

# New Business Analysis of Record Document and Management System

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**Abstract**—This research aims to analyze the new business owned by the company PT Infomedia Nusantara. This research uses the 8P theory (Product, Price, Place, Promotion, People, Process, Physical evidence, Public Relations). Apart from that, RDMS is claimed to be a technology that contributes to the environment. It cannot be denied that the large number of documents in physical form is sometimes difficult for companies to manage properly. Understanding this need, Infomedia, which is known as a subsidiary of Telkom Indonesia (Telkom), offers a Record Document Management System based service called ProVue-RDMS. This service complements the back end process solution that Infomedia offers as one of the main services to customers. Document management is one element of company information management which has a management period of up to decades. The purpose of using this 8P theory is to make the results of this research more comprehensive and also more flexible. The aim of document management is to make it easier for companies or organizations to access, share and collaborate on their documents, while increasing efficiency and reducing the risk of files being lost or damaged.

**Keywords**—archiving system, digital organization, knowledge management, strategic management, business administration.

## I. INTRODUCTION

Infomedia Nusantara is a company engaged in business process outsourcing (BPO). The company was established in 1984 under the name PT Elnusa Yellowpages. In 1995, the company changed its name to PT Infomedia Nusantara after Telkom merged with the company. Record Document and Management System (RDMS) itself is a system used to manage documents and records in an integrated manner (Rukmana & Suhendi, 2023). RDMS can help organizations to capture, store, manage and access documents and records efficiently and securely. Infomedia Nusantara itself began launching the latest Provue-RDMS product on September 13, 2023 at the Infomedia RDMS service office, Ciawi.

ProVue-RDMS offers 2 services including managing physical documents (Physical Record) which includes sorting, structuring, storing and maintaining archives as well as digital document management (Digital Record) such as media transfer and digital filing platforms. Infomedia Nusantara Realizing and understanding that the challenges faced by companies in accessing every document while maintaining the security of their data, this service also puts forward a platform as a service for document access equipped with analytics, automation and AI features (Dahlan et al., 2023).

Document management is one of the main categories of corporate information that has a shelf life of several years. According to the archival regulations issued by the National Archives Agency of the Republic of Indonesia No. 12 of 2000, the shelf life of important corporate archives/documents can reach 30 years. In addition, corporate documents have significant value as legal documents, information summaries, and can be used as a basis for employee eligibility and organizational performance, with the aim of maintaining accurate physical and written records. This is similar to the information contained in Company Document No. 8 of 1997 and ANRI Regulation No. 9 of 2018 concerning Guidelines for Archival Management. Documentation in a company can be a sensitive asset that needs to be handled according to standards (Rahman et al., 2022). Document digitization is useful for easy access for interested parties.

As a leading company in terms of innovation, Infomedia Nusantara involves digital technology such as the use of computer vision based on Artificial Intelligent (AI) and the use of drones to monitor the suitability of documents in place and the need for document stock-taking. Security system technology with face recognition is also applied to maintain building security and documents remain well monitored (Nafisa et al., 2022). Mobilization of mobile documents will be monitored through vehicle tracking installed on document transport vehicles and can be monitored in real time.

The transparency and accountability factor are maintained with the support of a dashboard on the

application that can be accessed through the website and mobile. This application displays the history of the process when storing and retrieving documents in real time from the order process to monitoring, media transfer and digital filing platforms Rahmah & Jamiat, 2022).

On the other hand, the implementation of digitalization in RDMS services is part of the company's efforts to contribute to the environment. It is undeniable that a large number of documents in physical form are sometimes not handled properly by companies. Through an effective digital Document Management System, companies can reduce operational costs associated with document handling, limit the number of users using workstations, and speed up document distribution to those in need (Pramesti & Wardhana, 2022). Record Document and Management System is a solution for managing physical company documents so that they become digital, easily accessible, and safely stored. Infomedia President Director Eddy Sofriyano stated "The ProVue - RDMS service is present as a solution in managing physical company documents, making them digital, easy to access, safely stored and fulfilling customer company accountability. The service complements Infomedia's back-end process solution as one of the main services to customers". ProVue-RDMS manages physical documents (Physical Record) which includes sorting, structuring, storing and maintaining archives, as well as digital document management (Digital Record) such as media transfer and digital filing platforms. To make it easier for customers to access every document and maintain the security of these documents, RDMS also puts forward a platform as service for document access equipped with automation, analytics, and AI features (Novanto & Pradana, 2021).

