

Abstrak

Karya tulis ini membahas tentang bagaimana cara Toko Aneka Sandang untuk memperluas jaringan tokonya dengan cara membuat sebuah web dengan fitur CRM. CRM bertujuan untuk menjaga hubungan antara toko dengan konsumen. Adapun karya tulis ini menggunakan teori bahasa ASP .Net yang merupakan salah satu teori untuk merancang web. Metode yang digunakan untuk menganalisis masalah adalah dengan cara melakukan survey tentang permasalahan yang ada dan dapat dicari jalan keluarnya terbaiknya. Teknik penelitian yang digunakan adalah teknik pengumpulan data dari lapangan secara langsung. Oleh karena itu penelitian ini dapat menjawab permasalahan Toko Aneka Sandang dengan bantuan komputer dan internet.

Key words : Pakaian,CRM,internet

Abstract

This paper discusses about Toko Aneka Sandang that want to expand its network by creating a web with CRM features. CRM aims to maintain the relationship between the store with customers. The paper uses the theory of the ASP language. Net, which is one theory to design web. The method used to analyze the problem is by doing a survey about existing problems and can be searched out the best way. Research techniques used are data collection techniques from the field directly. Therefore this study can answer Toko Aneka Sandang's problems with the help of computers and the Internet.

Key words : Clothing,CRM,internet

Daftar Isi

| | |
|---|-----|
| Abstract..... | iii |
| Daftar Gambar..... | iv |
| Daftar Tabel..... | vi |
| BAB I PENDAHULUAN..... | 1 |
| 1.1. Latar Belakang Masalah..... | 1 |
| 1.2. Rumusan Masalah | 1 |
| 1.3. Tujuan Pembahasan | 2 |
| 1.4. Ruang Lingkup Kajian | 2 |
| 1.5. Sumber Data..... | 2 |
| 1.6. Sistematika Penyajian..... | 3 |
| BAB II KAJIAN TEORI | 4 |
| 2.1. Perancangan Sistem..... | 4 |
| 2.1.1.Customer Relationship Management (CRM) | 4 |
| 2.1.1.1.Tujuan CRM..... | 5 |
| 2.1.1.2. Tahapan CRM..... | 5 |
| 2.1.1.3. Klasifikasi CRM..... | 6 |
| 2.1.1.4. Manfaat CRM..... | 6 |
| 2.1.2. <i>Data Flow Diagram(DFD)</i> | 8 |
| 2.1.2. Entity Relationship Diagram (ERD) | 9 |
| 2.1.3. <i>Flowchart</i> | 11 |
| 2.2. Pembuatan sistem | 12 |
| 2.2.1. Database Management Systems (DBMS) | 12 |
| 2.2.2. Structure Query Language (SQL)..... | 14 |
| BAB III ANALISIS DAN RANCANGAN SISTEM..... | 20 |
| 3.1.Proses Bisnis | 20 |
| 3.2. Proses CRM yang berjalan di dalam sistem | 25 |
| 3.3. ERD(Entity Relationship Diagram) | 26 |
| 3.4. DFD(Data Flow Diagram)..... | 27 |
| 3.4.1. DFD <i>Level 0</i> | 27 |
| 3.4.2. DFD <i>Level 1</i> | 28 |
| 3.4.3. DFD <i>Level 2</i> | 29 |
| 3.4.3.1. DFD <i>Level 2</i> Proses 1 | 29 |

| | |
|--|----|
| 3.4.3.2. DFD <i>Level</i> 2 Proses 2 | 29 |
| 3.4.3.3. DFD <i>Level</i> 2 Proses 5 | 30 |
| 3.5. Kamus Data | 31 |
| 3.6. PSPEC(Process Specification)..... | 35 |
| 3.7. ERD to Table | 41 |
| 3.8. User Interface(UI)..... | 43 |
| 3.8.1. Halaman Depan | 44 |
| 3.8.2. Halaman <i>MEN</i> | 45 |
| 3.8.3. Halaman <i>WOMEN</i> | 46 |
| 3.8.4. Halaman <i>KIDS</i> | 47 |
| 3.8.5. Halaman <i>Register</i> | 48 |
| 3.8.6. Halaman <i>Login</i> | 49 |
| 3.8.7. Halaman <i>Shopping Cart</i> | 50 |
| 3.8.8. Halaman <i>login admin</i> | 51 |
| 3.8.9. Halaman Depan <i>admin</i> | 51 |
| 3.8.10. Halaman <i>member admin</i> | 52 |
| 3.8.11. Halaman barang <i>admin</i> | 53 |
| 3.8.12. Halaman pemesanan <i>admin</i> | 54 |
| 3.8.13. Halaman member account | 55 |
| BAB IV HASIL PENELITIAN | 56 |
| 4.1. Halaman Depan | 56 |
| 4.2. Halaman Register | 57 |
| 4.3. Halaman <i>Login</i> | 58 |
| 4.3.1. Tampilan sesudah <i>login</i> | 59 |
| 4.4. Halaman <i>MEN</i> | 59 |
| 4.4.1. <i>Windows box</i> barang tersedia di <i>cart</i> | 60 |
| 4.5. Halaman <i>WOMEN</i> | 61 |
| 4.6. Halaman <i>KIDS</i> | 62 |
| 4.7. Halaman <i>Shopping cart</i> | 63 |
| 4.7.1.Tampilan <i>update shopping cart</i> | 64 |
| 4.7.2. <i>Windows box</i> peringatan cek kembali | 64 |
| 4.7.3.Tampilan <i>shopping cart confirm</i> barang | 65 |
| 4.7.4.Tampilan <i>shopping cart</i> setelah confirm barang | 65 |
| 4.8. Halaman <i>member account</i> | 66 |
| 4.9. Halaman <i>login admin</i> | 67 |
| 4.10. Halaman depan <i>admin</i> | 68 |

