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## Personality Test Disc Application Design in Android Based Business

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### ABSTRACTS

The purpose of making this android-based application design is to maximize the potential of each colleague who wants or is running a business. The method used to meet system development needs is the descriptive analysis method with a qualitative approach. Object-oriented development methods and prototyping development methods are used as the basis for building the system. The results show that the data information collected through the application can provide information in tips that can be applied. This system is formed based on the DISC Test personality results, which will be processed through the system. Then the match values are obtained with the predetermined business field data to obtain appropriate results. Using this application is expected to make business people more aware of each consumer's personality desires. With this application, the results of the data obtained are expected to help fellow beginner businessmen determine what position or business is suitable for them. This application acts as a helper or advisor that makes it easier for entrepreneurs to make decisions and increase the businessman's potential.

### ARTICLE INFO

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## I. INTRODUCTION

Nowadays, the use of technology in almost no human life is not connected to electronic devices such as smartphones with the Android or IOS operating system. With the development of the era, smartphone users can easily participate and create social networks such as applications that use web-based technology to create interactive communications.

Nowadays, the quick development of small and medium private enterprises is closely related to leaders' personality traits. At the same time, however, when many people evaluate enterprises, they are just focused more on the hardware conditions instead of the effects of entrepreneurs on enterprises (Zhang, 2018). The existence of smartphones and applications can reduce obstacles that humans often experience, for example, not being able to meet face to face via cellphones, but now several applications can help—for example WhatsApp, Instagram, Line, and others (Praditya, 2019). The internet, smartphones, and applications make it easier for us to work, especially in the business field. The rapid development of the digital era has made many people use smartphones; many business people have changed how they find consumers by opening online stores through applications on smartphones (Sitaridis et.al., 2018). However, with a smartphone, it is difficult to know someone's personality. Therefore, an application to find out someone's personality is needed because it is useful for ourselves and if we are going to start a business (Tang et.al., 2021). In previous research, doing business by applying information technology creates wider market opportunities. Doing business using the internet will make it easier to promote products, find consumers and

customers. The difference in this research is how the benefits of technology in the business field. Whereas this study prioritizes application technology that further improves business and understands people (Sakkthivel et.al., 2018). A previous study stated that business is a dynamic structure of interchanging ideas, feelings, and cooperative efforts to get profit (Howell et.al., 2018). Bonnstetter and Suiter said that DISC is a measurement instrument for observable human behavior. DISC was created to help individuals explore their personality and behavior types to understand themselves and others (Rahmani et.al., 2019) better. DISC measures personality, more precisely work behavior. This instrument provides an overview of the type (style) of a person that can predict future behavior tendencies, which is obtained by evaluating the main personality factors that exist within a person (Keshavarz, 2021). Some companies pay less attention to consumer desires and personalities. Therefore, you can better understand every consumer's wish (Dalvi-Esfahani et.al., 2020). According to Horton, personality is the overall attitude, feeling, expression, and temperament of a person. Everyone has a tendency of standard behavior, or patterns and consistent to become their characteristics (Foroudi et.al., 2020).

The method used in this research is the descriptive analysis method with a qualitative approach. Object-oriented development methods and prototyping development methods are used as the basis for building the system. The results show that the data information collected through the application can provide information in tips that can be applied. This study aims to identify business developments in applications and the benefits of android applications in the business field.

## 2. METHOD

This method used descriptive qualitative research to gather information about a symptom present during the study. We used literary studies from the same research and internet searching to find references to international journals or national journals related to similar research. In this paper, we examined the personality test disc application design in the Android-based business sector. The analysis in this study was carried out using observation. Observation is a deliberate and systematic study of social phenomena and psychological symptoms through observation and recording. Previous research stated that observation is a data collection method that uses direct or indirect observation.

## 3. RESULTS AND DISCUSSION

This study indicates that the awareness of business people who will start their business will increase. The introduction of this personality test takes advantage of the

development of information technology. It can be easier for business people and consumers to understand what consumers want and how they understand what consumers want.

In general, the problem faced by business people is the doubt to determine what business is suitable for them to determine the target market that has been planned. However, they able to read how the desires of these consumers. This personality test can be carried out effectively by introducing it through testing to the public via the internet and web applications. The results of this study will be divided into several sections, namely: the main menu of the DISC Test, an option for the DISC Test, and the results of the DISC Test. Figure 1 shows the user test input. When the user enters the initial menu and then enters the test disc; several personality choices match the user himself. Then, after the user fills in several choices that reflect the user's character, the test results will be processed first through the system until the test results come out accurately.

