

## ABSTRAK

Tugas Akhir ini berkaitan dengan pembangunan sistem informasi untuk membantu pemberian informasi pada *reseller* di PT. Sygma Examedia Arkanleema. Beberapa fitur *customer relationship management* seperti penerapan *event management* dan *lead management* juga diterapkan pada *back-end* untuk memudahkan staff PT. Sygma Examedia Arkanleema dalam pencatatan *event-event* yang berlangsung dan juga pengukuran dari calon *reseller* sampai dengan *reseller* yang terdaftar di PT. Sygma Examedia Arkanleema. Garis besar sistem ini adalah sebagai penunjang informasi antara perusahaan dengan *reseller* dalam bentuk *web online*. Sehingga alur informasi yang diberikan dari perusahaan bisa sampai secara langsung kepada *reseller*. Ada pun informasi yang diberikan dari perusahaan adalah informasi produk, reward, dan promo yang telah dirumuskan oleh perusahaan dan ditujukan langsung kepada *reseller*. Fasilitas *complaint* pun dibangun di dalam sistem. Pembuatan sistem ini menggunakan metode penelitian studi dokumentasi, studi media elektronik, dan juga observasi langsung kepada staff yang berkaitan langsung dengan *reseller* di PT. Sygma Examedia Arkanleema. Dimulai dengan menganalisis sistem yang berjalan, analisis *business rules*, analisis kebutuhan pada sistem, dan analisis *user* yang terlibat dalam sistem. Pembuatan analisis ini menggunakan UML dalam pembuatan *use case diagram*, *activity diagram*, dan juga perancangan *database*. Sistem dibangun dengan *framework* PHP-CodeIgniter dengan database MySQL. Hasil uji coba yang dilakukan sudah sesuai dengan lingkup yang sudah diatur, dengan penambahan fitur-fitur lainnya yang akan diimplementasi ke depannya.

Kata Kunci: sistem informasi, *reseller*, code igniter, web online, customer relationship management

## **ABSTRACT**

*This final task related to development of information system to helped giving information to resellers on PT. Sygma Examedia Arkanleema. There's some customer relationship management features which is implemented in the back end of this system like event management and lead management which can assist staffs to record events and gives information from leads to reseller which is registered in PT. Sygma Examedia Arkanleema. On the big notes, this system gives information from company to reseller based on web online. So, the information flow from company can be accessed to reseller directly. There's some informations are given from company ro reseller, such as list of product, rewards, and promos that have been defined from company and will be given to resellers directly. Complaint facility is builded in this system. This system development used some of methods like documentation study, electronic media study, and observes directly to staffs who related to this reseller project in PT. Sygma Examedia Arkanleema. System analyzing starts from analyze system, business rules, system requirements, and users on the system. Analytic development uses UML from use case diagram, activity diagram, and database design. This system is developed by PHP-CodeIgniter framework with MySQL database. The testing of this system is matched with the scope, with more of features will be developed in the future.*

*Keywords: information system, reseller, code igniter, web online, customer relationship management*

## DAFTAR ISI

|                                                  |      |
|--------------------------------------------------|------|
| LEMBAR PENGESAHAN .....                          | i    |
| PERNYATAAN ORISINALITAS LAPORAN PENELITIAN ..... | ii   |
| PERNYATAAN PUBLIKASI LAPORAN PENELITIAN .....    | iii  |
| PRAKATA .....                                    | iv   |
| ABSTRAK .....                                    | vi   |
| ABSTRACT .....                                   | vii  |
| DAFTAR ISI .....                                 | viii |
| DAFTAR GAMBAR .....                              | xii  |
| DAFTAR TABEL .....                               | xv   |
| DAFTAR NOTASI/ LAMBANG .....                     | xvii |
| DAFTAR SINGKATAN .....                           | xix  |
| DAFTAR ISTILAH .....                             | xx   |
| BAB 1. PENDAHULUAN .....                         | 1    |
| 1.1 Latar Belakang Masalah .....                 | 1    |
| 1.2 Rumusan Masalah .....                        | 2    |
| 1.3 Tujuan Pembahasan .....                      | 3    |
| 1.4 Ruang Lingkup Kajian .....                   | 3    |
| 1.4.1 Ruang Lingkup Perangkat Keras .....        | 4    |
| 1.4.2 Ruang Lingkup Perangkat Lunak .....        | 4    |
| 1.4.3 Ruang lingkup Aplikasi: .....              | 4    |
| 1.5 Sumber Data .....                            | 5    |
| 1.6 Sistematika Penyajian .....                  | 5    |
| BAB 2. KAJIAN TEORI .....                        | 7    |
| 2.1 Konsep Sistem Informasi .....                | 7    |
| 2.1.1 Data dan Informasi .....                   | 7    |
| 2.1.2 Konsep Sistem .....                        | 7    |
| 2.1.3 Konsep Sistem Informasi .....              | 8    |
| 2.2 Customer Relationship Management (CRM) ..... | 9    |
| 2.2.1 Pengertian CRM .....                       | 9    |
| 2.2.2 Jenis CRM .....                            | 10   |

