ABSTRACT
GOODS MARKETING INFORMATION SYSTEM IN FRISIAN FLAG INDONESIA BRANCH BANDUNG DEPARTEMENT DFC CONCEPT APPLIES CRM (CUSTOMER RELATIONSHIP MANAGEMENT)

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ABSTRACT

PT Frisian Flag Indonesia is one of peripatetic company is area [by] the biggest milk producer in Indonesia even is a world of producing nutrition products guaranteed by its(the quality, and has commitment to give best service to all cutomer?client in Indonesia.

To realize it all PT Frisian Flag Indonesia makes new breakthrough that is with opening departement DFC functioning to extend marketing network which during the time has not been reached. Besides also PT Frisian Flag Indonesia wish to take care of good relationship with cutomer?client which has intertwined till now that is by the way of increasing quality of service to cutomer?client up to cutomer?client layer under.

Where system application of this Informasi Penjualan also can facilitate user in doing goods data processing and processing of sales transaction of goods.

Keyword : *DFC, Information system, Application*

1. ANTECEDENT

1.1 Problem Identifications

Based on background which has been elaborated upper, hence identification of problem faced by departement DFC that is :

(1). In goods data processing, data suplier, cutomer?client data, goods sale data, goods ordering, and payment, departement DFC requires an computerized application.

(2). To update promotion program still be done in manual, causing liked happened mistake in counting of price cutting and its(the program period time.

(3). In knowing cutomer?client which has not done payment of difficulty still.

(4). Has not can see attainment of sale which has happened is good in daily scale, monthly and also annual.

(5). Cannot know cutomer?client payment due date

1.3 Purposes and objectiveses

Based on problems that is accurate, hence intention from writing of this end duty is Membangun the application of sale of goods being based on computerization at department

DFC. While purpose of which wish to be reached is as follows :

1. To give amenity at sales department of goods in processing data that be natty structural and on file carefully.

2. Assists company in increasing service which can be given to cutomer?client that is by the way of implementing promotion programs which is applying from concept CRM.

3. Can present information of cutomer?client data which has not done payment.

4. Can present information of cutomer?client status which has not done payment and also which has done payment.

5. Can see attainment of number of transactions and number of rupiahs at daily scale, monthly and also annual.

6. Can present critical goods furnish data, so that can assist the side of DFC to do ordering of goods correctly ins order not to invite lacking of goods is warehouse.

7. Adds knowledge in developing and applies science which got my dibang kuliah and adds knowledge

1.4 Benefits

1. Benefit gotten in development of this information system inter alia :
2. Can give information of goods data, sale, program update promo accurately and precise.
3. Can give amenity to user which will execute its(the everyday work activity.
4. Can give amenity to user (tradesman) in seeing result of sales transaction report and data the other.
5. Benefit gotten in development of this information system inter alia :
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2. MODEL, ANALYSIS, DESIGN, AND IMPLEMENTATION

2.1 Models

1. Data collecting phase

a. Bibliography Study.
b. Observation.
c. Interview.

2.Software making phase.

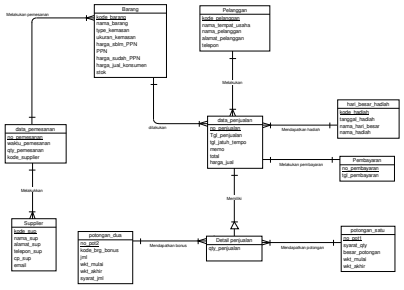
a. Requirements analysis and definition
b. System and software design
c. Implementation and testing unit
d. Integration and system testing
e. Operation and maintenance

2.2 Systems analysises

Systems analysis can be defined as " decomposition from an fully information system into parts of its(the component is with a view to identifies and evaluates problemss, opportunitys, resistances happened and requirements expected causing can be proposed its(the repairs."

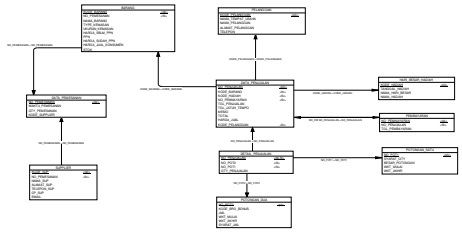
2.3 Design

1. ERD (*Entity Relationship Diagram*)



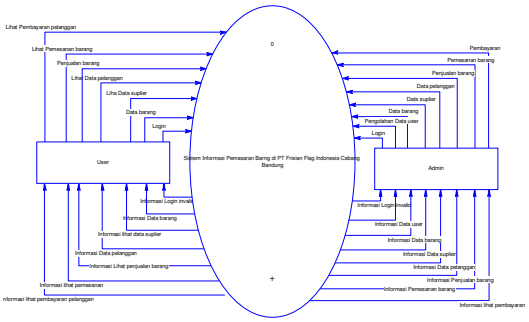
Ficture 1. ERD (*Entity Relationship Diagram*)

