

International Proceeding Community Services

Digitalizing Order Management System Using Notion: A Case Study Of Sequin Service Business In Medan, North Sumatra

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ABSTRACT

Keyword:

Community Service
Digitalization Notion
Order Management System
Sequin Services

Accepted : 30 May 2026

Approved : 3 June 2026

Published: 29 June 2026

Publisher:

Perbanas Institute

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Digitalization of order management was implemented across four sequin service providers in Medan City, North Sumatra Province, as part of a community service initiative to address the limitations of manual systems based on physical calendars and handwritten records, which were difficult to access, inflexible, and prone to data loss. This initiative aimed to enhance operational efficiency, transparency, and team collaboration through the implementation of a Notion-based digital system. The execution method encompassed problem identification through surveys and observations, customization of Notion features tailored to the enterprises' needs, and virtual user training to ensure comprehension and proficiency in utilizing the new system. The results indicated that this digitalization successfully improved data update speed, real-time accessibility, information security, and collaboration among team members. The newly established Order Management System enables more structured, responsive, and flexible schedule and order management, thereby significantly supporting company operations. Furthermore, this activity serves as a relevant community service model for supporting digital transformation in other organizations, particularly those facing similar constraints.

I. INTRODUCTION

The term "Management Information System" emerged as a direct result of technological advancements, particularly computing (Paoki, 2012). Digitalization to support business advancement has become an urgent necessity for entrepreneurs across various sectors, including sequin service providers, particularly in Medan. As a service enterprise operating within the garment industry, these sequin services offer a wide range of embellishment applications on various garments. This is particularly vital for the Batak ethnic group, where such attire is highly sought after for traditional cultural ceremonies as well as church services for women. The service portfolio encompasses hands-on sequin attachment, custom bespoke beading designs, fashion accessory embellishments, and mass-production beading for formal or party wear. This diverse range of services demands an efficient order management system to optimize service delivery and meet client specifications.

However, the scheduling system previously utilized by these enterprises was entirely manual, relying heavily on physical calendars and handwritten logs. This approach poses significant limitations, such as a lack of flexibility, a high risk of information loss, and inefficiency in managing increasingly complex schedules. Furthermore, this manual system impedes the team from updating schedules and monitoring orders in real-time, especially when the managed timelines involve numerous programs and stakeholders. In this situation, the capability to manage schedules in a transparent, integrated, and collaborative manner has become a critical and pressing need.

One viable approach to addressing these challenges is the implementation of a Management Information System (MIS). An MIS is a computer-based system designed to provide necessary information to users with similar organizational needs, typically comprising formal entities, organizations, or internal subunits (Hadion, 2021). Furthermore, a Management Information System manages and organizes data and information to assist organizations in executing their duties. It enables organizations to utilize data as a foundation for planning, evaluation, and decision-making (Hariyanto, 2017). In the context of schedule management, an MIS can assist enterprises in creating a structured system, minimizing errors, and providing accurate, accessible information to all stakeholders.

Based on the aforementioned background, this study aims to modernize the company's order management system through a digitalization process utilizing the Notion platform. Notion is an application capable of integrating various elements required to build a system, such as knowledge, data, and project management (Syahrin, 2023). As a cloud-based application, Notion supports flexible and collaborative data management. Through features such as databases, interactive calendars, and kanban boards, Notion offers a tailored solution for the enterprise's schedule management needs. This virtual desktop application enables rapid organization of all information and scheduling of all tasks (Baharuddin et al., 2022). By utilizing Notion, the order management system in the investigated sequin service businesses can be transformed into a more efficient, transparent, and accessible platform for all team members.

Digitalization entails converting data into a digital format so that it can be processed by computers (Yulianti et al., 2021). The digitalization of this system aligns with the primary objectives of MIS implementation, which are to enhance operational efficiency, accelerate decision-making processes, and facilitate collaboration among team members. Through Notion, data concerning schedules, locations, materials, progress status, and program types can be systematically organized. Furthermore, real-time collaboration features enable all team members to simultaneously update and monitor schedules, thereby minimizing the risk of miscommunication or asynchronous data.