In addition, ProVue-RDMS uses AI and drones to monitor the suitability of documents on site and stock-taking needs (Sopiandi & Suwartika, 2022). To ensure that documents and building security remain well monitored, security system technology with facial recognition is also used. Vehicle tracking installed on document transport vehicles monitors the mobility of moving documents in real-time.

## II. LITERATURE REVIEW

### A. Archiving and Recording Procedure

Archives are records of activities or events in various forms and media in accordance with the development of technology, information and communication made and received by state institutions, non-ministerial government institutions, private institutions, and/or individuals in the implementation of the life of society, nation and state (Aziz et al., 2021).

Archives is the management of archives which includes the creation, receipt, collection, organization, maintenance, and storage, as well as the depreciation and destruction of archives. Archives have existed since ancient times, even before the invention of writing (Pratomo et al., 2022). In the beginning, archives were only simple records carved on stone, wood, or clay, but over time, the forms and media of archives have evolved.

Indonesia, archiving method has existed since centuries ago era. Historical archives were kept in wooden chests called "libraries" during the Majapahit era, but during the Islamic kingdom, archives were kept in the form of manuscripts written on paper. Archives have high legal value as they can be used as evidence in legal proceedings and provide information about the history and progress of a nation or state. Law Number 43 of 2009 concerning Archives in Indonesia regulates the definition of archives and archivists, their functions and purposes, types and classifications of archives, creators, management, and destruction.

### B. Document and Management System

Document and Management System (DMS) is a computer program designed to manage digital documents and is used to track, manage, and store documents, thereby reducing paper usage. Organizations benefit from the use of content management systems (DMS) because they allow them to store and create different types of documents as well as allow various users to modify records. A DMS is also connected to and consists of enterprise content management components, such as asset management, document imaging activities, workflow systems, and records management system activities.

## III. METHODOLOGY

In analyzing the new business owned by PT Infomedia Nusantara, the author uses the 8P method which consists of Product, Price, Place, Promotion, People, Process, Physical Evidence, and Public Relations. In addition, the author also conducted a direct review and analysis through a 9-month internship process and conducted an interview with one of the officers working at Infomedia Nusantara.

The 8P method was developed by Leonard L. Berry in 1985 and is a development of the traditional 4P marketing method, which consists of product, price, place, promotion, people, process, physical evidence, and public relations. The 8P method can be used for various types of marketing research, such as market research, consumer research, customer satisfaction research, and marketing effectiveness research. This method can help researchers understand customer needs and wants and create effective marketing strategies.

### A. Product

According to Philip Kotler in his book "Marketing Basics" (2016, 2019), a product can be defined as something offered in the market to be maintained, owned, used, or consumed to meet needs or desires which include physical goods, services, people, places, organizations, and ideas. Therefore, it can be concluded that products can be physical goods or non-physical goods.

### B. Price

According to Monroe (2005), price is an economic sacrifice made by customers to obtain goods or services. In addition, price is an important factor for consumers in

making decisions to make transactions. To determine pricing, companies can use one or more of three general pricing approaches, namely, Cost-Based Pricing, Value-Based Pricing, Competition-Based Pricing (Sukotjo et al., 2020).

#### C. Place

Place is the process of selecting and managing the trade channels used to deliver goods or services to target markets. In addition, distribution also includes the creation of distribution systems used for the physical delivery and trading of goods. In making decisions about the locations and channels to be used to deliver services to customers, companies must consider how and where services are delivered (Simanjuntak & Pradana, 2022).

