

ABSTRACT

Directorate of Career Development, Alumni, and Wakafs (CAE) is one of the directorates under the ranks of Vice Rector III of Telkom University in the field of institutional relations and Tracer Study. The Directorate CAE has a Tracer Study section which is responsible for the implementation of the Telkom University alumni tracer study. Currently the Directorate CAE has obstacles in managing Alumni data for the implementation of tracer study and approaches to alumni in filling out tracer study surveys. Currently, the tracer study implementation activities do not have a system that is integrated with each other. The management of tracer study alumni data uses a separated system, the monitoring and follow-up activities of alumni still do not have an interconnected system, and there are obstacles in managing tracer study data that are still carried out manually. Therefore, this research aims to provide the right solution for the Directorate CAE in implementing tracer study, starting from the preparation of tracer study, making questionnaire forms, broadcasting email tracer study through email marketing, follow-up surveys, to the dashboard process of survey results for reporting and dashboard pipeline analysis using Odoo with the Accelerate SAP (ASAP) method. This research also involves evaluation from the Tracer Study using the blackbox testing method. The result of this design is the configuration and customization of an integrated and automated Customer Relationship Management (CRM) system using Odoo.

Keywords: Tracer Study, Customer Relationship Management, Odoo, Alumni Leads, Accelerated SAP, Blackbox Testing.