The implementation of a Notion-based MIS also offers auxiliary benefits, such as the convenience of digital data storage, the capability to customize the system to meet the specific needs of the enterprise, and flexible accessibility across multiple devices. The advancement of information technology at the organizational or institutional level influences not only communication but also decision-making and

data processing speed, which ultimately impacts service quality (Yuliana, 2017). This not only improves workflow efficiency but also assists the enterprise in delivering more professional and structured services to clients. This paper is structured to document the socialization of the system transition, alongside the implementation process and outcomes of digitalizing the order management system using Notion across four sequin service businesses in Medan. Additionally, this study aims to examine how the implementation of a digital-based MIS can serve as a relevant and effective solution to overcome complex schedule management challenges. It is anticipated that this paper will serve as a reference for other organizations facing similar constraints and seeking to adopt an efficient digital scheduling system.

With the integration of Notion as an integral component of the Management Information System across these four sequin service enterprises, this initiative is expected to enhance efficiency, transparency, and professionalism in managing their business processes, while enabling continuous adaptation to the demands of the digital era. Furthermore, this strategic step is anticipated to serve as a scalable digital transformation model that can be implemented more broadly across similar industries.

II. METHODS

This research employs a qualitative approach with a case study method. The object of the study consists of four sequin artisans in Medan City, North Sumatra Province. Primary data were collected through direct, in-depth interviews with the artisans and sequin service providers which were conducted virtually via video conference meetings on Sunday, May 24, 2026. Data analysis techniques included data reduction, narrative presentation, and drawing conclusions. Informants were selected using a purposive sampling technique based on their competence and direct involvement in operating the sequin business end-to-end. Data validity was tested using data triangulation derived from interviews and supporting documents.

III. RESULTS AND DISCUSSION

Order Management System Before Digitalization

This study examined four MSMEs specializing in sequin services in Medan, namely Bless Payet, Rumah Payet Lestari, Rumah Payet Medan, and Pondok Payet. Sequin service MSMEs are generally managed by housewives, allowing employees to complete their work from home without needing to work at the owner's residence.

All MSME owners still manage order records manually using calendars and delegate tasks through chats or phone calls to their employees. This manual system poses considerable risks for MSME owners due to the absence of centralized data management. Consequently, orders may be overlooked or forgotten.

The problems faced by these MSMEs may appear simple; however, they can have serious consequences because customer trust is essential in service-based businesses. Common risks include delayed orders, forgotten orders due to workload accumulation, and poor prioritization caused by high work intensity.

The four sampled sequin service MSMEs actively promote their services through social media platforms such as Facebook and Instagram. On average, these MSMEs have operated for approximately 10 years and already possess loyal customers and sewing partners. However, the variety of order types and deadlines makes monitoring difficult for business owners. Therefore, maintaining service quality, customer trust, and timely completion of orders is essential in managing this business.

Order Management System After Digitalization

The Notion application is an all-in-one productivity platform commonly used for note-taking, task management, databases, and collaboration. It is widely utilized by students, work teams, and companies to simplify workflows and learning activities. Notion provides several features, including pages and subpages, databases and tables, calendars and timelines, workspace templates, and collaborative workspaces.

Based on these features, this study attempted to address the challenges faced by MSMEs by transforming manual order-recording systems into digital-based management systems using the Notion application.

According to Scott Brennen and Daniel Kreiss, digitalization is the process of converting information from analog formats into digital formats. Through digitalization, all essential order data can be centralized, including order types, work progress, responsible employees, deadlines, and remaining processing time categorized by customer name. This system helps MSMEs optimize order management and reduce errors related to customer order information.

This application offers several advantages, including a flexible and modern interface, a wide selection of free templates, and cloud synchronization that enables secure and accessible data storage anytime and anywhere. The application is accessible via smartphones, and editing access can be restricted to MSME owners and employees, making it suitable for collaborative teamwork. In addition, business owners can monitor employee workloads and potential delays more effectively, thereby supporting better decision-making processes.

Contribution to the Research

The researchers provided training materials and demonstrations of the Notion application to the participating sequin service MSMEs. Both owners and employees were required to have Gmail accounts to access the platform. The owners then logged into the application and invited employees to collaborate within the workspace.

