

ABSTRAK

Banyak tempat refleksi yang melakukan pencatatan stok barang, seperti barang refleksi, cream pijat, dan lain – lain menggunakan pencatatan *manual* sehingga sering terjadi kesalahan pencatatan stok barang. Pencatatan gaji terhadap karyawan pun sering terjadi kesalahan pencatatan, karena disamping gaji pokok, karyawan juga berhak mendapatkan gaji *bonus* dari transaksi *service*. *Booking by phone* juga sering terjadi kesalahan pencatatan sehingga membuat *customer* menjadi kecewa dan tidak ingin melakukan transaksi lagi. Belum adanya penerapan proses *CRM*, sehingga kurang menarik *customer* untuk melakukan transaksi.

Dalam aplikasi yang penulis rancang, penulis ingin mempermudah proses pengecekan stok barang dan pencatatan stok barang yang pernah di beli atau di jual oleh Kembang Jepun. Mempermudah pencatatan gaji, yaitu dengan pencatatan gaji secara otomatis sehingga tidak terjadi kesalahan pencatatan gaji karyawan. Pencatatan *booking by phone* secara komputerisasi dengan menggunakan aplikasi mengurangi kesalahan pencatatan *booking*, sehingga *customer* tidak kecewa. Adanya penerapan *CRM* yang dapat menarik minat *customer* untuk melakukan transaksi. Aplikasi yang penulis rancang menggunakan *Visual Studio C#*.

Kata Kunci : Aplikasi *Desktop*, *Website*, *reflesologi* Kembang Jepun, *Service*, Penggajian, *Booking*, Penjualan, Pembelian, *CRM*.

ABSTRACT

Many reflexologies that record the inventory stocks, such as cosmetic items, massage creams, and others using manual record sometimes have mistaken the recordance. Employee's salaries record sometimes also have mistakes in it, because in addition to basic salary, the employee is also deserve a salary bonus of the service transaction. Booking by phone is usually have errors that makes customers disappointed and do not want to do the transaction again. there is no implementation of the CRM process, which makes the customer is not interested to do the transaction.

In the application that the author designed, the author want to simplify the process of checking and recording the inventory stocks that have been purchased or have been sold by the Kembang Jepun. Simplify the recording of the salaries, with wages records automatically so that minimize errors that occurs on the employee's salaries record. Booking by phone is computerized to reduce the error of booking's record, so customers will not be disappointed. There is a CRM implementation process, that makes customer interested to do the transaction. The authors designed an application using Visual Studio C #.

Keyword : Desktop Applictaion, Website, Kembang Jepun relexology, Service, Salary, Booking, Sell, Buy, CRM.

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