1. Tables relationship



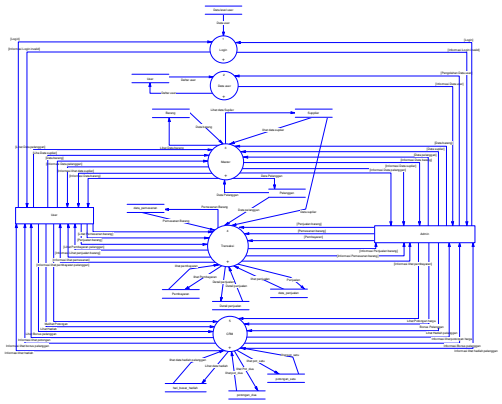
2. Ficture 2. Tables relationship

1. Context Diagram



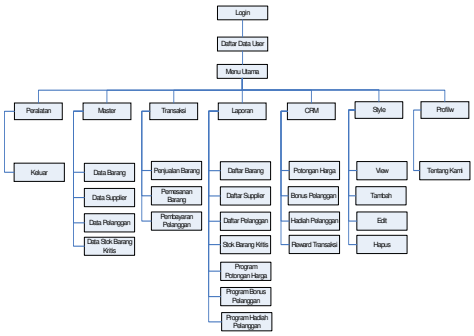
Ficture 3. Context Diagram

1. DFD (*Data Flow Diagram*)



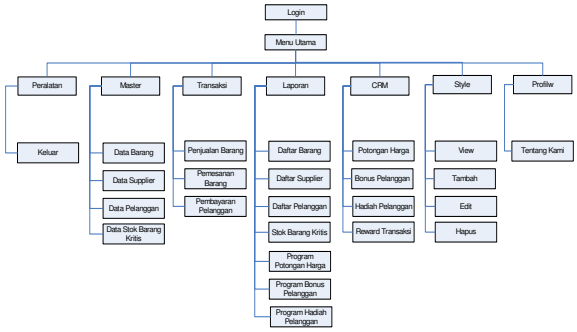
Ficture 4. DFD level 1

5. Menu *admin*



Ficture 5. Structure menu *admin.*

1. Menu user



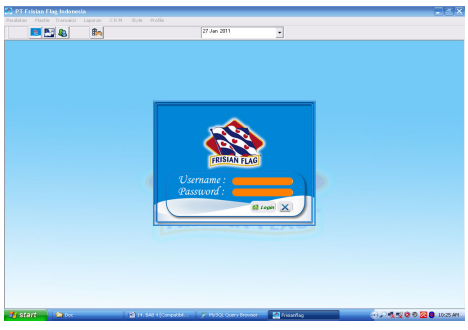
Ficture 6. Structure menu user

2.8 Implementation

Software applied at computer system applied to build this aplikas is as follows:

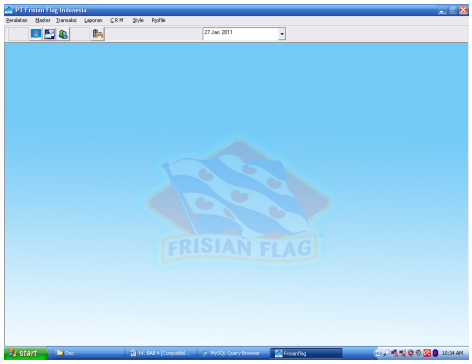
1. Operating System Windows XP Professional SP 2.
2. Borland Delphi 7
3. My SQL Server 51 as data base.
4. Driver OBDC.

2. Logins yard appearance user and also admin



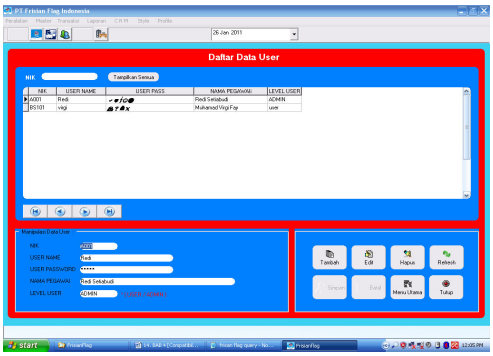
Picture 7. Logins appearance user and also admin

2. Main yard appearance



Ficture 8. Main yard appearance

3. Main yard enlisted user



Picture 9. Main yard enlisted user

3.RESULT AND DISCUSSION

Table Of Value RGB at colour

.Warna	Red	Green	Blue
Cyan	0X00	0XFT	0XFF
Magenta	0XFI	0X00	0XFF
Yellow	0XFF	0XF	0X00

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