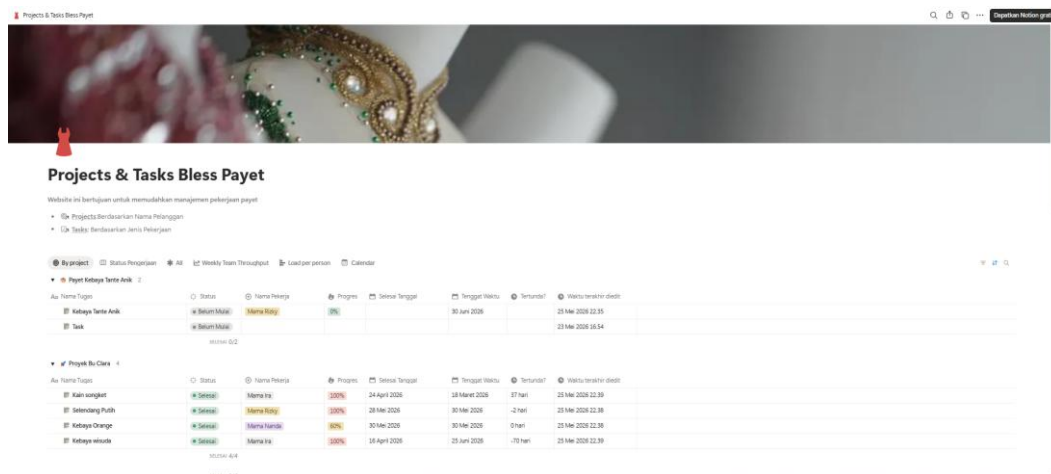


Figure 1 Example of Mockup

The mockup developed during the demonstration displayed several categories of information, including customer names, agreed deadlines, employee responsibilities, order progress, and remaining processing time. All order data could be updated in real time by employees regardless of location and time.

Furthermore, the application can be customized to support additional business operations, such as monitoring the inventory of materials and equipment including sequins, thread, needles, and other supplies. This data management system is intended solely for internal business operations and is specifically designed for MSME owners and employees.

The application also allows MSMEs to promote their services through websites by displaying completed order portfolios supported by photos or videos. However, this study specifically focuses on improving order management systems, which was identified as the primary issue among all research samples.

At the initial stage, the use of Notion was considered challenging for several MSMEs. Therefore, researchers provided additional private consultation sessions outside the previous Zoom mentoring activities to assist participants with implementation difficulties. Nevertheless, several challenges remain, including the requirement for a stable internet connection and the limitation that some advanced features are only available through paid subscriptions.

