

ABSTRACT

Culinary SME is one of the biggest subsectors that contribute to the economy in Indonesia, for that, one of the efforts to optimize SME is by using CRM. CRM is intended to identify, obtain, and retain customers. To apply CRM that has a system with the concept of IoT in it, it must meet the four levels/stages where the first level is monitoring that works through sensors and data they have. But the situation found is that SMEs do not yet have the data, and data is also not available on the Internet. Therefore the research aims to collect and analyze data.

This research was conducted using a qualitative approach, starting with SME data search and the research area chose the Antapani Kidul area, specifically on Jalan Purwakarta, using the Customer Relationship Management (CRM) approach with a measurement matrix in it as a basis for data collection in this study. Furthermore, the data obtained, analyzed and visualized using Tableau tools.

The results obtained from this study are that most SMEs already have loyal consumers, can find out what makes consumers come back to buy SME products again, and the value offered by SMEs has been well conveyed. However, on the marketing side there are still those who have not utilized technology such as social media in their marketing activities, so to interact with new customers only relies on partners.

Keywords: SMEs, CRM, CRM Scorecard, Data