

ABSTRACT

In this fast paced technology development era, a new way of communication between a company with their customers are born, one of them is internet. With internet, the boundary wall for a company to penetrate the market will be widely open. Technology differences will not be important anymore, because the new players can easily obtain the same technology. So if the large companies still rely on its product (product focus) they will be caught by the new players. This is because lesser difference factors between old player's products and the new ones. Based on it, we need a Customer Relationship Management (CRM) which covers entire business strategy for the company to enable them effectively manages their relationship with the customers.

At PT Duta Kalingga Pratama, is already have Customer Relationship Management System, however, it's still have many weakness that can make the customer not satisfying with their service. One of the weaknesses process of customer profile is still manual, and the time during service to customer is still long. Therefore need some new Customer Relationship Management Application with computer based, that could help make the effective and efficient time more higher.

The design of this application is web based, and using sequence linier methods. The database is build with Mysql and use php programming language. Macromedia Dreamweaver is needed to make user interface.

The result of analysis for this application is show that the system can operate well, and make the purpose of this application come true, that is can fix the existing system with eliminating the problem and show all information about company products to customer .

Key words : CRM, PT Duta Kalingga Pratama, web application, information.