|        |                                                                        |    |
|--------|------------------------------------------------------------------------|----|
| 2.2.3  | Manajemen CRM .....                                                    | 11 |
| 2.2.4  | <i>Lead</i> Management .....                                           | 12 |
| 2.2.5  | Membuat <i>Lead</i> dan Melacak Sumber <i>Lead</i> .....               | 13 |
| 2.2.6  | Mengualifikasikan <i>Lead</i> .....                                    | 14 |
| 2.3    | Unified Modelling Language (UML) .....                                 | 14 |
| 2.4    | ERD (Entity Relationship Diagram).....                                 | 16 |
| 2.5    | PHP .....                                                              | 16 |
| 2.6    | CodeIgniter (CI) .....                                                 | 17 |
| 2.7    | MySQL.....                                                             | 17 |
| 2.8    | Arsitektur Web Application (MVC) .....                                 | 17 |
| BAB 3. | ANALISIS DAN RANCANGAN SISTEM.....                                     | 19 |
| 3.1    | Tinjauan Organisasi.....                                               | 19 |
| 3.1.1  | Profil Perusahaan.....                                                 | 19 |
| 3.1.2  | Struktur Organisasi.....                                               | 21 |
| 3.1.3  | <i>Reseller</i> .....                                                  | 24 |
| 3.1.4  | <i>Event</i> .....                                                     | 25 |
| 3.2    | Analisis Sistem .....                                                  | 26 |
| 3.2.1  | User.....                                                              | 26 |
| 3.2.2  | Fitur-Fitur.....                                                       | 27 |
| 3.2.3  | Kodefikasi.....                                                        | 28 |
| 3.2.4  | Scoring Lead .....                                                     | 28 |
| 3.2.5  | Analisis Bisnis .....                                                  | 30 |
| 3.3    | Use Case Diagram .....                                                 | 34 |
| 3.4    | Use Case Scenario.....                                                 | 35 |
| 3.5    | Activity Diagram.....                                                  | 50 |
| 3.5.1  | Activity Diagram Mengelola <i>Event</i> .....                          | 50 |
| 3.5.2  | Activity Diagram Berita Acara <i>Event</i> .....                       | 50 |
| 3.5.3  | Activity Diagram Registrasi.....                                       | 51 |
| 3.5.4  | Activity Diagram Mengelola Data <i>Leads</i> .....                     | 52 |
| 3.5.5  | Activity Diagram Mengonversi <i>Lead</i> Menjadi <i>Reseller</i> ..... | 52 |
| 3.5.6  | Activity Diagram Mengelola <i>Reseller</i> .....                       | 53 |
| 3.5.7  | Activity Diagram Mengolah Produk .....                                 | 53 |

