

ABSTRACT

APPLICATION OF WEB-BASED CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON MUNTHE PRINTING

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Munthe Printing is one of the companies engaged in printing services such as banners, brochures, stickers, and others. Munthe Printing is located at Tanjung Happy housing block C No. 7 Bandar Lampung. for consumers who want to use Munthe Printing services, they can come directly to Munthe Printing, but the process is considered inefficient because it takes a long time and not all consumers know the location of Munthe Printing.

The method used in making this information system is waterfall. carried out in several stages, namely planning (planning), Analysis (analysis), Design (design), Implementation (testing) and Maintenance (maintenance). for program development using dreamwever and xampp applications to create databases.

The implementation of web-based customer relationship management (CRM) on Munthe Printing which is implemented in the form of a website aims to make it easier for the public to access, order and find information about product promos and prices through the Munthe Printing website, besides helping Munthe Printing in the process of assessing customer satisfaction. more effective and efficient.

Keywords: Information System, Munthe Printing, Web-Based