

ABSTRAK

Saat ini, seiring perkembangan internet yang semakin meningkat sehingga banyak sekali pengguna internet yang memanfaatkan peluang ini sebagai sarana usaha, tetapi disisi lain masih banyak sekali pelanggan yang kurang nyaman akan situs-situs penjualan. Oleh karena itu sangat diperlukan sebuah sistem pendekatan yang dapat membuat pelanggan merasa nyaman. sehingga pendapatan yang dihasilkan dapat *optimal*. Selain itu sistem pendekatan ini atau disebut juga CRM (*Customer relationship management*) sangat menguntungkan karena proses pendekatan dapat dilakukan secara otomatis. Berdasarkan hasil penelitian yang sudah dilakukan banyak sekali para pelanggan yang kurang puas dengan fitur-fitur yang terdapat pada *website* penjualan, dan terdapat juga masalah dimana pemilik *website* sangat sulit untuk mengatur *website* nya sehingga sering sekali terjadi dimana informasi yang harus disampaikan pada pelanggan menjadi tertunda, maka dari itu sangat dibutuhkan *website* yang dapat memberi kenyamanan baik untuk pemilik maupun pelanggan. *website* ini dibangun menggunakan bahasa *PHP* dengan aplikasi *Macromedia Dreamweaver 8* dan database *MySQL* Perancangan sistem ini menggunakan *Flowchart*, ERD (*Entity Relationship Diagram*) dan DFD (*Data Flow Diagram*), dengan penjelasannya PSPEC dan Kamus Data.

Kata Kunci : CRM (*Customer relationship management*) dan CMS (*Content Management System*).

ABSTRACT

Currently, as the increasing development of internet so a lot of internet users who take advantage of this opportunity as a means of business, but on the other hand there are very many customers less comfortable going to the websites selling. Therefore really needs a system approach that can make customers feel comfortable. so that the revenue generated can be optimal. Moreover this approach the system or also known as CRM (Customer relationship management) is very beneficial because the process can be done automatically approach. Based on research results already done a lot of customers who are not happy with the features found on the website sales, and there is also a problem where the owner of the website is very difficult to manage his website so often happens where the information that must be delivered to customers are delayed, therefore desperately needed a website that can provide comfort for both owner and customer. This website is built using the PHP language with applications Macromedia Dreamweaver 8 and MySQL database The design of this system using the Flowchart, ERD (Entity Relationship Diagrams) and DFD (Data Flow Diagram), with the explanation PSPEC and Data Dictionary.

Keywords: CRM (*Customer relationship management*) dan CMS (*Content Management System*).

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