| | |
|--|----|
| 4.11. Halaman <i>member admin</i> | 68 |
| 4.12. Halaman barang <i>admin</i> | 69 |
| 4.12.1. Tampilan <i>add</i> barang | 70 |
| 4.13. Halaman pesanan <i>admin</i> | 71 |
| BAB V PEMBAHASAN DAN UJI COBA HASIL PENELITIAN | 72 |
| 5.1. Black box testing | 72 |
| BAB VI SIMPULAN DAN SARAN..... | 81 |
| 6.1. Simpulan..... | 81 |
| 6.2. Saran | 81 |
| Daftar Pustaka..... | 82 |

Daftar Gambar

| | |
|--|----|
| Gambar 1 External Entity..... | 8 |
| Gambar 2 Data Process..... | 8 |
| Gambar 3 Data Store..... | 9 |
| Gambar 4 Data Flow..... | 9 |
| Gambar 5 Entity..... | 9 |
| Gambar 6 Relationship..... | 10 |
| Gambar 7 One-to-One Relationship..... | 10 |
| Gambar 8 One-to-many Relationship..... | 10 |
| Gambar 9 Many-to-many Relationship..... | 11 |
| Gambar 10 <i>mandatory entity 1 to entity 2 dengan one-to one-relationship</i> | 11 |
| Gambar 11 Terminator..... | 12 |
| Gambar 12 Process..... | 12 |
| Gambar 13 Document..... | 12 |
| Gambar 14 Decision..... | 12 |
| Gambar 15 Flowchart Proses Penjualan..... | 19 |
| Gambar 16 Flowchart Proses Pembayaran..... | 20 |
| Gambar 17 Flowchart Proses <i>Login</i> | 21 |
| Gambar 18 Flowchart Proses Bisnis <i>Subscribe</i> | 22 |
| Gambar 19 Flowchart Proses Bisnis Register..... | 23 |
| Gambar 20 ERD..... | 25 |
| Gambar 21 DFD Level 0..... | 28 |
| Gambar 22 DFD Level 1..... | 29 |
| Gambar 23 DFD Level 2 Proses 1..... | 30 |
| Gambar 24 DFD Level 2 Proses 2..... | 31 |
| Gambar 25 DFD Level 2 Proses 7..... | 31 |
| Gambar 26 DFD Level 2 Proses 5..... | 32 |
| Gambar 27 Halaman depan..... | 45 |
| Gambar 28 Halaman <i>MEN</i> | 46 |
| Gambar 29 Halaman <i>WOMEN</i> | 47 |
| Gambar 30 Halaman <i>KIDS</i> | 48 |
| Gambar 31 Halaman <i>register</i> | 49 |
| Gambar 32 Halaman <i>login</i> | 51 |
| Gambar 33 Halaman <i>shopping cart</i> | 51 |