|        |                                                          |    |
|--------|----------------------------------------------------------|----|
| 3.5.8  | Activity Diagram Mengolah Data Promo.....                | 54 |
| 3.5.9  | Activity Diagram Mengolah Data Reward.....               | 55 |
| 3.5.10 | Activity Diagram Mengolah Data Staff.....                | 55 |
| 3.5.11 | Activity Diagram Mengelola User .....                    | 56 |
| 3.5.12 | Activity Diagram Complaint.....                          | 57 |
| 3.5.13 | Activity Diagram Laporan Efektivitas Event.....          | 57 |
| 3.6    | Perancangan Model Data .....                             | 58 |
| 3.6.1  | Entity Relationship Diagram .....                        | 58 |
| 3.6.2  | Domain Constraint.....                                   | 60 |
| 3.6.3  | Class Diagram.....                                       | 64 |
| 3.7    | Rancangan User Interface .....                           | 68 |
| 3.7.1  | Rancangan User Interface <i>Event</i> Management.....    | 68 |
| 3.7.2  | Rancangan User Interface <i>Lead</i> Management.....     | 69 |
| 3.7.3  | Rancangan User Interface <i>Reseller</i> Management..... | 71 |
| 3.7.4  | Rancangan User Interface Promo dan Reward.....           | 72 |
| 3.7.5  | Rancangan User Interface Product Management .....        | 73 |
| 3.7.6  | Rancangan User Interface Pengolahan Staff .....          | 74 |
| 3.7.7  | Rancangan User Interface User Management .....           | 75 |
| 3.7.8  | Rancangan User Interface Complaint Management.....       | 76 |
| 3.7.9  | Rancangan User Interface Registrasi.....                 | 77 |
| 3.7.10 | Rancangan User Interface Melihat Laporan Event.....      | 78 |
| BAB 4. | HASIL PENELITIAN .....                                   | 80 |
| 4.1    | Checklist Implementasi.....                              | 80 |
| 4.2    | Halaman Utama.....                                       | 80 |
| 4.3    | Halaman Campaign Staff.....                              | 82 |
| 4.4    | Halaman <i>Reseller</i> Admin .....                      | 84 |
| 4.5    | Halaman Customer Service .....                           | 87 |
| 4.6    | Halaman <i>Reseller</i> Manager .....                    | 89 |
| 4.7    | Halaman IT Staff.....                                    | 91 |
| 4.8    | Implementasi Complaint .....                             | 93 |
| 4.9    | Halaman <i>Reseller</i> .....                            | 94 |
| BAB 5. | PEMBAHASAN DAN UJI COBA HASIL PENELITIAN .....           | 96 |

|                      |                                                  |     |
|----------------------|--------------------------------------------------|-----|
| 5.1                  | Prosedur Pengujian .....                         | 96  |
| 5.1.1                | Pengujian Fitur Registrasi .....                 | 97  |
| 5.1.2                | Pengujian Fitur <i>Event</i> Management .....    | 97  |
| 5.1.3                | Pengujian Fitur <i>Lead</i> Management .....     | 98  |
| 5.1.4                | Pengujian Fitur <i>Reseller</i> Management ..... | 99  |
| 5.1.5                | Pengujian Fitur Produk Management .....          | 99  |
| 5.1.6                | Pengujian Fitur Promo Management .....           | 100 |
| 5.1.7                | Pengujian Fitur Reward Management .....          | 100 |
| 5.1.8                | Pengujian Fitur Staff Management .....           | 101 |
| 5.1.9                | Pengujian Fitur User Management .....            | 101 |
| 5.1.10               | Pengujian Complaint Management .....             | 102 |
| BAB 6.               | SIMPULAN DAN SARAN .....                         | 103 |
| 6.1                  | Simpulan.....                                    | 103 |
| 6.2                  | Saran .....                                      | 103 |
| DAFTAR PUSTAKA ..... |                                                  | 104 |

## DAFTAR GAMBAR

|                                                                                    |    |
|------------------------------------------------------------------------------------|----|
| Gambar 3.1 Struktur Organisasi Marketing Department .....                          | 22 |
| Gambar 3.2 Struktur Organisasi Sales Department .....                              | 23 |
| Gambar 3.3 Piramida <i>reseller</i> .....                                          | 24 |
| Gambar 3.4 Proses Pencatatan Lead sampai dengan Reseller .....                     | 31 |
| Gambar 3.5 Proses pencatatan <i>event</i> s.d. berita acara .....                  | 32 |
| Gambar 3.6 Proses Registrasi .....                                                 | 33 |
| Gambar 3.7 Proses komplain .....                                                   | 34 |
| Gambar 3.8 Use Case Diagram .....                                                  | 35 |
| Gambar 3.9 Activity Diagram Mengelola <i>Event</i> .....                           | 50 |
| Gambar 3.10 Activity Diagram Mengelola Berita Acara .....                          | 51 |
| Gambar 3.11 Activity Diagram Registrasi .....                                      | 51 |
| Gambar 3.12 Activity Diagram Mengelola Data <i>Leads</i> .....                     | 52 |
| Gambar 3.13 Activity Diagram Mengonversi <i>Lead</i> Menjadi <i>Reseller</i> ..... | 52 |
| Gambar 3.14 Activity Diagram Mengelola <i>Reseller</i> .....                       | 53 |
| Gambar 3.15 Activity Diagram Mengolah Produk .....                                 | 54 |
| Gambar 3.16 Activity Diagram Mengolah Data Promo .....                             | 54 |
| Gambar 3.17 Activity Diagram Mengolah Data Reward .....                            | 55 |
| Gambar 3.18 Activity Diagram Mengolah Data Staff .....                             | 56 |
| Gambar 3.19 Activity Diagram Mengolah User .....                                   | 56 |
| Gambar 3.20 Activity Diagram Complaint Management .....                            | 57 |
| Gambar 3.21 Activity Diagram Laporan Efektivitas Event .....                       | 57 |
| Gambar 3.22 Entity Relationship Diagram .....                                      | 59 |
| Gambar 3.23 Class Diagram Welcome .....                                            | 65 |
| Gambar 3.24 Class Diagram Campaign Staff .....                                     | 65 |
| Gambar 3.25 Class Diagram Reseller Admin .....                                     | 66 |
| Gambar 3.26 Class Diagram Reseller Manager .....                                   | 66 |
| Gambar 3.27 Class Diagram Customer Service .....                                   | 67 |
| Gambar 3.28 Class Diagram IT Staff .....                                           | 67 |
| Gambar 3.29 Class Diagram Reseller .....                                           | 68 |
| Gambar 3.30 User Interface Daftar <i>Event</i> .....                               | 68 |