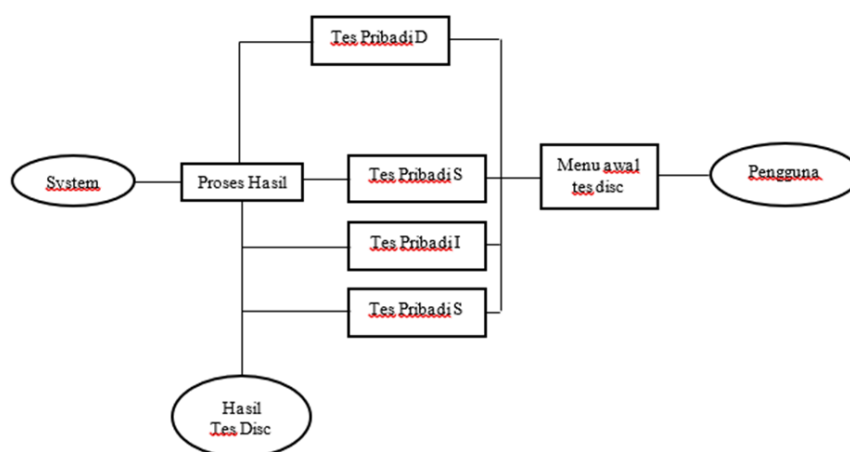


Fig. 1. User Test Input

Figure 2 shows the data that has been inputted by the user accurately. Through the database process, it is shown that the

personality of the user itself is more to the character that the system itself has adjusted.

Line	D	I	S	C	*	tot
1	4	2	4	7	7	24
2	5	9	3	4	3	24
3	-1	-7	1	3		

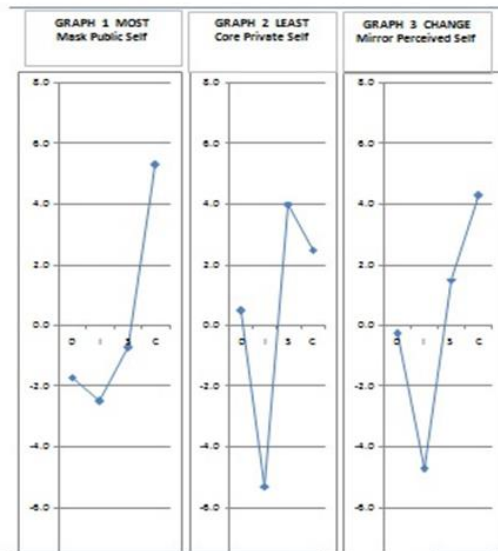


Fig. 2. Database Process

Figure 3 shows the distribution of a person's personality that has been assigned to the database after the user fills in the

given test, from which the test results appear more inclined.

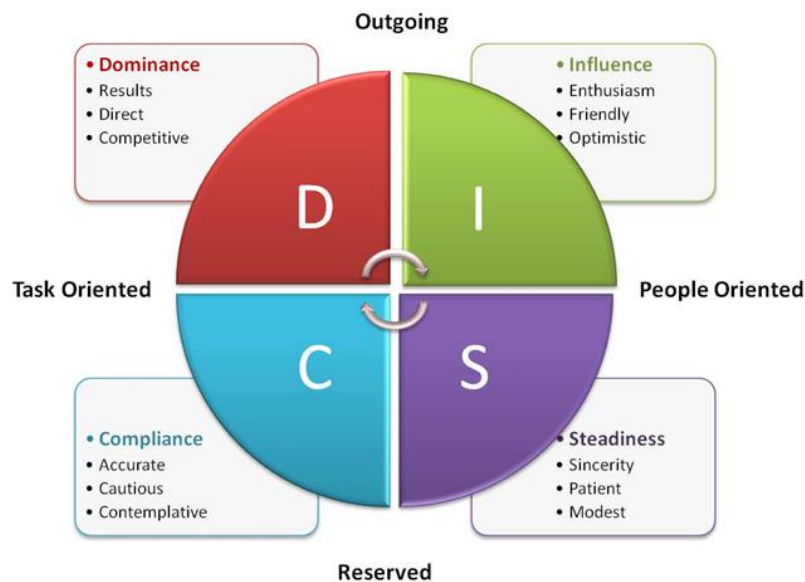


Fig. 3. Results from DISC

The followings are explanations of Figure 3.

**Type 'D' (Dominance)**

Individuals with this personality type are suitable to be leaders because they always want to dominate at work.

Tending to enjoy giving orders to people, they have the drive and focus needed to achieve their desired results. Careers: Entrepreneur, broadcaster, tour guide, entrepreneur, real estate agent, and lobbyist, CEO.

#### **Type 'T' (Influence)**

The following personality types can be described as the personality that people like. It can influence people around you because you can easily discuss various topics that are related to people.

Careers: Trader, trainer, advertising manager, insurance salesperson, kindergarten teacher, actor and interior designer, lawyer.

#### **Type 'S' (Steadiness)**

Calm person. Generally, people like to be around them because they rarely cause others' problems and tend to avoid conflicts with others at all costs. Suppose they can hear the complaints of others with the business system that is run in the company. In that case, people with this personality can try to find the best solution to the problem so

that conditions in the office are always conducive and positive.

Careers: Social worker, psychologist, nurse, programmer, survey worker, and veterinarian.

#### **Type 'C' (Compliance)**

This typical like to gather facts or ideas before saying and sharing something with everyone. Their strengths are like to think deeply and have good analytical skills.

Careers: Accountant, writer, architect, chemist, pilot, geologist, historian and environmental researcher.

## **4. CONCLUSION**

The development of personality test application technology makes it easier for people, especially in personality tests for a new company. Moreover, it also makes it easier for business people to know where they will be categorized. Business people do not need to leave their house to check their personalities because it can be done within smartphones and the internet.

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