

CUSTOMER RELATIONSHIP MANAGEMENT SALES SHOP ISTANA BONEKA-WEBSITE

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Abstrak

Currently, the number of small industries that promote and sell is limited to the area where the business is located. This will cause the product to be only known by the surrounding community and will not increase. One way to improve the marketing area is to use a web-based information system or online sales CRM. By utilizing a web-based information system by adding a crm to connect consumers with shop owners, as well as small industrial business products that are widespread from the region to the world. Therefore, to increase consumers, promotional media are needed and also a place for buying and selling dolls. so that doll fans are not only among children, adults and consumers can unite existing dolls and if you want to make a doll purchase transaction, you can go directly through the web, promotion of sales media and dolls.

Keywords: *Web, Online Chat Media, Promotional Media and Buying and Selling.*

INTRODUCTION

Through the internet, everyone can obtain and convey various information needed anytime anywhere. Now with the presence of the internet, humans can do business more easily. By using Customer Relationship Management (CRM), which is a company's effort to take care of its customers by collecting all forms of customer interaction either by telephone, email, entering on the site or the results of conversations with marketing or sales staff. The Istana Doll Shop is a shop that sells Dolls in several other forms as well as for services in making repairs, the Istana Doll Shop still uses simple information delivery

media, even though sales are only limited to stores so that the marketing of products and services is still not optimal. With the problems faced by the Istana Doll Shop, a web-based information system, namely CRM, is needed, this is very important because with a system this will be able to help the existing obstacles. In addition, the system can be used as a means of promotion so that it will make it easier for the Istana Doll Shop to promote merchandise.

The existence of CRM goods and information that is shared will be quickly responded by consumers. Customers will be able to access the information they need anytime and anywhere. Thus the Doll Palace

Shop can expand its marketing reach without having to spend a lot of time and money.

The purpose of designing a CRM system at the palace doll shop is to build an information system regarding matters related to customers to make it easier for companies to read customer desires and habits through activities that occur in the CRM system and can make decisions to improve the quality and quantity of the store. with web-based CRM, the management of customer data becomes easier and helps in increasing loyalty and satisfaction so that customers do not easily turn to competitors. In this research, a Web-Based Customer Relationship Sales Management will be created at the Istana Doll Shop using XAMPP supporting software.

RESEARCH METHODS

A. Analysis of the Running System

Activities at the Doll Palace Store still use the old system in their activities. For more details, the process on the system that is running at the Istana Doll Shop is as follows:

1. Customers come to the Doll Palace Shop to make a Purchase / Order a Doll.
2. If the customer purchases the desired doll, then the customer submits it to the cashier. After processing the cashier section, the customer will make a payment for the doll at the cashier and receive proof of payment for the doll that has been purchased.
3. If the customer orders the desired doll, then the customer provides the order report data and submits it to the staff of the Istana Doll Shop, and gives the report to the cashier.
4. After processing and by the cashier, the customer will make payment for the doll at the cashier and receive proof of payment for the doll that has been ordered and bring proof of payment.

B. Problem Identification

Based on the description of the background of the problem above, several problems can be identified as follows:

1. The Istana Doll shop still uses simple information delivery and sales media, which is only limited to the store.

2. The Istana Doll shop requires a Web-based promotional tool to make it easy for customers to access.

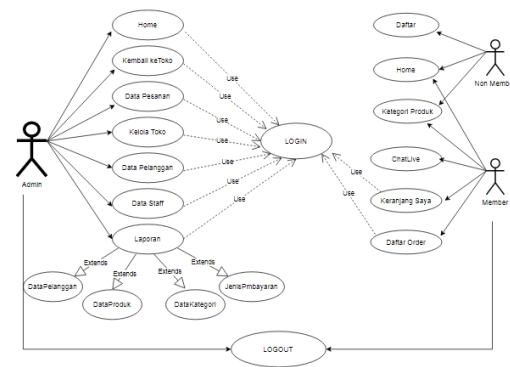
3. CRM is needed to make it easier for customers to interact with the Istana Doll Shop.

C. Unified Modeling Language (UML) Design

The information system of the Istana Doll Shop is designed using a tool in the form of UML (Unified Modeling Language). In order to make it easier to move the concept of the designed system into the form of a program, where the design is described in the form of diagrams.

