DETERMINATION OF NEW PRODUCTS AND PROMOTIONS ON DC CLOTHING WITH CUSTOMER APPROACH RELATIONSHIP MANAGEMENT (CRM)

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ABSTRAK

DC Clothing DC Clothing is a clothing company with address Jl.Cihampelas No 23 Bandung. Which has a few products that are produced are T-shirts, shirts, pants and jackets. Until now DC Clothing is one brand clothing is enough in the calculation in the area bandung. Not only sell their goods in their own place, but also distributes to branches located in Makassar.

Based on the interview with Mrs. Ida Wahyu as Director of DC Clothing company at this time perusaahaan experiencing problem that is lack of product innovation for customer and media of promotion which resulted decreasing company sales. Based on the problem described then it can be concluded that the company needs an information system that uses Customer Relationship Management approach that can assist in the determination of new products and promotions.

Keywords: Determination of new product, Promotion, customer relationship management, information system.

1. PENDAHULUAN

DC Clothing DC Clothing is a clothing company with address Jl.Cihampelas No 23 Bandung. DC Clothing has several products that are produced such as T-shirts, shirts, pants and jackets. Until now DC Clothing is one brand clothing is enough in the calculation in the area bandung. Not only sell its goods in its own place, but also distributes to the branch located in Makassar.

Berdasarkan interview with mother Ida Wahyu as director of the company, currently the company in determining new products is still based on the trends contained in Bandung, and based on the best selling sales report during the last 3 months. It is considered less effective because the products produced so far are similar and still based on the same so that the lack of product innovation for customers in Makassar which resulted in declining sales. DC Clothing does not produce new products because the company does not know the trends that exist in the area of Makassar in accordance with the wishes of customers. And also for the promotional media itself is still lacking because the company just sell directly ditoko resulting in lack of market coverage. So the director expects the implementation of new product determination strategies and promotions involving customers.

Berdasarkan Based on the above statement it is concluded that the DC Clothing company is experiencing difficulties in the determination of new products and promotions, resulting in reduced customer interest in DC Clothing so as to affect the sale of the business. So by considering and considering the problems faced by DC Clothing, the authors are interested to discuss customer relationship management in the thesis with the title "Determination of New Products And Promotion In DC Clothing With Customer Relationship Management (CRM) Approach".

2. RESEARCH CONTENTS

2.1 Theoretical basis

Theory is a collection of theories that become the basis of information systems development of new product determination and promotion with approach Customer Relationship Management.

2.1.1 Customer Relationship Management

Customer Relationship Management, is an effort to manage corporate relationships with customers so that companies can better understand the character and needs of its customers and then make the company's information system in accordance with those needs. With CRM, the company's capabilities will increase so as to develop the company's

activities so as to create more services for its customers [2]

2.1.2 CRM targets

The following is the type and level of the CRM level

1. **CRM Strategis**

CRM strategic aims to develop a consumer-oriented business culture or costumer-centric. This culture is aimed at winning the hearts of consumers and maintaining loyalty, by creating and delivering value to consumers who outperform competitors. [3]

2. **Analytical CRM**

Analytical use to exploit consumer data in order to increase their value. Analytical CRM is developed based on information about consumers. Customer data can be obtained from information centers or data banks owned by each relevant company, ie sales data, financial data, marketing data, and service data. Furthermore, the internal data can be supplemented with external data, such as geodemographic data and data on consumer lifestyles provided by business intelligence organizations. Using a data digging tool, companies can interrogate the data. [3]

3. **CRM Operational**

It is a crm that focuses more on automation or company ways of dealing with customers. Various CRM software applications allow the functions of marketing, sales, and services to run automatically. [3]

2.1.3 Stages In CRM

Implementation of good DC clothing CRM concept is to organize CRM process around customer and not only on company internal function. Here is the process of the crm stages: Acquire - Retain - Expansion [4], following explanation of each phase:

1. Acquire phase, the process of acquiring a new relationship is a process to get new customers that can be realized in various strategies. Keywords associated with this phase are differentiation, innovation, and convenience.
2. Retain phase, retaining customer relationship is a process to retain customers by means of service improvement. Customer retaintion becomes an important strategy for the company as more customer choice is created by many service provider organizations (competitors). Keywords associated with this phase are adaptabiliy, listening, and responsiveness.
3. Enhance Phase, is a process to foster good relationships that already exist with customers, by always hearing the wishes of customers and serve it well, the creation of customers who are loyal to the product / service organization. Some of the keywords associated with this phase are loyality, reduce cost, and customer service.

