

ABSTRACT

Thesis Title : **ANALYSIS AND DESIGN OF SALES INFORMATION SYSTEM WITH A WEB BASED CUSTOMER RELATIONSHIP USING PHP MANAGEMENT (CRM) PROGRAMMING LANGUAGE AND MYSQL DATABASE TIGA PUTRA STORE**

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Study Program : **INFORMATION SYSTEM**

Degree Granted : **STRATA 1 (S1)**

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Business competition is also influenced by the effective and efficient use of information technology. Currently, the Tiga Putra store is still implementing manual sales transactions, where customers have to come directly to the store to shop. This makes the opportunity for Tiga Putra stores to grow and get new customers very difficult. Therefore, a web-based sales information system was designed using the PHP programming language and MySQL database using the Customer Relationship Management method. The Customer Relationship Management method is a method to attract new customers to buy the company's products and also retain old customers to continue to assist the marketing process of the company's products.

Keywords: *Sales Information system, website, CRM, PHP, MySQL*

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Persaingan bisnis juga dipengaruhi oleh pemanfaatan teknologi informasi yang efektif serta efisien. Saat ini Toko Tiga Putra masih menerapkan transaksi penjualan secara manual, dimana pelanggan harus datang langsung ke toko untuk berbelanja. Hal tersebut membuat peluang Toko Tiga Putra untuk berkembang dan mendapatkan pelanggan baru sangat sulit. Maka dari itu dirancanglah sebuah sistem informasi penjualan berbasis web dengan bahasa pemrograman PHP dan database MySQL menggunakan metode Customer Relationship Management. Metode Customer Relationship Management merupakan suatu metode untuk menarik pelanggan baru agar membeli produk perusahaan dan juga mempertahankan pelanggan lama agar tetap membantu proses pemasaran terhadap produk-produk perusahaan.

Kata Kunci *Penjualan Sistem Informasi, Website, CRM, PHP, MySQL*