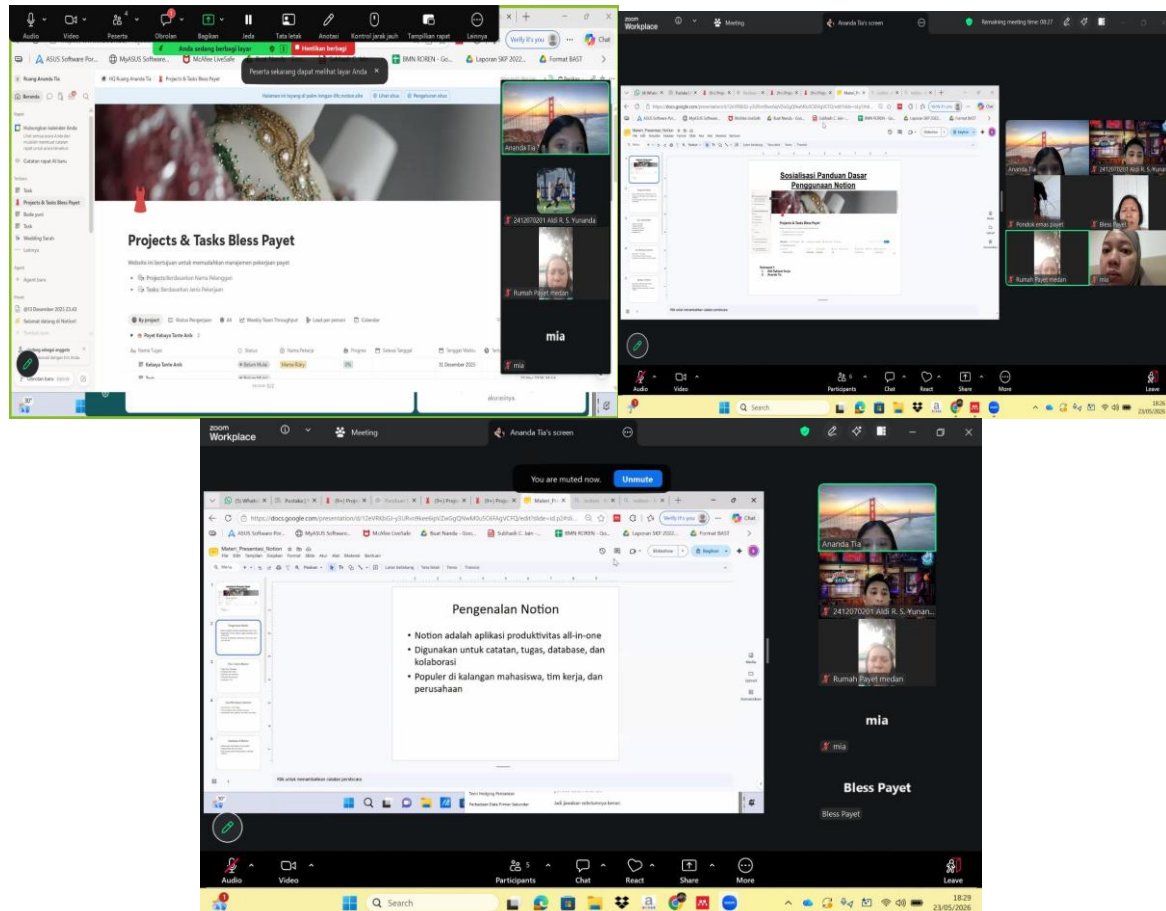


Figure 2 Community Service Activity Photos

IV. CONCLUSION

The adoption of digitalization through the Notion application has enabled sequin service MSMEs to transform their order management practices from conventional manual methods into a more organized digital system. Previously, order tracking and task distribution relied on calendars, chat messages, and phone calls, which often created risks such as overlooked or forgotten orders. By implementing a digital platform, all order information can now be stored centrally and monitored in real time.

The application offers various benefits, such as simplifying task organization, enhancing supervision of employee workloads, improving order prioritization, and facilitating more efficient communication among team members. Furthermore, the system helps MSME owners maintain customer satisfaction and trust by ensuring that orders are completed within the agreed schedule.

Despite several remaining obstacles, including dependence on internet connectivity and limited access to premium features, the digitalization initiative demonstrates strong potential to increase operational effectiveness and support the long-term sustainability of sequin service MSMEs in Medan. Consequently, digital-based order management systems can become a practical strategy for MSMEs to improve productivity and overall business performance.

THANK-YOU NOTE

The authors express their highest gratitude to Perbanas Institute through the 57th Dies Natalis of Perbanas Institute, which hosted the Perbanas International Conference on Economics, Business, Management, Accounting, and IT (PROFICIENT) 2026, enabling this community service and research initiative to be successfully executed. The authors highly appreciate the academic platform provided to disseminate the findings of this study.

Deepest appreciation is also extended to the four sequin service providers and artisans in Medan City, North Sumatra Province, who served as the subjects of this case study. The authors highly value the time, openness, and outstanding cooperation demonstrated by the key informants throughout the observation and in-depth interview processes. Their trust in transforming their manual calendar-based order management into a Notion-based digital system was foundational to the success of this project.

Lastly, the authors would like to acknowledge the community service team members, colleagues, and practitioners who dedicated their time to facilitate the virtual user training sessions. Their continuous support, critical discussions, and dedication—from initial problem identification to drawing final conclusions—have significantly contributed to enhancing the partners' operational efficiency and completing this manuscript.

LIST OF PARTICIPANTS

The attendance list contains the participants and speakers who attended

1. Bless payet
2. Rumah Payet Lestari
3. Rumah Payet Medan, and
4. Pondok Payet

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