# SISTEM INFORMASI CUSTOMER RELATION MANAGEMENT PADA PAMERAN WEDDING FESTIVAL (STUDI KASUS: PT DYANDRA PROMOSINDO)

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## ABSTRAK

Mekanisme proses administrasi dan pengarsipan dokumen exhibitor yang dilakukan melalu individu melalui banyak tools dan apliaksi ketiga dinilai tidak efisien dan optimal. Sistem digital sebelumnya telah berjalan namun sering mengalami permasalahan eror pada proses *login* pengguna serta belum ada pembatasan hak akses pada setiap aktor menyebabkan banyak perubahan yang tidak diketahui akses dan aktornya, dengan begitu akhirnya tim sales kembali melakukanya dengan manual. Mulai dari input, pengelolaan data, dan pelayanan kepada klien langsung menghubungi sales melalui personal massage, dengan begitu proses bisnis dinilai kurang optimal dan efisien. Peneliti menginisiasi untuk menyediakan sebuah sistem yang dapat melakukan akses secara langsung dan memiliki batasannya masing-masing melalui User (Exhibitor), Admin (Tim Sales) yang dapat mengelola, dan mengakses data informasi secara digital. Melalui Sistem Customer Relation Management (CRM) menggunakan metode *Waterfall* akan membantu pendekatan bisnis serta teknologi yang dimanfaatkan guna pengelolaan dengan prospek yang efisien. Ini melibatkan pengumpulan dan penggunaan data klien untuk meningkatkan interaksi, layanan, dan *Client Experience*. Dengan begitu pekerjaan diharapkan menjadi lebih optimal, efisien, dan transparan.

**Kata Kunci :** *Wedding Festival*, *Customer Relation Management*, Sistem Digital, *Waterfall, Client Experiences*

# CUSTOMER RELATION MANAGEMENT INFORMATION SYSTEM AT THE WEDDING FESTIVAL EXHIBITION (CASE STUDY: PT DYANDRA PROMOSINDO)

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## *ABSTRACT*

*The mechanism of administrative processes and document archiving conducted through individuals via multiple third-party tools and applications is considered inefficient and suboptima. The digital system has been implemented before but often encountered issues such as login errors and the absence of access restrictions for each actor, leading to many changes being made without knowledge of who accessed them and the actors involved. As a result, the sales team reverted to manual methods. This includes inputting data, managing data, and providing direct service to clients by contacting sales personnel via personal messages. Consequently, the business process is considered suboptimal and inefficient. The author proposes to provide a system that can provide direct access and have respective limitations through Users (Exhibitors), Admins (Sales Team) who can manage and access information digitally. Through Customer Relationship Management (CRM) System using waterfall method, it will assist in business approach and utilize technology for efficient prospect management. This involves the collection and use of client data to enhance interaction, service, and Client Experience. Thus, work is expected to become more optimal, efficient, and transparent.*

**Key Words :** *Wedding Festival*, *Customer Relation Management*, *Digital System*, *Waterfall, Client Experiences*