2.1.4 Problem analysis

Problem analysis is an assumption of the problem to be described in the procedure. From the results of research conducted got a problem consisting of:

1. Director difficulty in determining new products to be produced in accordance with the wishes of customers.
2. The director difficulties in determining attractive promotions to encourage repeat purchase.

Based on the problems that have been described, the need for a system that is able to assist the company in determining new products and help the company provide promotions to existing customers to retain customers.

2.2.5 Analysis of Customer Relationship Management

In a CRM system to be built required a framework for CRM features can be built quickly and precisely. The framework is a framework for presenting the phases and maturity of corporate relationships with its customers. The framework to be built is Framework Of Dynamic CRM DC Clothing can be seen in the following picture.

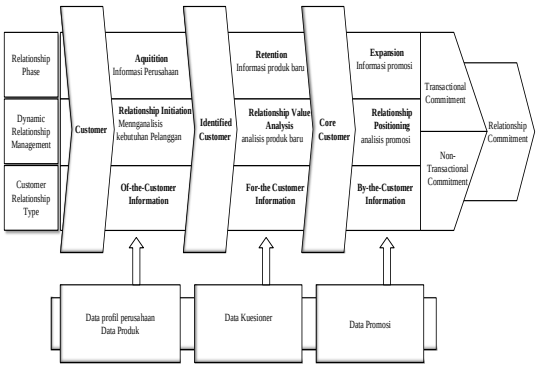


Figure 1 Framework of Dynamic DC Clothing

The CRM used consists of the process of acquisition, retention, and expansion, along with an explanation of each phase in the cycle:

2.2.5.1 Phase Acquisition

Acquisition, is a relationship stage used to gain new customers that can be realized in various strategies. DC Clothing's strategy to convey information to customers is to convey information through social media or provide

information to consumers or customers who come directly.Acquisition, is a relationship stage used to gain new customers that can be realized in various strategies. DC Clothing's strategy to convey information to customers is to convey information through social media or provide information to consumers or customers who come directly.

2.2.5.2 Phase Retention

The retention stage is the stage used to improve customer relationships with DC Clothing. The steps made DC Clothing to retain customers is to determine the new product in accordance with the wishes of customers. At this stage DC Clothing get the required data derived from the questionnaire data to see what kind of products in want customers to serve as indicators in the market segmentation for the determination of new products.

1. Market Segmentation Analysis In DC clothing

Market segmentation is the activity of dividing a market into different groups and in segmentation made by DC Clothing is divided into 2 segmentation namely geographical market segmentation, and demographic market segmentation.

a. Geographic market segmentation

It is an activity to divide the market into different geographic units, such as countries, states, regions, districts, cities, or the environment. For DC Clothing itself, the products they have still follow the existing market in bandung, but for existing markets in the area of Makassar, DC Clothing has not been followed. Therefore, this analysis can assist the director in determining the existing product strategy in Makassar area.

b. Demographic Segmentation

It is an activity to divide the market into groups based on the age variable. Based on the demographic segmentation used as the criterion is the number of ages. Here is a picture of the age diagram of DC Clothing customers who can from the questionnaire in the following picture.

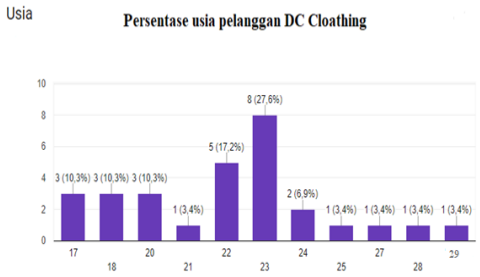


Figure 2 Percentage of DC Clothing Customer's Age

From the results of the questionnaire data, which will be made targets by the company DC Clothing Age 17-29 years, Segmentation by age group in need because the product is in the production specially for the easier.

1. New Product Determination Analysis

The analysis is performed to determine the new product, this analysis comes from the data of DC Clothing customer questionnaire, the result of the questionnaire will be processed into a data that can assist the company director in determining a decision. The questionnaire used is derived from 30 customers from DC Clothing branch in Makassar, following questionnaire question that will be submitted.

