

ABSTRAK

FutureBox adalah salah satu perusahaan yang bergerak di bidang penjualan alat komputerisasi seperti Laptop, computer *desktop* dan aksesoris komputer lainnya. Dalam melakukan usahanya, FutureBox hanya melakukan penjualan melalui toko saja. Hal ini menyulitkan FutureBox dalam memperluas jangkauan penjualannya sehingga penjualan komputerisasinya hanya berkutat disekitar daerah Jakarta 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 komputer di FutureBox 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 lain untuk 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 literatur seperti buku, internet. Dari hasil penelitian ini didapatkan suatu aplikasi *website* yang dapat menangani penjualan produk secara *online*.

Kata Kunci: Penjualan *Online*, *Cross-Selling*, *Email Gateway*, *Social Media* dan *CRM*.

ABSTRACT

FutureBox is one company that engages in the sale of computer devices such as notebook, desktop computer, computer accessories and other computer devices. In conducting its business, FutureBox only sell through the store alone. It is difficult for FutureBox in expanding the reach of its sales so that sales of computer Jakarta 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 computer products online FutureBox. 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 other 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, Cross-Selling, Email Gateway, Social Media and CRM.

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