

ABSTRACT

**TITLE : SALES INFORMATION SYSTEM
DESIGN AT CV. GOLDEN KING
CAROSERIES BY APPLYING WEB-
BASED CUSTOMER RELATIONSHIP
MANAGEMENT (CRM) METHOD**

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**STUDENT PROGRAM : INFORMATION
SYSTEM**

DEGREE : STRATA 1 (S1)

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The aim of this research is to facilitate sales using the Customer Relationship Management method. This research was conducted at CV. Golden King Karoseri West Sumatra, Padang, Bukittinggi, Baso. This research was carried out by observing and observing the sales process in the field and adding the application of the Customer Relationship Shop Management method. Research results show that using PHP and MySQL Database with the Customer Relationship Management method makes it easier for users. This system is still far from perfect because it still needs to be updated continuously. It is hoped that the results of this research will make sales and marketing easier.

Keywords: Customer Relationship Management, market, PHP and
MYSQL Database.

ABSTRAK

**JUDUL : PERANCANGAN SISTEM INFORMASI
PENJUALAN PADA CV. GOLDEN KING
KAROSERI DENGAN MENERAPKAN
METODE CUSTOMER RELATIONSHIP
MANAGEMENT(CRM) BERBASIS WEB**

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Tujuan penelitian ini untuk mempermudah Penjualan dengan metode Customer Relationship Menagement. Penelitian ini dilakukan pada CV. Golden King Karoseri Sumatra Barat, Padang, Bukittinggi, Baso. Penelitian ini dilakukan dengan mengamati dan mengobservasi proses penjualan ke lapangan dan menambahkan penerapan metode Customer Relationshop Menagement. Hasil Penelitian menunjukkan bahwa menggunakan PHP dan Database MySQL dengan metode Customer Relationship Menagement lebih memudahkan pemakai. Sistem ini masi jauh dari kata sempurna karna masi perlu diperbarui terus-menerus (update). Dari hasil penelitian ini diharapkan dapat memberi kemudahan dalam penjualan dan pemasaran.

Kata Kunci: Customer Relationship management(CRM), Penjualan, PHP dan database MYSQL.