1. What materials do you think is suitable for DC Clothing shirt products?
   a. Denim Fabrics
   b. Flannel
   c. Jean
2. What materials do you think is suitable for DC Clothing t-shirts?
   a. Cotton
   b. Cardet
   c. Polyester
3. What materials do you think is suitable for DC Clothing jacket products?
   a. Jeans
   b. Canvas
   c. Parachute
4. According to you what materials are suitable for DC Clothing pants products?
   a. Denim
   b. Canvas
   c. Drill
5. What products do you often buy in DC Clothing?
   a. Shirt
   b. Shirt
   c. Jacket
   d. Pants

A. Processing questionnaire of new product determination

1. What materials do you think is suitable for DC Clothing shirt products?

Table 1 Results of question processing 1

Pilihan	Jumlah Responden	Jumlah Presentase
		(total respinden/jumlah responden)*100
Kain denim	20	66,7%
Kain flanel	7	23,3%
Kain drill	3	10%
Total	30	100%

2. What materials do you think is suitable for DC Clothing t-shirts?

Table 2 Results of questioning 2

Pilihan	Jumlah Responden	Jumlah Presentase
		(total respinden/jumlah responden)*100
Cardet	10	33,3%
Katun	15	50%
Polyester	5	16,7%
Total	30	100%

4. Menurut anda bahan apa yang cocok untuk produk jaket DC Clothing?

Table 3 Results of question processing

Pilihan	Jumlah Responden	Jumlah Presentase
		(total respinden/jumlah responden)*100
Jeans	7	23,3%
Kanvas	14	46,6%
Parasut	9	30%
Total	30	100%

5. Menurut anda bahan apa yang cocok untuk produk celana DC Clothing?

Table 4 Results of questioning 4

Pilihan	Jumlah Responden	Jumlah Presentase
		(total respinden/jumlah responden)*100
Denim	6	20%
Kanvas	9	30%
Drill	15	50%
Total	30	100%

6. Produk apa yang sering anda beli di DC Clothing

Table 5 Results of question processing 5

Pilihan	Jumlah Responden	Jumlah Presentase
		(total respinden/jumlah responden)*100
kemeja	9	30%
Kaos	15	50%
Jaket	3	10%
Celana	3	10%
Total	30	100%

The conclusions obtained from the new product determination analysis process are shown in the following table.

Table 6 Conclusion New Product Determination

Pertanyaan	Jawaban
Menurut anda bahan apa yang cocok untuk produk kemeja DC Clothing?	Kain Denim
Menurut anda bahan apa yang cocok untuk produk kaos DC Clothing?	Katun
Menurut anda bahan apa yang cocok untuk produk jaket DC Clothing?	Kanvas
Menurut anda bahan apa yang cocok untuk produk celana DC Clothing?	Drill
Produk apa yang sering anda beli di DC Clothing?	Kaos

This conclusion which will be the input for DC Clothing company in making new product and when it has made new product can diinfokan in information system and then can be seen by customers and prospective customers DC Clothing.

2.2.5.3 Tahap *Expansion*

The expansion stage is the last phase phase of dynamic CRM, which is used to maintain customer loyalty. Facilities that will be used in the expansion stage that is doing promotion.

this stage is the last stage for Dynamic CRM Framework analysis, the company will build promotional services through the website for media delivery of the promotion to the customer so as to make the marketing task lighter.

1. Promotion Analysis

Promotion analysis used is consumer-oriented sales promotion analysis with the aim of encouraging repeat purchase. There are two types according to those described in the previous chapter that direct consumer rewards and consumer rewards are delayed.

Promotion Analysis with Direct Consumer Benefits

In the promotion with direct consumer rewards used 2 kinds of price-off and bonus package.

a. Price-off

Price-off itself is to provide discounts but not harm the company. Price-off is done if the sales per product is only 30% or less than 30% within 3 months. Here's an example if a price-off promotion is made.

Table 7 Basic determination of price-off promotions

Jumlah yang dihasilkan	Harga produk	Harga jual	keuntungan yang di dapat	Jumlah penjualan dalam 3 bulan
50 pcs	Rp100.000,00	Rp130.000,00	Rp1.500.000,00	15 pcs

From the table above, the product only takes about 30% profit per 1 pcs product. But because sales in three months only 15 pcs or 30% of the total product, then the price-off promotions by only taking 10-15% profit. So the price of 1 pcs will be priced Rp110.000,00 - Rp115.000,00.

b. Bonus Package

Bonus package itself is to give more quantity to the product and not harm the company. Bonus package is done if the sale of the product has not sold again for the period of 6 months or more. Here's an example if a bonus package promotion is done.

Table 8 Basic determination of bonus package promotion

Jumlah yang dihasilkan	Harga produk	Harga jual	keuntungan yang di dapat	Jumlah penjualan dalam 3 bulan
50 pcs	Rp100.000,00	Rp130.000,00	Rp1.500.000,00	15 pcs

From the table above, the product only takes about 30% profit per 1 pcs product. But since the sale in 6 months is only 10 pcs or 20% of the total product, so do the promotion of bonus package by not taking profit or return to production price that is Rp100.000,00 per pcs product. So, if the promotion package buy 1 get 1 free 1 then the price of the product becomes Rp200.000,00.