Use Case Diagrams

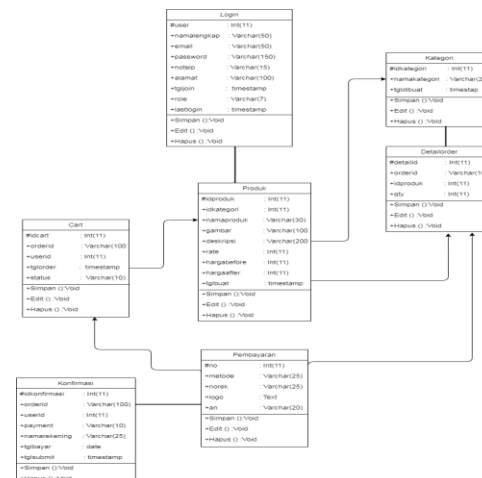
Use Case Diagrams are used to show the relationships that occur between actors and use cases that exist in the system, so that prospective system/software users gain an understanding of the system to be developed. The following use case diagram can be seen in Figure 4.1



Gambar 4.1 Use Case Diagram

Class Diagram

Class diagrams or class diagrams describe the structure of the system in terms of defining the classes that will be created to build the system. Classes have what are called attributes and methods or operations. The following Class Diagram can be seen in Figure 4.2.



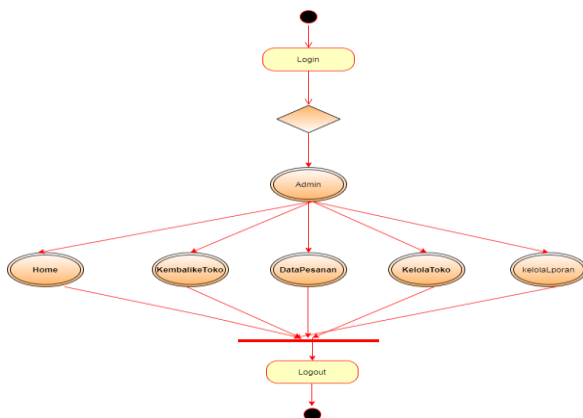
Gambar 4.2 Class Diagram

Activity Diagrams

Activity diagrams describe system activities not what actors do, so activities that can be performed by the system. An activity can be realized by one or more use cases. Activities describe running processes, while use cases describe how actors use the system to perform activities.

1. Admin Activity Diagram

This diagram will explain all the activities that the admin can do by selecting the menu that is already available on the system. The following Admin Activity Diagram can be seen in Figure 4.3.

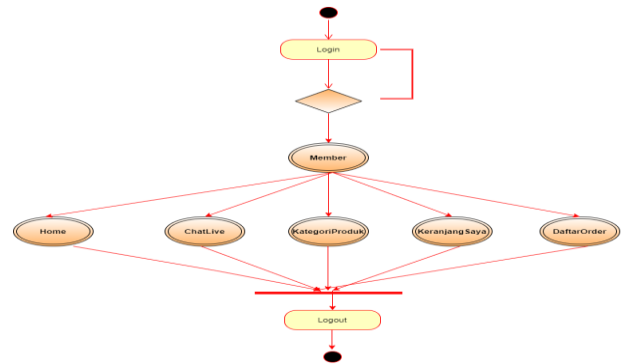


Gambar 4.3 Activity Diagram Admin

2. Activity Diagram Member

This diagram will explain all the activities that can be done by the Member by selecting

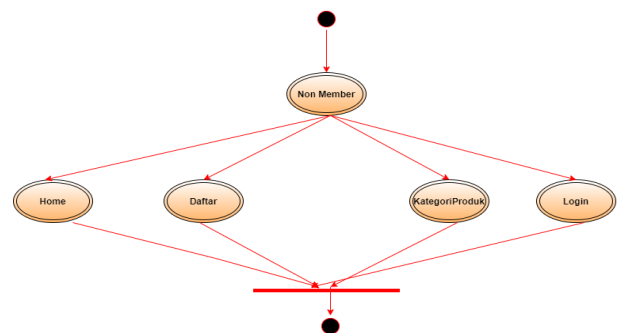
the menu that is already available on the system. The following Member Activity Diagram can be seen in Figure 4.4.



Gambar 4.4 Activity Diagram Member.

3. Non-Member Activity Diagram

This diagram will explain all the activities that can be done by the guest by selecting the menu that is already available on the system. The Non-Member Activity Diagram can be described as shown in Figure 4.5.



Gambar 4.5 Activity Diagram Non Member

System Design

System design is the main key to the success of the system to be designed, because the detailed design will contain all the designs that will lead to the implementation techniques.