| | |
|--|----|
| Gambar 34 Halaman <i>login admin</i> | 52 |
| Gambar 35 Halaman depan <i>admin</i> | 52 |
| Gambar 36 Halaman <i>member admin</i> | 53 |
| Gambar 37 Halaman barang <i>admin</i> | 54 |
| Gambar 38 Halaman pemesanan <i>admin</i> | 55 |
| Gambar 39 Halaman <i>member account</i> | 56 |
| Gambar 40 Halaman <i>search</i> | 57 |
| Gambar 41 Halaman laporan <i>admin</i> | 58 |
| Gambar 42 Halaman depan..... | 59 |
| Gambar 43 Halaman <i>register</i> | 60 |
| Gambar 44 Halaman <i>login</i> | 61 |
| Gambar 45 tampilan sesudah login..... | 62 |
| Gambar 46 Halaman <i>MEN</i> | 62 |
| Gambar 47 <i>Windows box</i> barang tersimpan di <i>cart</i> | 63 |
| Gambar 48 Halaman <i>WOMEN</i> | 64 |
| Gambar 49 Halaman <i>KIDS</i> | 65 |
| Gambar 50 Halaman <i>shopping cart</i> | 66 |
| Gambar 51 Tampilan <i>update shopping cart</i> | 67 |
| Gambar 52 <i>Windows box</i> peringatan cek kembali..... | 67 |
| Gambar 53 Tampilan <i>shopping cart confirm</i> barang..... | 68 |
| Gambar 54 Tampilan <i>shopping cart</i> setelah <i>confirm</i> barang..... | 68 |
| Gambar 55 Halaman <i>member account</i> | 69 |
| Gambar 56 Halaman <i>login admin</i> | 70 |
| Gambar 57 Halaman depan <i>admin</i> | 71 |
| Gambar 58 Halaman <i>member admin</i> | 71 |
| Gambar 59 Halaman barang <i>admin</i> | 72 |
| Gambar 60 Tampilan <i>add</i> barang..... | 73 |
| Gambar 61 Halaman pesanan <i>admin</i> | 74 |
| Gambar 62 Halaman <i>search</i> | 75 |
| Gambar 63 Halaman laporan <i>admin</i> | 76 |

Daftar Tabel

| | |
|--|----|
| Tabel I Contoh Tabel Barang..... | 16 |
| Tabel II Contoh Tabel Kelompok..... | 17 |
| Tabel III Tabel <i>Cart</i> | 27 |
| Tabel IV Tabel <i>member</i> | 27 |
| Tabel V Tabel pemesanan..... | 27 |
| Tabel VI Tabel barang..... | 28 |
| Tabel VIII Tabel penjualan..... | 28 |
| Tabel IX Tabel <i>subscribe</i> | 28 |
| Tabel X Tabel memiliki..... | 28 |
| Tabel XI Tabel member-barang..... | 28 |
| Tabel XII Tabel barang..... | 33 |
| Tabel XIII Tabel <i>cart</i> | 33 |
| Tabel XIV Tabel <i>member</i> | 34 |
| Tabel XV Tabel <i>member</i> -barang..... | 34 |
| Tabel XVI Tabel memiliki..... | 35 |
| Tabel XVII Tabel pemesanan..... | 35 |
| Tabel XVIII Tabel penjualan..... | 36 |
| Tabel XIX Tabel <i>subscribe</i> | 36 |
| Tabel XX Tabel <i>PSPEC add member</i> | 37 |
| Tabel XXI Tabel <i>PSPEC edit member</i> | 37 |
| Tabel XXII Tabel <i>PSPEC</i> lihat barang..... | 38 |
| Tabel XXIII Tabel <i>PSPEC add to cart</i> | 38 |
| Tabel XXIV Tabel <i>PSPEC admin add barang</i> | 39 |
| Tabel XXV Tabel <i>PSPEC admin edit</i> barang..... | 39 |
| Tabel XXVI Tabel <i>PSPEC admin</i> lihat <i>member</i> | 40 |
| Tabel XXVII Tabel <i>PSPEC admin</i> olah <i>subscribe</i> | 40 |
| Tabel XXVIII Tabel <i>PSPEC admin</i> validasi pesanan..... | 41 |
| Tabel XXIX Tabel <i>PSPEC admin</i> lihat laporan..... | 41 |
| Tabel XXX Tabel <i>PSPEC</i> proses pemesanan..... | 42 |
| Tabel XXXI Tabel <i>PSPEC</i> proses <i>costumer service</i> | 42 |
| Tabel XXXII Tabel <i>PSPEC</i> proses <i>search by name</i> | 43 |
| Tabel XXXIII Tabel <i>PSPEC</i> proses <i>search by kode_brg</i> | 43 |
| Tabel XXXIV Tabel <i>PSPEC</i> proses <i>search by harga</i> | 44 |

| | |
|--|----|
| Tabel XXXV Tabel <i>PSPEC</i> proses <i>search by stok</i> | 44 |
| Tabel XXXVI Tabel blackbox register..... | 77 |
| Tabel XXXVII Tabel blackbox login..... | 78 |
| Tabel XXXVIII Tabel blackbox MEN..... | 79 |
| Tabel XXXIX Tabel blackbox WOMEN..... | 79 |
| Tabel XXXX Tabel blackbox KIDS..... | 80 |
| Tabel XXXXI Tabel blackbox shopping cart..... | 80 |
| Tabel XXXXII Tabel blackbox member account..... | 81 |
| Tabel XXXXIII Tabel blackbox login admin..... | 82 |
| Tabel XXXXIV Tabel blackbox depan admin..... | 82 |
| Tabel XXXXV Tabel blackbox member admin..... | 83 |
| Tabel XXXXVI Tabel blackbox barang admin..... | 83 |
| Tabel XXXXVII Tabel blackbox pesanan..... | 84 |
| Tabel XXXXVIII Tabel blackbox search..... | 84 |