Promotion Analysis with Delayed Consumer Benefits

On promotions with consumer rewards pending in-and-on coupons.

a. In-and-on coupon

In-and-in coupons are made in case of a decrease of about 50% of transacting customers. In contrast to the promotion of direct consumer rewards, for the promotion of delayed consumer benefits is seen from the number of customers who transact. For in- and in-pack coupons is done in the way if customers shop for Rp600.000,00 then he will get a shopping voucher worth Rp100.000,00.

2.2.6 Database Analysis

In the development of information systems CRM DC Clothing required modeling that will be used in database design. The purpose is to analyze the data to be applied in the system and explain the data needed for the system to run properly in accordance with the needs of its use. Database modeling uses entity relationship diagram (ERD). DC Clothing database modeling can be seen in the following figure.

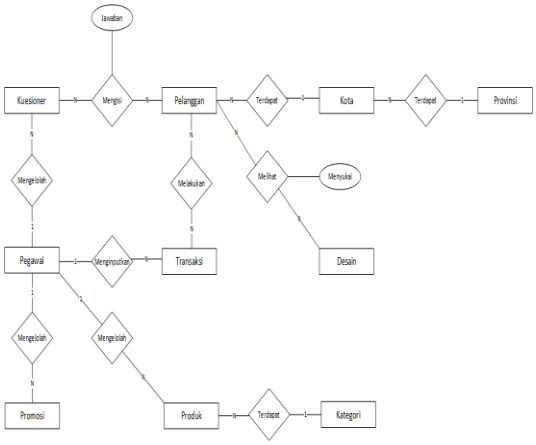
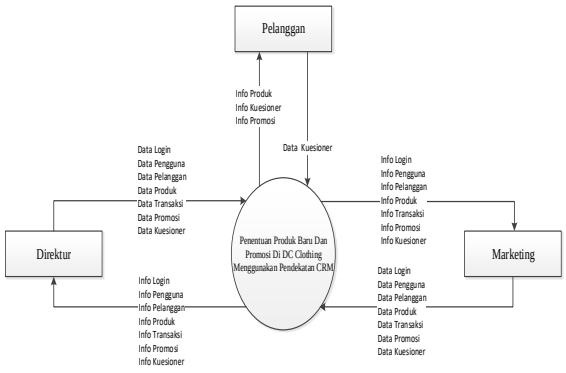


Figure 3 Entity Relationship Diagram

2.2.7 Context Diagram

The Context Diagram is the highest-level sautu diagram that describes the relationship between the outer enity and the incoming and outgoing flow of the built system. The context diagram is depicted in a single circle. The single circle represents the whole of the system. There are 3 users who play a role in this system namely director, marketing and customers where each actor has the right info and different data. Here is a picture of DC Clothing context diagram that can be seen in the following figure.



Gambar 4 Diagram Konteks

2.2.8 *Data Flow Diagram*

is a diagram usually used in illustrating / delineating an existing system or a new system to be built. Here is a picture of data flow diagram for Customer Relationship Management Information System at DC Clothing.

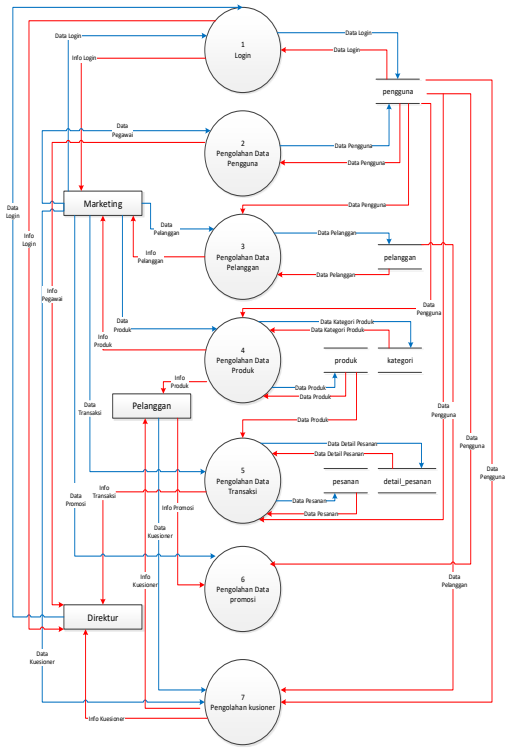


Figure 5 Data Flow Diagram

2.2.9 Relationship Diagram

Relationship diagram on DC Clothing is a picture of some interconnected data and its restrictions. The diagram illustrated in the design stage can be seen in the following figure:

