

**RANCANG BANGUN SISTEM INFORMASI *CUSTOMER*
RELATIONSHIP MANAGEMENT PADA AYAM BAKAR MAS MONO
MENGUNAKAN METODE *AGILE SCRUM***

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ABSTRAK

Ayam Bakar Mas Mono merupakan usaha kuliner dengan sembilan cabang di Jabodetabek yang menghadapi kendala dalam pengelolaan hubungan pelanggan karena masih dilakukan secara manual. Ketiadaan basis data terpusat menyulitkan identifikasi profil pelanggan, membuat strategi pemasaran kurang personal, serta menyebabkan keluhan tidak terdokumentasi dengan baik. Penelitian ini bertujuan merancang dan membangun sistem informasi *customer relationship management* terintegrasi menggunakan metode *agile scrum*, yang dipilih karena sifatnya adaptif terhadap perubahan kebutuhan melalui pengembangan bertahap dalam siklus *sprint*. Sistem berbasis *website* ini dikembangkan dengan *framework* laravel dan *database* MySQL, serta mencakup fitur utama seperti sentralisasi data pelanggan, program loyalitas (*membership*), manajemen *voucher*, otomatisasi kampanye pemasaran melalui WhatsApp, dan manajemen pengelolaan *feedback* pelanggan. Hasil pengujian menggunakan metode *black box testing* menunjukkan seluruh 144 skenario berhasil. Hasil pengujian ini membuktikan bahwa sistem yang dirancang memenuhi kebutuhan fungsional, berjalan stabil, dan layak diimplementasikan untuk meningkatkan efisiensi operasional serta mendukung strategi retensi dan loyalitas pelanggan di Ayam Bakar Mas Mono.

Kata Kunci: *Agile Scrum, Black Box Testing, Customer Relationship Management, Loyalitas Pelanggan.*

DESIGN AND DEVELOPMENT OF A CUSTOMER RELATIONSHIP MANAGEMENT INFORMATION SYSTEM AT AYAM BAKAR MAS MONO USING THE AGILE SCRUM METHOD

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ABSTRACT

Ayam Bakar Mas Mono is a culinary business with nine branches across the Greater Jakarta area (Jabodetabek) that faces challenges in managing customer relationships due to the continued use of manual processes. The absence of a centralized database makes it difficult to identify customer profiles, resulting in less personalized marketing strategies and poorly documented customer complaints. This study aims to design and develop an integrated customer relationship management (CRM) information system using the agile scrum method, which was selected for its adaptability to changing requirements through incremental development in iterative sprint cycles. The web-based system was developed using the Laravel framework and a MySQL database, and includes key features such as centralized customer data management, loyalty programs (membership), voucher management, automated marketing campaigns via WhatsApp, and customer feedback management. The testing results using the black box testing method show that all 144 test scenarios were successfully passed. These results demonstrate that the developed system meets functional requirements, operates reliably, and is feasible for implementation to improve operational efficiency and support customer retention and loyalty strategies at Ayam Bakar Mas Mono.

Keywords: *Agile Scrum, Black Box Testing, Customer Relationship Management, Customer Loyalty.*