

DAFTAR ISI

LEMBAR PENGESAHAN	i
LEMBAR PERNYATAAN ORISINALITAS	ii
ABSTRAK	iii
<i>ABSTRACT</i>	iv
KATA PENGANTAR.....	v
DAFTAR ISI	vii
DAFTAR GAMBAR.....	x
DAFTAR TABEL	xii
BAB 1 PENDAHULUAN	13
1.1. Latar Belakang.....	13
1.2. Rumusan Masalah	15
1.3. Tujuan Penelitian.....	16
1.4. Manfaat Penelitian.....	16
1.5. Batasan Masalah	16
BAB 2 TINJAUAN PUSTAKA	17
2.1. Definisi CRM.....	17
2.1.1 Strategic Framework of CRM	17
2.1.2 Kerangka CRM	18
2.1.3 Fase CRM	19
2.1.4 Terminologi CRM	20
2.1.5 Strategi CRM.....	20
2.1.6 <i>e-CRM</i>	20
2.2. <i>Database</i>	21
2.3. <i>Pengertian MySQL</i>	21
2.4 Web Based Programming	22
2.4.1 PHP.....	22
2.4.2 Framework PHP	22
2.4.3 Kelebihan PHP	23
2.5 CodeIgniter.....	23
2.6 MVC.....	24

2.7 Iterative Incremental	25
2.7.1 Keuntungan Menggunakan Metoda <i>Iterative Incremental</i>	26
2.8 Unified Modeling Language (UML)	27
2.8.1 Pengertian <i>Unified Modeling Language</i>	27
2.8.2 Diagram-Diagram <i>Unified Modeling Language</i>	27
BAB 3 METODOLOGI PENELITIAN.....	36
3.1 Model Konseptual	36
3.2 Sistematika Penelitian	38
BAB 4 PENGEMBANGAN SISTEM DI FASE <i>INCEPTION</i>.....	41
4. Fase <i>Inception</i>	41
4.1 <i>Business Modeling</i>	41
4.2 <i>Requirement Analysis</i>	44
4.3 Analisis Sistem.....	47
4.4 Perancangan Sistem.....	48
4.4.1 Perancangan <i>Class diagram</i>	48
4.4.2 Perancangan <i>User Interface</i>	48
BAB 5 FASE <i>ELABORATION</i>.....	50
5. Fase <i>Elaboration</i>	50
5.1 <i>Business Modeling</i>	50
5.2 <i>Requirement Analysis</i>	54
5.3 Analisis Sistem.....	55
5.4 Perancangan Sistem.....	58
5.4.1 Perancangan Arsitektur Data	58
5.4.2 Perancangan <i>Class diagram</i>	59
5.4.3 Perancangan <i>Activity Diagram</i>	60
5.4.4 Perancangan Sequence Diagram	64
5.4.5 Perancangan <i>User Interface</i>	70
5.5 Implementasi	75
5.6 Testing.....	79
BAB 6 FASE CONSTRUCTION	80
6. Fase <i>Construction</i>	80
6.1 Business Modeling.....	80
6.2 Requirement Analysis.....	81
6.3 Analisis Sistem.....	82
6.4 Perancangan Sistem.....	83

6.4.1 Perancangan Arsitektur Data	83
6.4.2 Perancangan <i>Class diagram</i>	83
6.4.3 Perancangan Activity Diagram	84
6.4.4 Perancangan Sequence Diagram	85
6.4.5 Perancangan <i>User Interface</i>	86
6.5 Implementasi	87
6.6 Testing	91
BAB 7 FASE TRANSITION.....	92
7. Fase <i>Transition</i>	92
7.1 Implementasi	92
7.2 Testing	93
BAB 8 KESIMPULAN DAN SARAN.....	94
8.1 Kesimpulan	94
8.2 Saran	94
LAMPIRAN A.....	96
LAMPIRAN B.....	118
LAMPIRAN C.....	125
LAMPIRAN D.....	128
DAFTAR PUSTAKA.....	Error! Bookmark not defined.