1. Login Page

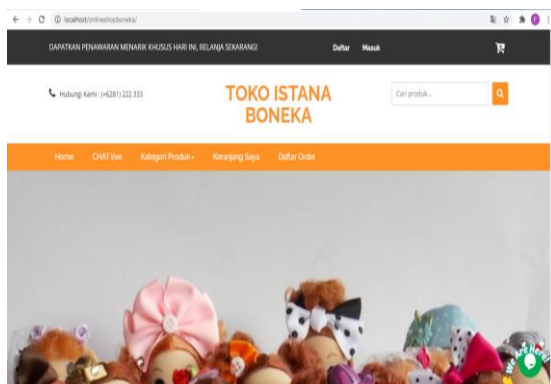
Here is the display form of the login page

MASUK

BELUM TERDAFTAR?
[Daftar Sekarang](#)

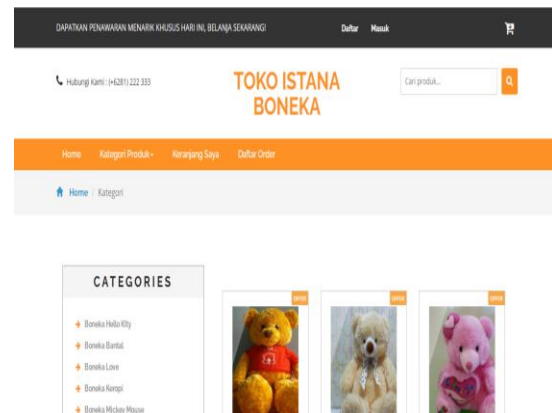
2. Main page

Here is the display form of the main page



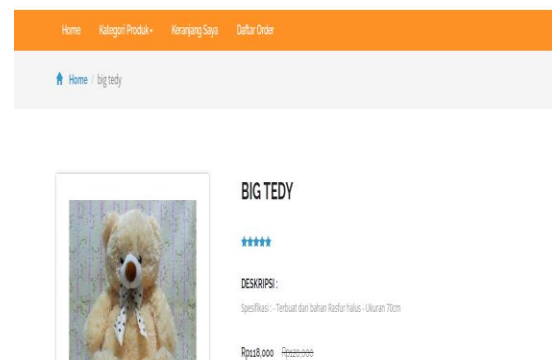
3. Main Page 2

Here is the view from the main page2



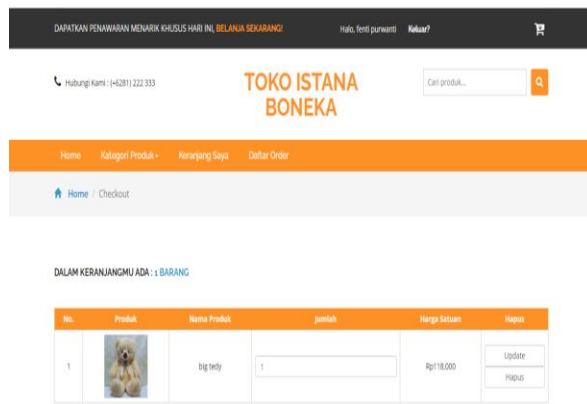
4. Product Details Page

Here is a view of the product detail page



5. Cart Pages

Here is a view of the Cart . page



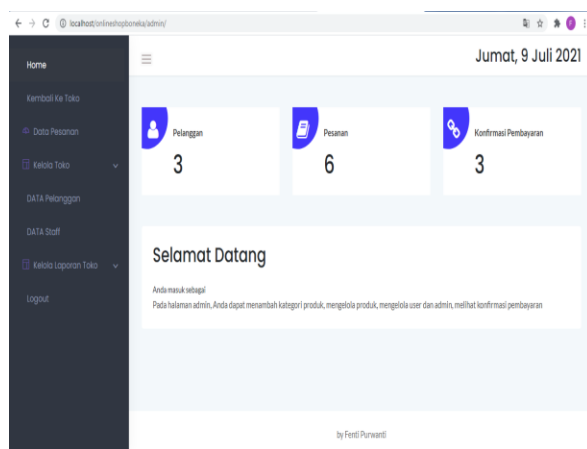
6. History page

Here is the view from the History page



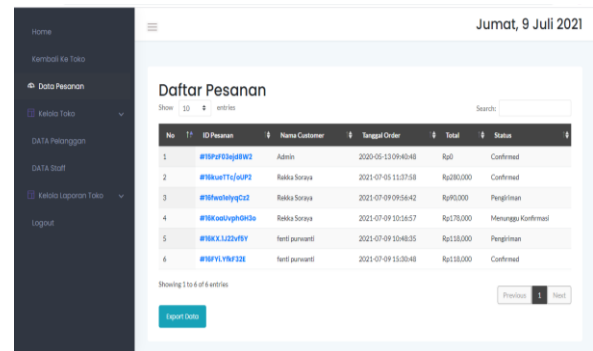
7. Admin Page

Here is the view from the Admin page



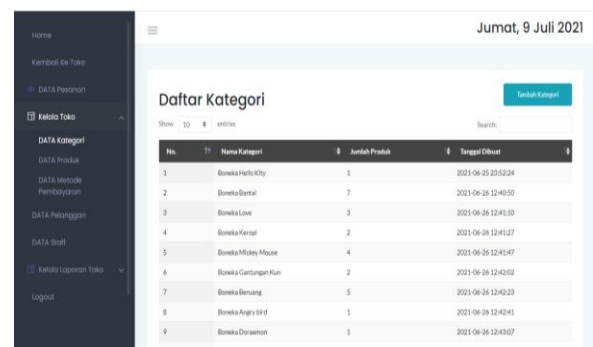
8. Order Data Page

The following is a display of the order data page



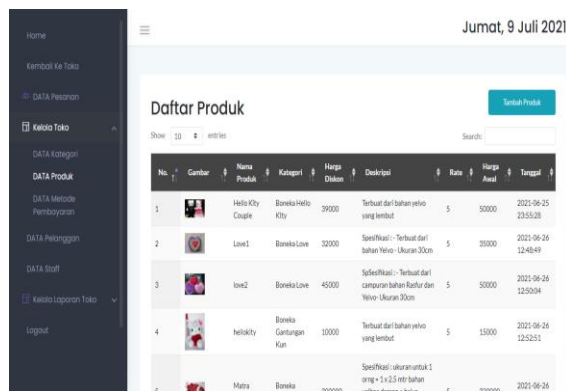
9. Category Data Page

Here is the display of the category data page



10. Product Data Page

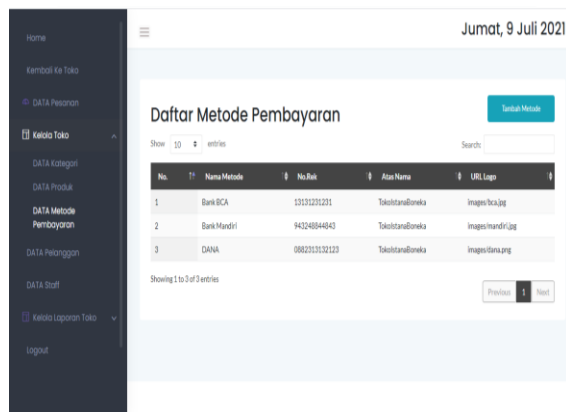
The following is a display of the product data page



No	Gambar	Nama Produk	Kategori	Harga Diskon	Deskripsi	Rate	Harga Asli	Tanggal
1		Helo Kitty Couple	Boneka Hello Kitty	30000	Terdapat dari bahan pelin yang lembut	5	50000	2021-06-25 23:55:28
2		Low1	Boneka Low1	32000	Spesifikasi: Terbuat dari bahan Velvet - Ukuran 30cm	5	35000	2021-06-24 12:48:49
3		Low2	Boneka Low2	45000	Spesifikasi: Terbuat dari campuran bahan Felt dan Velvet - Ukuran 30cm	5	50000	2021-06-24 12:50:04
4		Helikitty	Boneka Gantungan Kyn	15000	Terdapat dari bahan pelin yang lembut	5	15000	2021-06-24 12:52:51
5		Maha	Boneka	300000	Spesifikasi: ukuran untuk 1 orang - 1 x 2,5 mtr bahan velvet dengan + busuk	5	300000	2021-06-24

