

ABSTRAK

Toko elektronik Melody Agung adalah salah satu toko elektronik yang terletak di Purwakarta yang sudah sangat berkembang menjadi toko yang besar. Keseluruhan transaksi baik penjualan, pembelian dan laporan masih dicatat diatas kertas saja yang terkadang bisa rusak ataupun hilang. Oleh karena itu, toko ini memerlukan sebuah aplikasi yang bisa mencatat transaksi penjualan, pembelian dan inventori yang ada pada toko secara terkomputerisasi. Penjualan barang yang secara langsung memiliki ruang lingkup yang kecil sehingga terpikir untuk membuat sebuah *website* penjualan barang elektronik agar target penjualannya semakin besar. Dengan menggunakan prinsip CRM (*Customer Relationship Management*) maka diharapkan akan bisa lebih meningkatkan profit toko. Penggunaan Sms Gateway juga dipakai dalam rangka mempererat hubungan dengan konsumen. Berdasarkan data primer yang didapat dari hasil pembelajaran di kampus Universitas Kristen Maranatha dan data sekunder yang didapatkan dari studi literatur yang berupa internet ataupun buku. Pembuatan *website* ini menggunakan bahasa pemrograman ASP C# dengan *Visual Studio* 2010 serta *SQL Server* 2008 R2 sebagai jembatan pengerjaannya. Penelitian ini telah menghasilkan sebuah *website* yang bisa menangani transaksi penjualan, pembelian serta pencatatan inventori barang yang pada toko elektronik Melody Agung.

Kata kunci : penjualan, pembelian, inventori, Sms Gateway dan CRM.

ABSTRACT

Melody Agung electronics store is one of the electronics store located in Purwakarta that was already developed into a big store. Over all a good deal of sales, purchases and reports are still recorded on paper are sometimes damaged or lost. Therefore, these stores require an application that can record the sales transactions, purchasing and inventory that existed at the store computerized. Sales of goods which directly has a small scope that accorred to create a website selling electronic goods to the larger sales targets. By using the principles of CRM (Customer Relationship Management) is expected to be able to further improve store profit. The use of SMS Gateway is also used in order to make more streng relationships with customers. Using primary data obtained from the results of learning on the campus of Maranatha Christian University and secondary data obtained from literature studies that form the internet or books. Making these applications using programming languages C# with Visual Studio 2010 and SQL Server 2008 R2 as a bridge process. This research has produce dan application that can handle sales transactions, purchase and recording of inventory items at an Melody Agung electronics store.

Key words: sales, purchasing, inventory, Sms Gateway and CRM.

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