|                                                                                                                                  |    |
|----------------------------------------------------------------------------------------------------------------------------------|----|
| Gambar 3.31 User Interface Create <i>Event</i> .....                                                                             | 69 |
| Gambar 3.32 User Interface Daftar <i>Lead</i> .....                                                                              | 69 |
| Gambar 3.33 User Interface Create <i>Lead</i> .....                                                                              | 70 |
| Gambar 3.34 User Interface Score <i>Lead</i> .....                                                                               | 70 |
| Gambar 3.35 User Interface Convert <i>Lead</i> Menjadi <i>Reseller</i> .....                                                     | 71 |
| Gambar 3.36 User Interface List <i>Reseller</i> .....                                                                            | 71 |
| Gambar 3.37 User Interface Create <i>Reseller</i> .....                                                                          | 72 |
| Gambar 3.38 User Interface Create Promo .....                                                                                    | 73 |
| Gambar 3.39 User Interface Create Reward.....                                                                                    | 73 |
| Gambar 3.40 User Interface Create Produk.....                                                                                    | 74 |
| Gambar 3.41 User Interface Create Produk.....                                                                                    | 74 |
| Gambar 3.42 User Interface List Staff.....                                                                                       | 75 |
| Gambar 3.43 User Interface Create Staff.....                                                                                     | 75 |
| Gambar 3.44 User Interface List User .....                                                                                       | 76 |
| Gambar 3.45 User Interface Create User .....                                                                                     | 76 |
| Gambar 3.46 User Interface complaint pada halaman <i>reseller</i> .....                                                          | 77 |
| Gambar 3.47 User interface membuat complaint.....                                                                                | 77 |
| Gambar 3.48 User interface pemberian solusi.....                                                                                 | 77 |
| Gambar 3.49 User Interface Registrasi User .....                                                                                 | 78 |
| Gambar 3.50 User Interface Laporan Event .....                                                                                   | 79 |
| Gambar 4.1 Implementasi User Interface Halaman Utama - Home .....                                                                | 81 |
| Gambar 4.2 Implementasi User Interface Halaman Utama – About Us .....                                                            | 81 |
| Gambar 4.3 Implementasi User Interface Halaman Utama – Registrasi.....                                                           | 82 |
| Gambar 4.4 Implementasi Halaman Utama Campaign Staff .....                                                                       | 82 |
| Gambar 4.5 Implementasi Daftar <i>Event</i> .....                                                                                | 83 |
| Gambar 4.6 Implementasi Create <i>Event</i> .....                                                                                | 83 |
| Gambar 4.7 Implementasi Halaman <i>Leads</i> .....                                                                               | 84 |
| Gambar 4.8 Implementasi Halaman Create <i>Lead</i> .....                                                                         | 84 |
| Gambar 4.9 Implementasi untuk scoring <i>leads</i> .....                                                                         | 85 |
| Gambar 4.10 Implementasi untuk Convert <i>Leads</i> .....                                                                        | 85 |
| Gambar 4.11 Implementasi untuk kirim e-mail username dan password<br>setelah <i>lead</i> diconvert menjadi <i>reseller</i> ..... | 86 |



