

ABSTRAK

Lily Shop adalah perusahaan yang bergerak di bidang kosmetik dan kesehatan. Perusahaan ini melakukan pemasaran produk, penjualan produk, pembelian produk dan pengarsipan data-data pelanggan. Lily Shop masih bekerja secara manual dan ingin memperluas kawasan penjualannya. Sekarang ini penjualannya masih di daerah Bandung saja. Oleh karena itu Lily Shop dituntut untuk menggunakan sistem berbasis komputer dan *online*. Tujuan pembuatan aplikasi ini ini adalah untuk membuat suatu aplikasi yang dapat dipakai oleh semua orang dan memudahkan pemakai untuk mencari produk-produk kosmetik dan kesehatan yang langka tanpa harus keluar dari rumah. Sehingga aplikasi ini harus diterapkan metode *CRM*. Metode *CRM* yang digunakan dengan memberikan testimoni, perencanaan pemasaran, diskon poin dan menampilkan produk secara mendetail. Aplikasi ini dibuat menggunakan bahasa pemrograman asp.net dan basis data SQL Server 2008. Hasil penelitian menunjukkan bahwa aplikasi ini dapat menangani pemasaran, penjualan, pembelian, dan pencatatan data-data pelanggan secara *online*.

Kata Kunci: Berbasis Komputer dan *Online*, Bauran Pemasaran, *CRM*, ASP.Net, SQL Server 2008.

ABSTRACT

Lily Shop is a company that engages in the sale of cosmetics and health products. The company undertakes product marketing, product sales, product purchase and customer data archiving. Lily Shop still conducts business process manually and wants to expand its sales area. Now the sales are still conducted in Bandung. Therefore, Lily Shop would like to a computer-based system and online. The purpose of making this application is create an application that can be used by everyone and allows the user to search for rare cosmetic products and rare health product without having to get out of the house. So this application should be implemented CRM method. CRM methods are used to provide testimonials, marketing planning, discount points and display the product in detail. This application is built using asp.net and SQL Server 2008 database. The results showed that the application can handle the marketing, sales, purchasing, and recording of customer data online.

Keywords: Computer-Based and Online, Marketing Mix, CRM, ASP.Net, SQL Server 2008.

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