

ABSTRACT

The Directorate of Marketing and Admission (PADMI) is one of the directorates under the Vice Chancellor III of Telkom University in the field of Admission, Student, and Alumni. The PADMI Directorate is the face of the institution that deals directly with prospective students and also parents of students and is responsible for carrying out marketing and admission activities for new student admissions. Marketing activities and follow-up activities are carried out through a personal approach using Whatsapp media, where each person in charge will send marketing messages and reminders one by one to each postgraduate lead. In addition, follow-up status updates for each postgraduate lead data are still done manually through input via spreadsheets.

The solutions are proposed business processes to manage the postgraduate lead data, which can be done automatically to reduce manual activities. This design also presents integration between the Directorate of Marketing and Admissions and the Directorate of Career Development, Alumni, and Endowment which can generate data lead as input for admitting new students and profiles of graduates as input for marketing activities.

The result of this study is an integrated business blueprint design of customer relationship management in the open-source Odoo software, which was compiled using the accelerated SAP (ASAP) method. The design of this system can integrate business processes that run in the Directorate of Marketing and Admissions with the Directorate of Career Development, Alumni, and Endowment and can solve existing problems in the Directorate of Marketing and Admissions.

Keywords — CRM, Odoo, Accelerated SAP (ASAP), Leads, University