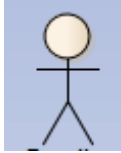
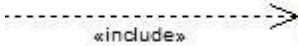
|                                                                                               |    |
|-----------------------------------------------------------------------------------------------|----|
| Gambar 4.12 Implementasi untuk list-list <i>reseller</i> yang terdaftar .....                 | 86 |
| Gambar 4.13 Implementasi Create <i>Reseller</i> .....                                         | 87 |
| Gambar 4.14 Implementasi List Produk.....                                                     | 88 |
| Gambar 4.15 Implementasi Create Produk.....                                                   | 88 |
| Gambar 4.16 Implementasi daftar promo produk yang ada.....                                    | 89 |
| Gambar 4.17 Implementasi create promo .....                                                   | 89 |
| Gambar 4.18 Implementasi list-list reward .....                                               | 90 |
| Gambar 4.19 Implementasi Create Reward.....                                                   | 90 |
| Gambar 4.20 Implementasi Print Berita Acara .....                                             | 90 |
| Gambar 4.21 Chart laporan budget event.....                                                   | 91 |
| Gambar 4.22 Implementasi list staff.....                                                      | 91 |
| Gambar 4.23 Implementasi Create Staff.....                                                    | 92 |
| Gambar 4.24 Implementasi list user staff.....                                                 | 92 |
| Gambar 4.25 Implementasi Create User Staffs .....                                             | 92 |
| Gambar 4.26 Implementasi list complaint yang ada pada <i>reseller</i> .....                   | 93 |
| Gambar 4.27 Implementasi untuk create complaint dari seorang <i>reseller</i> ....             | 93 |
| Gambar 4.28 Implementasi daftar complaint yang terdapat pada halaman<br>customer service..... | 93 |
| Gambar 4.29 Implementasi untuk pemberian solusi .....                                         | 94 |
| Gambar 4.30 Implementasi untuk <i>Reseller</i> agar Dapat Melihat Produk .....                | 94 |
| Gambar 4.31 Implementasi agar <i>reseller</i> dapat melihat promo apa yang<br>berlaku .....   | 95 |
| Gambar 4.32 Implementasi agar <i>reseller</i> dapat melihat reward apa yang<br>berlaku .....  | 95 |

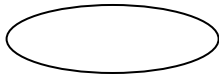
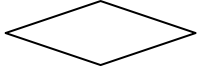
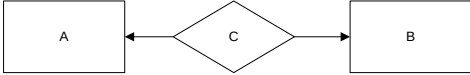
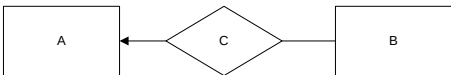
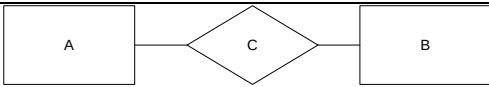
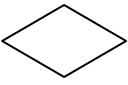
## DAFTAR TABEL

|                                                                                |    |
|--------------------------------------------------------------------------------|----|
| Tabel 2.1. Jenis CRM .....                                                     | 10 |
| Tabel 3.1 Tabel Scoring.....                                                   | 29 |
| Tabel 3.2 Use Case Scenario Login User .....                                   | 36 |
| Tabel 3.3 Use Case Scenario Registrasi .....                                   | 36 |
| Tabel 3.4 Use Case Scenario Mengolah Data <i>Event</i> .....                   | 37 |
| Tabel 3.5 Use Case Scenario Pembuatan Berita Acara .....                       | 38 |
| Tabel 3.6 Use Case Scenario Mengolah Data <i>Leads</i> .....                   | 39 |
| Tabel 3.7 Use Case Scenario Scoring <i>Leads</i> .....                         | 40 |
| Tabel 3.8 Use Case Scenario <i>Convert Leads</i> menjadi <i>Reseller</i> ..... | 40 |
| Tabel 3.9 Use Case Scenario Mengolah Data <i>Reseller</i> .....                | 41 |
| Tabel 3.10 Use Case Scenario Mengolah Data Reward.....                         | 42 |
| Tabel 3.11 Use Case Scenario Mengolah Data Promo .....                         | 43 |
| Tabel 3.12 Use Case Scenario Mencetak Berita Acara .....                       | 44 |
| Tabel 3.13 Use Case Scenario Membaca Laporan Event .....                       | 44 |
| Tabel 3.14 Use Case Scenario Mengolah Data Produk.....                         | 45 |
| Tabel 3.15 Use Case Scenario Mengolah Complaint .....                          | 45 |
| Tabel 3.16 Use Case Scenario Mengelola Staff .....                             | 46 |
| Tabel 3.17 Use Case Scenario Mengelola User .....                              | 47 |
| Tabel 3.18 Use Case Scenario Melihat Data Reward .....                         | 48 |
| Tabel 3.19 Use Case Scenario Melihat Data Promo.....                           | 48 |
| Tabel 3.20 Use Case Scenario Melihat Data Produk.....                          | 49 |
| Tabel 3.21 Use Case Scenario Melakukan Complaint.....                          | 49 |
| Tabel 3.22 Tabel <i>Event</i> .....                                            | 60 |
| Tabel 3.23 Tabel <i>Leads</i> .....                                            | 61 |
| Tabel 3.24 Tabel <i>Reseller</i> .....                                         | 61 |
| Tabel 3.25 Tabel Produk.....                                                   | 62 |
| Tabel 3.26 Tabel Promo.....                                                    | 62 |
| Tabel 3.27 Tabel Reward.....                                                   | 63 |
| Tabel 3.28 Tabel Complaint.....                                                | 63 |
| Tabel 3.29 Tabel Staff.....                                                    | 64 |

