

## ABSTRAK

Pengembangan aplikasi *e-commerce* ini bertujuan untuk membantu perusahaan Anugerah Besar dalam memasarkan produk *furniture*-nya secara *online*. Aplikasi ini berfokus untuk memberikan informasi yang tepat dan jelas, membantu *member* mendapatkan *furniture* dengan mudah, dan membantu meningkatkan penjualan melalui penerapan *Customer Relationship Management*. Selain itu aplikasi ini juga memudahkan pengelola dan *member* untuk mendapatkan informasi melalui fitur *e-mail gateway*. Aplikasi ini dibuat sebagai *website* yang *user friendly*, menggunakan strategi *cross-selling*, *up-selling*, *behavior analysis*, dan *e-mail gateway*. Data-data dikumpulkan dari studi kepustakaan, observasi ke objek penelitian, dan wawancara kepada pihak-pihak yang bersangkutan. Analisis dari data-data tersebut telah digunakan untuk mengembangkan aplikasi yang mendukung penerapan strategi yang baik dalam memasarkan produknya. Melalui *blackbox testing* telah dilakukan pengujian dan dapat disimpulkan bahwa aplikasi yang sudah dibuat dapat membantu penyelesaian masalah yang ada.

Kata kunci : *Customer Relationship Management*, *Cross-Selling*, *Up-Selling*, *Behavior Analysis*, *E-mail Gateway*

## **ABSTRACT**

*E-commerce application development aims assisting Anugerah Besar company in marketing of its furniture products online. This application focuses on providing the right and clear information, helping members get furniture easily, and help increase sales through the implementation of Customer Relationship Management. In addition, this application also allows managers and members to obtain information via e-mail gateway feature. This application was made as a website that is user friendly, using a strategy of cross-selling, up-selling, behavior analysis, and e-mail gateway. The data collected from the literature study, observations to the object of research, and interviews to the parties concerned. Analysis of these data have been used to develop applications that support the implementation of good strategy in marketing their products. Through testing blackbox testing has been done and can be concluded that the application has been created to help resolve the problem.*

*Keyword : Customer Relationship Management, Cross-Selling, Up-Selling, Behavior Analysis, E-mail Gateway*

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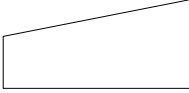
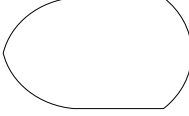
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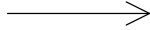
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## DAFTAR SIMBOL

Kategori	Simbol	Deskripsi
<i>Flowchart</i>		Merepresentasikan <i>Input</i> data atau <i>Output</i> data yang diproses.
<i>Flowchart</i>		Mempresentasikan operasi.
<i>Flowchart</i>		Keputusan dalam program
<i>Flowchart</i>		Awal / akhir <i>flowchart</i> .
<i>Flowchart</i>		<i>Input</i> / <i>Output</i> dalam format yang dicetak.
<i>Flowchart</i>		<i>Input</i> yang dimasukkan secara <i>manual</i> dari keyboard.
<i>Flowchart</i>		<i>Output</i> yang ditampilkan pada terminal.
<i>Flowchart</i>		Operasi Manual.
<i>Use Case</i>		Simbol <i>use case</i> mewakili potongan yang berbeda fungsi untuk sistem, komponen atau bahkan sebuah <i>class</i> . setiap harus memiliki nama yang biasanya beberapa kata yang menggambarkan fungsi yang diperlukan, seperti mengelola laporan koperasi.

Kategori	Simbol	Deskripsi
<i>Use Case</i>		<i>System boundaries</i> digunakan untuk membatasi usecase yang berhubungan dengan sistem
<i>Use Case</i>		Digunakan untuk menghubungkan aktor yang melakukan kegiatan ke dalam system
<i>Use Case</i>		Simbol Aktor mewakili pengguna yang berhubungan langsung atau berinteraksi dengan sistem.
<i>Activity Diagram</i>		Simpul awal ( <i>Initial Node</i> ) adalah titik awal dari diagram. Node awal tidak diperlukan meskipun tidak membuatnya lebih mudah untuk membaca diagram.
<i>Activity Diagram</i>		Kegiatan akhir simpul ( <i>Activity final node</i> ). Lingkaran diisi dengan perbatasan adalah titik akhir. Sebuah <i>activity diagram</i> dapat memiliki node aktivitas nol atau lebih akhir.

Kategori	Simbol	Deskripsi
<i>Activity Diagram</i>		<i>Action State</i> digambarkan sebagai Persegi panjang bulat yang merepresentasikan aktivitas yang terjadi. Suatu kegiatan dapat bersifat fisik, seperti Periksa Formulir, atau elektronik, seperti Tampilan Layar Buat Mahasiswa.
<i>Activity Diagram</i>		Panah Aliran. Tanda panah pada diagram.