

ABSTRAK

Gading Battery merupakan tempat usaha yang menjual berbagai merk aki, aksesoris mobil. Gading Battery tergolong baru dalam usaha penjualan aki karena baru berjalan selama 2 tahun. Dalam 2 tahun perjalanan, terjadi peningkatan dalam penjualan aki. Di Gading Battery semua kegiatan seperti penjualan, pembelian, pengecekan stok masih dilakukan dengan manual. Gading Battery mengalami masalah dalam mengolah dan mencari data penjualan atau pembelian, mencari rekomendasi aki saat customer bertanya aki yang bagus, menyebarkan promo untuk customer. Untuk mengetahui semua hal itu, Gading Battery memerlukan waktu yang lama. Selain itu, Gading Battery juga mengalami masalah dalam pembuatan laporan seperti laporan penjualan, pembelian, persediaan barang.

Oleh karena itu, dibutuhkan sebuah aplikasi yang dapat mengolah data penjualan, pembelian, serta menambahkan fitur SMS Gateway. Pembuatan aplikasi pendataan barang, penjualan, pembelian dan customer ini diharapkan dapat memudahkan setiap kegiatan di dalamnya. Di aplikasi ini juga diberikan SMS promo, auto replay. SMS promo berfungsi untuk mengirimkan sms berupa promo yang sedang berjalan kepada customer yang telah membeli aki dan fungsi auto replay, digunakan untuk membalas otomatis sms customer meliputi informasi aki, promo, rekomendasi aki.

Kata kunci : Pendataan, Promo, Rekomendasi

ABSTRACT

Gading Battery is a business that sells various brands of car batteries and accessories, Gading Battery is still new in the business, because it just has run for two years. Within two years, sales increased. In Gading Battery, all activities such as sales, purchasing, inventory checking is still done manually. Gading Battery have problems in processing and finding sales data or purchasing data, search for suitable recommendation battery when member asks good battery, and to spread promo to customer. Gading Battery also have problems in making reports, such as sales report, purchase report, and stock report.

Therefore, Gading Battery needs an application that can process sales, purchasing, inventory, and reporting data as well as adding SMS Gateway feature. This goods collection, sales, purchase, and customer application are expected to facilitate any activity in it. This application also provided with SMS Promo and auto replay. SMS Promo's function is to send Promo in SMS to customer who had bought battery and auto replay's function, used to replay customer's SMS automatically which embrace information about battery, promo, recommendation battery.

Keywords: Data Collection, Promo, Recommendation.

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