

ABSTRACT

In an increasingly advanced digital era, the automotive sector faces challenges in improving communication between sales and consumers as well as data storage efficiency. Toyota, in collaboration with PT. Tabel Data Informatika through PT. Hasjrat Abadi, developed the Hasjrat Application to bridge these needs. This application is designed to assist sales representatives in following up with consumers interested in test drives and managing consumer data more efficiently. The methods used include the development of a user-friendly catalog feature and the optimization of the database for service management. As a result, this application successfully enhances operational efficiency and strengthens the relationship between sales representatives and consumers. In conclusion, the Hasjrat Application provides an effective digital solution for the automotive sector, facilitating communication and improving data efficiency.