#### D. Promotion

Promotion is a sales process in which the seller conveys information to customers or other parties throughout the sales channel with the aim of changing their attitudes and behavior. Advertising is used by businesses to convey persuasive messages to the public and target buyers through media such as newspapers, magazines, tabloids, radio, television, and direct mail. There are many types of promotional media that businesses can use, including advertising, sales promotion, publicity and public relations, and direct marketing.

#### E. People

People can be defined as the human resources involved in product marketing, including sales employees, customer service employees, and marketing employees. The attitudes and actions of all employees, including their dress and appearance, have an influence on the successful delivery of services. Every service organization should clearly define what is expected of each employee in their interactions with customers, such as being kind, friendly, responsive, and able to serve customers well.

#### F. Process

The procedures, mechanisms and activities performed to provide services are called "processes", and these process elements are critical to adding value to services. In a service business, the process is critical to the service marketing mix because the quality of the service delivery system will affect the customer experience (Hasanuddin & Pradana, 2023).

The process includes the smoothness of distribution and the speed of handling until it reaches the end customer. Any business activity can be defined as a process. Processes include all the procedures, tasks, schedules, mechanisms, activities, and routines required to provide a product to a customer, be it a good or a service (Oktafani et al., 2022).

#### G. Physical Evidence

Physical evidence is the state or condition, which includes the environment of the premises (Saiful, 2018).

This will increase the presence of the service. Customers will better understand the services offered if there are physical supporting facilities. Companies should consider customer satisfaction. Factors such as high product quality, customer satisfaction, special attention to customer experience, and special service excellence can cause this to happen. Businesses can maximize physical evidence through their special services (Sari & Medyani, 2018).

#### H. Public Relations

Public Relations is an activity carried out by companies to build good relationships with various parties, such as customers, suppliers, and the government. Public Relations can be defined as communication carried out to create a positive image for the company. The main purpose of Public Relations is to influence the behavior of individuals or groups in relation to a company or organization through dialogue with the various parties involved, where perceptions, attitudes, and opinions are very important to achieve company success (Davis, 2003).

## IV. RESULT AND DISCUSSION

According to direct research and interviews conducted by the author, in this business Infomedia Nusantara has several service and sales lines that can provide income for the company. Such as taking advantage of box sales for companies that want to store archives but don't have a box beforehand, besides that there are Digital Services, Storage & Maintenance, Lending & returning, Destruction (Infomedia, 2022).

When viewed from the pricing carried out for each of the services that have been determined, the authors assume that Infomedia uses 3 approaches, namely Cost-Based Pricing, Value-Based Pricing, and Competition-Based Pricing.

Provue-RDMS has an archive storage warehouse located in Ciawi District, Bogor, West Java. According to the analysis and interviews that I have conducted, the target market set of this business is companies located in the area around Jabodetabek and involves various industries. Such as:

1. Healthcare: Hospitals, clinics, and healthcare institutions need RDMS to manage medical records and administrative documentation.
2. Finance: Banking companies and financial institutions need a DMS to manage financial documents, contracts, and regulations.
3. Education: Schools, universities, and educational institutions utilize DMS for student, curriculum, and administrative document management.
4. Enterprise: Large and small organizations across industries use a DMS to manage internal documents, contracts, and communications.
5. Legal: Law firms need a DMS to organize legal documents, contracts, and client records.
6. Government: Government agencies utilize DMS for efficient document management and data storage.

7. Technology: IT companies and software developers can offer DMS to clients as a document management solution.
8. Real Estate: Real estate companies use DMS to manage lease contracts, property documents, and transactions.

Infomedia's warehouse has an international-based 24-hour security system. Documents are guaranteed from the risk of theft, damage and loss, in addition to the boxes used by Infomedia using strong and sturdy materials to keep documents stored by customers safe and protected from damage.



Figure. 1. Provue-RDMS warehouse

Figure 1 is a photo documentation from the Provue-RDMS warehouse. The author conducted a direct review through an internship process for 9 months to obtain valid data, the picture above is one of the many facilities owned by Infomedia for this business, all facilities owned are accredited to the National Archives of the Republic of Indonesia (ANRI) and ISO 9001: 2015 certification (General Service in Record & Document Management).

