

## **ABSTRACT**

*The Tourism and Culture Office of Banyuwangi Regency is a regional apparatus work unit in charge of managing regional tourism and culture. The product of tourism attractions of Banyuwangi regency is an event that is included in the annual calendar, namely the Banyuwangi Festival. However, the management of Banyuwangi Festival has not been integrated, lack of monitoring, controlling and reporting from the management. Obstacles in choosing tools that are not suitable for managing business partners have an impact on lack of event preparation and lack of cooperation with business partners. Customer Relationship Management (CRM) is a solution for managing relationships with business partners. Odoo Customer Relationship Management (CRM) has the advantage of being integrated between other odoo features. Odoo application supports management can be used to manage Banyuwangi Festival. The design of the Customer Relationship Management (CRM) concept for the management of Banyuwangi Festival can be supported by the Rapid Application Development (RAD) method. The purpose of this study is the Design of Customer Relationship Management (CRM) which can be a solution in managing business partners, in preparing for Banyuwangi Festival activities. The result of this research is monitoring and controlling the progress of Business partners in preparation for the Banyuwangi Festival event. The results of cooperation with business partners can be included in reports in the form of dashboards that can later be monitored related to festival preparations. The existence of this dashboard can be used as monitoring and controlling progress in preparing for events. Business partner management reports become evaluation material for organizing future events. The implementation of the Banyuwangi Festival has a positive impact on the people of Banyuwangi directly as a promotion of regional tourism. This impact helps in increasing progress in various sectors, namely the economy, tourism, and Human Resources in Banyuwangi.*

Keywords – ERP, CRM, Open-Source ERP, Odoo, RAD, Business Partner, SKPD