

Perancangan Sistem Informasi E-Business Berbasis Customer Relationship Management (Studi Kasus : Hijab by Aida) = E-Business Information System Design Based on Customer Relationship Management (Case Study: Hijab by Aida)

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Abstrak

UMKM di Indonesia menjadi prioritas pengembangan pemerintah. Peta jalan Making Indonesia 4.0 oleh Kementerian Perindustrian mengatakan bahwa UMKM di Indonesia harus mengadopsi teknologi informasi dalam kegiatan bisnisnya untuk meningkatkan produktivitas dan pangsa pasar. Ditargetkan pada 2030 mendatang, sebanyak 30 juta UMKM di Indonesia telah melakukan transformasi digital. Sistem informasi ini diterapkan guna mendukung operasional bisnis agar tercapai tingkat efisiensi dan efektivitas dalam kegiatan operasionalnya. Selain itu, perlu diperhatikan juga penerapan strategi Customer Relationship Management (CRM) untuk mempertahankan loyalitas pelanggan dan kepuasan pelanggan. Penelitian ini menggunakan metode Agile Kanbandengan pendekatan Object Oriented. Sistem yang dihasilkan berupa Sistem Pemesanan, Sistem Transaksi, Sistem Manajemen Pelanggan, Sistem Manajemen Karyawan, Sistem Input Stok, Sistem Invoice, dan Sistem Manajemen Produk. Penulis juga menggunakan alat bantu dalam melakukan perancangan sistem yaitu dengan use case diagram, use case scenario, entity relationship diagram, class diagram, activity diagram, dan sequence diagram. Penulis juga merancang high-fi design user interface menggunakan software Figma. Sistem informasi ini menggunakan database server yaitu MySQL.MSMEs in Indonesia are a government development priority. The Making Indonesia 4.0 roadmap by the Ministry of Industry says that MSMEs in Indonesia must adopt information technology in their business activities to increase productivity and market share. It is targeted that in 2030, as many as 30 million MSMEs in Indonesia will carry out digital transformation. This information system is implemented to support business operations in order to achieve a level of efficiency and effectiveness in its operational activities. In addition, it is also necessary to pay attention to the implementation of Customer Relationship Management (CRM) strategies to maintain customer loyalty and customer satisfaction. This study uses the Agile Kanban method with an Object Oriented approach. The resulting systems are Ordering Systems, Transaction Systems, Customer Management Systems, Employee Management Systems, Stock Input Systems, Invoice Systems, and Product Management Systems. The author also uses tools in designing the system, namely use case diagrams, use case scenarios, entity relationship diagrams, class diagrams, activity diagrams, and sequence diagrams. The author also designed a high-fi user interface design using Figma software. This information system uses a database server, namely MySQL.