The results of interviews that have been conducted with one of the staff who oversees this business in promoting the new Provue-RDMS business Infomedia Nusantara carries out several promotional strategies in selling the Record & Document management system:

1. Industry Collaboration: Collaboration with companies or organizations in the same industry to expand the network and increase product visibility.
2. SEO and PPC: Website optimization for search engines (SEO) and consider paid advertising campaigns (PPC) to increase online visibility.
3. Free Trial or Demo: offer free trials or product demos to potential customers. This allows them to experience the immediate value of the RDMS.
4. Email Marketing: use email marketing strategies to send information about products, updates, and special offers to potential customers.
5. Strategic Partnership: consider partnering with other companies that can increase the sales value of your RDMS product.
6. Pricing & Subscription Discount Promo: prepare a price list for services that are included in the product

scope, including package promos and subscription discounts.

Records warehousing staff working in Provue's warehouse are provided with training on the latest practices in records management, the latest technology, and information security. With the aim of quickly adapting and business can run smoothly as it should (Dwijayanti et al., 2020).

The customer service team plays a role in helping customers find and access their records quickly and efficiently. Provue-RDMS staff are provided with customized uniforms, helmets and other devices, are expected to maintain a professional appearance and demonstrate high work ethics to provide customers with confidence in the security and integrity of the records.

Provue-RDMS involves users in the records management system development process, possibly through user satisfaction surveys or regular feedback sessions. The corporate culture at the Provue warehouse encourages a shared responsibility to keep records secure and confidential and to provide consistent service.

Specialists directly involved in the business, who assist in the organization and maintenance of specific records, receive training in accordance with industry standards and data security requirements (Mulki et al., 2016).

Effective communication among Provue-RDMS warehouse staff ensures that records are managed and accessed correctly, and any changes or updates in processes are well informed.

Infomedia's teams involved in day-to-day operations, such as the records storage, transportation and security teams, play an important role in ensuring operational continuity, which needs to be considered for the smooth running of the business.

There are several processes or activities that must be carried out by Provue-RDMS admins and customers so that transactions from services offered by the company can run well. Here are some of the processes that must be done, Purchasing Process: The customer requests a ticket to purchase a box using the application that has been provided either via web or mobile, in the application the customer fills in the required data. Then the ticket will be processed by the admin and at the end the customer confirms the handover to indicate that the box has arrived.

#### A. Storage and Organization

Storage Process: Archives are stored in accordance with a predetermined classification system and index. This process includes filling in the archive data that wants to be put into the box and also other data that has been regulated in the procedure, filling is done on the application that has been provided by the customer creating a storage ticket, either via web or mobile. The Provue-RDMS admin will process the ticket until the ticket arrives at the warehouse and is stored on the designated shelf.

1. Digital Service: This process is carried out with the aim of converting archives from hard copy to soft copy by scanning, aiming to increase productivity and efficiency in searching for archives as well as to save space and reduce the cost of paper and archive storage.
2. Organization Process: Archives are organized for quick access. RDMS itself uses barcode labels and a numbering system.

**B. Security and Sustainability**

1. Security Process: Provue-RDMS has security procedures in place to protect records from loss, theft, or damage. This involves the use of physical and digital security systems.
2. Sustainability Process: There are procedures for regular maintenance and monitoring of archive conditions to ensure the continuity and sustainability of the archive.
3. Deletion of Records that are no longer needed:
4. Destruction Process: Records that are no longer needed or have reached the retention time limit set by ANRI are destroyed in accordance with established destruction procedures. Provue-RDMS customers can request archive destruction through the application provided by the Company for customers.

**C. Search and Retrieval Service**

1. Search Process: When a customer makes a records loan request, Provue-RDMS has an efficient search procedure, using a computer-based search system.
2. Retrieval Process: Once the archive is found, there is a procedure to retrieve and deliver the archive to the user quickly and accurately.

**D. Records Maintenance and Care**

1. Maintenance Process: Archives already stored in the Provue-RDMS warehouse are subjected to special care and maintenance following prescribed procedures, including conservation treatment.
2. Fumigation Process: Before the boxes enter the warehouse, they are fumigated in order to make them more durable and avoid damage from pests.

