ABSTRACT

Nowadays, motor-vehicles in Indonesia have grown numerous. This concern triggers hard competition between the vehicle producers in order to get more consumers. A path that could be chosen by the producer to achieve this aim is by increasing Customer Relationship Management (CRM) or relationship management to customer. And the chosen medium is mobile devices (mobile phone, PDA, Palm, Pocket PC)

This Final Task plan a Customer Relationship Management application, which is Java and SMS based. The Java technology which is developed in this mobile devices known as Java 2 Micro Edition (J2ME). This J2ME is purposed for application interface, meanwhile SMS is used as the connection between server and users, therefore it is not too expensive for the users and profitable for cellular operator. For the producer, some added feature also have been provided, those are ability to send images to users through GPRS. This application also stake out a SMS Gateway and GPRS server.

The intention of this application is to draw near the relationship between motor-vehicle customers with the producer. So if user needs information from certain vehicle producer they could just access it through their mobile devices that support Java MIDP 2.0. User could also make a motor vehicle service reservation or inherit information, such as location and name of the nearest workshop, motor vehicles price and update news like events which is held by certain vehicle community. On this act of planning, will be seen performance system mechanism between server and user, with data mobility in that connection.

This application have been used in all mobile device that support Java MIDP 2.0. with this application user can get information without come to nearest workshop, only via mobile device, and automatically server give respond or information. So can do it whenever and wherever you are.

Keywords : Mobile Device, J2ME, GPRS, SMS Gateway.