

ABSTRAK

Tunas Mandiri adalah salah satu perusahaan yang bergerak di bidang penjualan alat elektronik seperti TV, home teater, AC dan alat multimedia lainnya. Dalam melakukan usahanya, Tunas Mandiri hanya melakukan penjualan melalui toko saja. Hal ini menyulitkan Tunas Mandiri dalam memperluas jangkauan penjualannya sehingga penjualan elektroniknya hanya berkutat disekitar daerah Tangerang saja. Oleh karena itu, untuk memperluas jangkauan penjualannya maka diperlukan suatu aplikasi *website* dimana aplikasi ini dapat digunakan untuk menjadi sarana atau media bagi konsumen lainnya untuk dapat membeli produk elektronik di Tunas Mandiri secara *online*. Serta perlu diterapkan juga suatu metode *CRM* yang digunakan untuk dapat menarik konsumen lain serta meningkatkan keuntungan toko. Metode *CRM* yang digunakan dapat berupa penggunaan *email* yang dapat sangat membantu menginformasikan suatu produk baru terhadap konsumen. Penggunaan media sosial yang dapat membantu mengenalkan perusahaan ke konsumen secara lebih luas. Pemberian diskon dan point dapat membantu menarik konsumen dalam membeli suatu produk. Dan untuk meningkatkan kepercayaan konsumen maka disertakan juga fitur *review* dan *rating* yang dapat digunakan oleh konsumen. *Data* primer yang digunakan adalah *data* yang didapat dari hasil wawancara dengan pemilik perusahaan dan *data* sekunder didapatkan dari studi *literature* seperti buku, *internet*. Dari hasil penelitian ini didapatkan suatu aplikasi *website* yang dapat menangani penjualan produk secara *online*.

Kata Kunci: Penjualan *Online*, Personalisasi, *Email Gateway*, *Social Media* dan *CRM*.

ABSTRACT

Tunas Mandiri is one company that engages in the sale of electronic devices such as TV, home theater, air conditioners and other multimedia devices. In conducting its business, Tunas Mandiri only sell through the store alone. It is difficult Shoots Self in expanding the reach of its sales so that sales of electronic Tangerang dwell only in the area around it. Therefore, to extend the reach of its sales, we need a website application where the application can be used for a medium or media for other consumers to be able to buy electronic products online Tunas Mandiri. And need to be applied also a method used CRM to attract other consumers and increase store profits. CRM methods used can be the use of email that can really help inform a new product to the consumer. Using social media can help bring the company to a wider consumer. Giving discounts and points can help attract consumers to buy a product. And to increase consumer confidence it also included a review and rating feature that can be used by consumers. Primary data used is the data obtained from interviews with company owners and secondary data obtained from the study of literature, including books, internet. From the results of this research, a web application that can handle online product sales.

Keywords: Online Sales, Personalization, Email Gateway, Social Media and CRM.

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