**E. Physical Evidance**

Figure 2 and Figure 3 are the landing pages of the web application used by customers and admins to run ticket requests made by customers so that they can be processed properly.



Figure 2. Customer App Landing Page

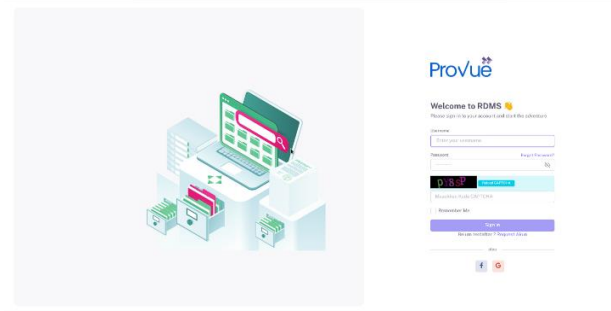


Figure 3. Infomedia Internal Application Landing Page

The box used by infomedia uses materials that are not easily damaged and the box lid is not easily destroyed, as shown in Figure 4. The box used by infomedia can support humans of approximately 80kg.



Figure 4. Provue-RDMS Box

Figure 5 shows the box code used later on each box. The box code shows the box number, shelf number, and coordinates of the box on the shelf.

06.000006.01.01.32.09.2023.000020
06.000006.01.01.32.09.2023.000020
06.000006.01.01.32.09.2023.000021
06.000006.01.01.32.09.2023.000021
06.000006.01.01.32.09.2023.000022
06.000006.01.01.32.09.2023.000022
06.000006.01.01.32.09.2023.000023
06.000006.01.01.32.09.2023.000023
06.000006.01.01.32.09.2023.000024

Figure 5. Provue-RDMS Code Box

**F. Public Relation**

Provue-RDMS is a business initiated by Infomedia Nusantara, which is one of the subsidiaries of the state-owned company PT Telkom Indonesia. That way infomedia involves many BUMN companies or ministries to store archives there. At the time of the Provue-RDMS launching for the first time, it was seen that several media covered the launching event and put it on their respective news pages. There are many advantages to having Provue-RMDS covered by the media, because it can be a promotional platform for Infomedia and Provue-RDMS itself. Infomedia develops responses and information when the public or stakeholders need clarification or a response from the archive repository. Last but not least, Infomedia actively introduced Provue-RDMS on their social media platforms

and website to strengthen communication and engagement with the public.

## V. CONCLUSION

With the Provue-RDMS product, the Infomedia Nusantara company tries to continue to innovate by trying to provide convenience for its customers, seen from Infomedia who designed Provue-RDMS as a solution in organizing storage, ease of access, digitization process & security encryption in terms of physical & digital document management integrated in one product (Johnston & Jones, 2018). Supported by technology & facilities in accordance with archival standards. It can also be seen from how infomedia determines the archive warehousing place they have, made as strategically as possible so as not to give small losses when the business is running and also this can also be a consideration for customers in choosing a place to store their archives.

Provue-RDMS Infomedia Nusantara has also implemented several promotional strategies to sell their Records & Document management system. These strategies include creating educational content, leveraging social media platforms, conducting case studies, hosting webinars or online seminars, collaborating with industry partners, optimizing SEO and PPC, offering free trials or demos, using email marketing, exploring strategic partnerships, and providing promotional pricing and discounts (Neves et al., 2023).

In terms of human resources, Provue-RDMS focuses on training its employees, providing customer service, maintaining high professionalism and work ethics, involving users in the development process, fostering a corporate culture that emphasizes security and consistency, offering specialist training, ensuring effective internal communication, and relying on operational teams.

Regarding physical evidence, Provue-RDMS provides applications for customers and internal use, uses durable and sturdy boxes, uses a unique box coding system, and has released a Provue-RDMS introduction video with the aim that potential customers can learn more about Provue-RDMS.

In terms of public relations, Provue-RDMS engages with stakeholders, receives media coverage during their product launch, responds to community needs and questions, and maintains a presence on social media and online platforms.

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