11. Payment Data Page

The following is a display of the payment data page



No	Nama Metode	No.Rak	Atas Nama	URL Logo
1	Bank BCA	13131231231	Tokitandaneke	Images/bca.jpg
2	Bank Mandiri	943240344843	Tokitandaneke	Images/mandiri.jpg
3	DANA	086231313123	Tokitandaneke	Images/dana.jpg

CONCLUSION

Based on the design of the SALES CRM Information System AT THE PROMOTIONAL DOLL PALACE SHOP and in the city of Palembang as well as the analyzes carried out on sales data

processing, the authors draw several conclusions, namely:

1. With the implementation of Web-Based Sales at the Palace Doll Shop in Palembang City, it can make it easier to process data on Selling and Buying Dolls.

2. With a CRM in the form of a third-party live chat TAWK.TO which admin can access via cellphone to make it easier for admins to respond quickly to some problems from their customers at the Istana Doll Shop, Palembang City, it can also be a liaison between the Store Owner and the customer

3. With the CRM Web-Based Sales at the Istana Puppet Shop in Palembang City, it can make it easier for customers to place orders and purchase goods online without having to come to the store.

4. With the CRM Web-Based Sales at the Palace Doll Shop, Palembang City, it can expand sales of Dolls.

5. With the CRM Web-Based Sales at the Palace Doll Shop, Palembang City, it can maintain the confidentiality of the data because it is stored in a database that can only be accessed by interested parties

equipped with supporting software, namely XAMPP.

THANK-YOU NOTE

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