parking is getting harder and tougher since cities become more densely-populated due to the imbalance growth between the parking lots and the number of vehicles sold every day. This research aims to know the interest of people towards the mobile application for faster and efficient parking. The research was conducted in Semarang and the data were obtained by distributing questionnaires to 100 people using a convenience sampling. The writer picked a few friends as millennials and relatives as the adults first to fill out the questionnaires. Afterward, they help the writer distributed the questionnaires to others. The information asked are backgrounds such as age, types of smart-phones, types of vehicles used, as well as an insight of mobile application design that makes people easier to access later on. The writer found that according to the respondents' data, the ease of access and the pricing of a parking spot are the most important aspects of developing an online parking reservation mobile application.

Keywords: Mobile Application, Parking, Start-up

ABSTRAK

Era 21 juga dikenal sebagai era konsep dimana manusia berusaha untuk melakukan pekerjaan secara instan. Hal ini dapat dilihat dengan ketergantungan manusia dengan teknologi dan gadget. mempermudah aspek-aspek kehidupan dengan menghubungkan dan memfasilitasi semuanya aplikasi handphone. Oleh sebab itu, perusahaan-perusahaan rintisan lahir untuk memberikan solusi yang ada sekarang ini. Seiring berjalan waktu, globalisasi menyebar secara rata dari ibu kota sampai kota-kota kecil. Parkir menjadi semakin susah karena kehidupan di perkotaan menjadi semakin sesak dan padat karena tidak seimbangya pertumbuhan lahan parkir yang ada dan jumlah kendaraan yang terjual setiap harinya. Tujuan dari penelitian ini adalah mengetahui minat masyarakat terhadap adanya aplikasi handphone untuk pencarian parkir yang lebih cepat dan efisien. Penelitian ini dilakukan di Semarang dan data didapat dengan membagikan questionnaire ke 100 orang secara acak. Peneliti memilih beberapa saudara dan teman untuk mengisi kuesioner dan kemudian mereka membantu menyebarkannya ke oragn-orang lain. Data-data yang ingin dipertanyakan antara lain latar belakang seperti umur, tipe hp, jenis kendaraan yang dipakai serta pandangan tentang desain seperti apakah yang memudahkan pengguna untuk mengakses aplikasi di kemudian hari. Menurut data yang didapatkan dari para responden, peneliti menemukan bahwa kemudahan untuk sampai ke tempat parkir dan harga merupakan aspek terpenting dalam mengembangkan aplikasi parkir online.

Kata kunci: aplikasi handphone, parkir, perusahaan rintisan

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