|                                                            |     |
|------------------------------------------------------------|-----|
| Tabel 3.30 Tabel User .....                                | 64  |
| Tabel 4.1 Checklist Implementasi .....                     | 80  |
| Tabel 5.1 Pengujian fitur registrasi.....                  | 97  |
| Tabel 5.2 Pengujian fitur <i>event</i> management.....     | 97  |
| Tabel 5.3 Pengujian fitur <i>lead</i> management.....      | 98  |
| Tabel 5.4 Pengujian fitur <i>Reseller</i> management ..... | 99  |
| Tabel 5.5 Pengujian fitur produk management .....          | 99  |
| Tabel 5.6 Pengujian fitur promo management .....           | 100 |
| Tabel 5.7 Pengujian fitur reward management .....          | 100 |
| Tabel 5.8 Pengujian fitur staff management.....            | 101 |
| Tabel 5.9 Pengujian fitur user management .....            | 101 |
| Tabel 5.10 Pengujian Complaint Management .....            | 102 |

## DAFTAR NOTASI/ LAMBANG

| Jenis | Notasi/Lambang                                                                      | Nama             | Arti                                                                                                     |
|-------|-------------------------------------------------------------------------------------|------------------|----------------------------------------------------------------------------------------------------------|
| UML   |    | Actor            | Notasi yang digunakan sebagai penanda actor dalam use case                                               |
| UML   |    | Use Case Diagram | elemen modelling UML yang menjelaskan skenario atau apa saja yang dilakukan user saat menggunakan sistem |
| UML   |  | Include          | memungkinkan suatu use case untuk menggunakan fungsionalitas yang disediakan oleh usecase lain           |
| ERD   |  | Entity           | Entitas dalam ERD                                                                                        |

|           |                                                                                     |                                    |                                                             |
|-----------|-------------------------------------------------------------------------------------|------------------------------------|-------------------------------------------------------------|
| ERD       |    | Attribute                          | Atribut yang berada dalam sebuah entitas                    |
| ERD       |    | Relationship                       | Hubungan antara satu entity dengan entity lainnya dalam ERD |
| ERD       |    | Kardinalitas                       | Hubungan kardinalitas satu ke satu                          |
| ERD       |   | Kardinalitas                       | Hubungan kardinalitas satu ke banyak                        |
| ERD       |  | Kardinalitas                       | Hubungan kardinalitas banyak ke banyak                      |
| Flowchart |  | Terminator start dan akhir program | Untuk pemulaan dan akhir dari flowchart                     |
| Flowchart |  | Proses                             | Proses-proses yang dilakukan                                |
| Flowchart |  | Inputan manual user                | Penginputan user secara manual                              |
| Flowchart |  | Kondisi                            | Pengondisian                                                |

## **DAFTAR SINGKATAN**

|     |                                    |
|-----|------------------------------------|
| CRM | : Customer Relationship Management |
| ERD | : Entity Relationship Diagram      |
| UML | : Unified Modelling Language       |
| CI  | : Code Igniter                     |
| PHP | : Hypertext Preprocessor           |
| ROI | : Return of invesment              |

## DAFTAR ISTILAH

| No. | Nama Istilah    | Deskripsi                                                                                                                                                                                                                                                            |
|-----|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.  | <i>Reseller</i> | customer perorangan / toko / badan usaha yang mendaftar sebagai <i>reseller</i> melalui kantor pusat atau kantor pemasaran di cabang baik secara langsung maupun melalui media lain (web/sms/telp) dan produk yang dibeli dimaksudkan untuk diperjualbelikan kembali |
| 2.  | <i>Lead</i>     | Calon <i>reseller</i>                                                                                                                                                                                                                                                |