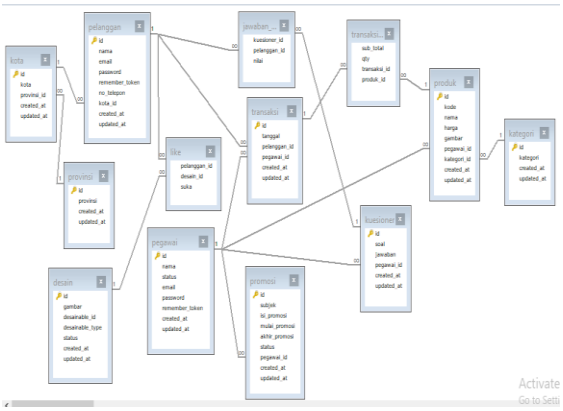


Figure 6 Relationship Diagram

2.2.10 Menu Structure Design

Design The menu structure is designed to provide the functions that will be used in information systems to be built. In designing the menu structure of CRM DC Clothing system to be built, there are 3 parts that can be accessed by Director, Marketing, and Customer.

2.2.10.1 Director Menu Structure

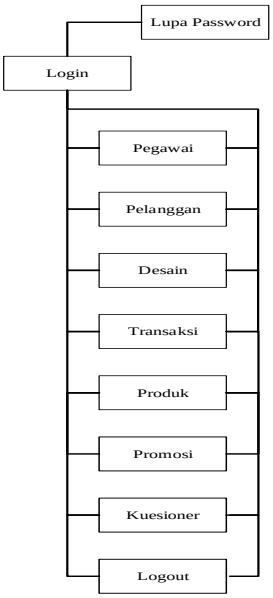


Figure 7 Director Menu Structure

2.2.10.2 Marketing Menu Structure

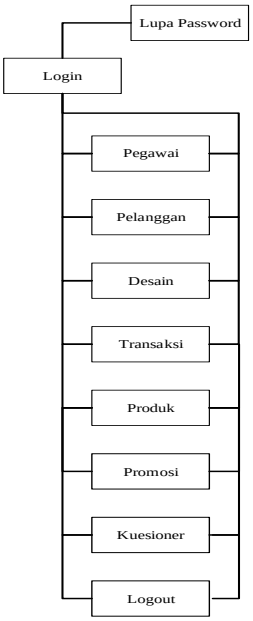


Figure 8 Structure of the Marketing Menu

2.2.10.3 Customer Menu Structure

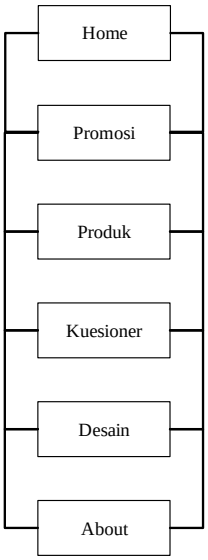


Figure 9 Customer Menu Structure

2.2.11 System Testing

Testing the system is an important stage that aims to determine the errors or deficiencies in information systems built. In testing the system this time using black box testing. Testing using black box focuses on functional requirements on the system.

Test plan to be done is to test the system built in Black Box and Beta.

2.2.11.1 Blackbox Testing

Based on the results of tests that have been done on the CRM information system, it can be concluded that the functional system has been able to generate system requirements as expected.

2.2.11.2 Beta Testing

Based on the following interviews are answers from interviews with user DC Clothing dirktur poured in the form of tables.

Table 9
Interview

Pertanyaanz	Jawaban
a. Apakah Apakah dengan adanya *website* Sistem Informasi CRM ini dapat memudahkan dalam penentuan produk baru ?	Ibu Ida Wahyu mengatakan dengan adanya Sistem Informasi CRM ini dapat membantu dalam menentukan produk baru
b. Apakah dengan adanya website Sistem Informasi CRM ini dapat memudahkan dalam penentuan promosi?	Ibu Ida Wahyu mengatakan Sistem informasi CRM ini dapat memudahkan dalam promosi
c. Apakah website Sistem Informasi CRM ini mudah digunakan ?	Ibu Ida Wahyu mengatakan bahawa Sistem Informasi CRM ini mudah digunakan.
d. Bagaimana menurut anda mengenai tampilan antarmuka website Sistem Informasi CRM ini ?	Ibu Ida Wahyu mengatakan bahwa tampilan Sistem Informasi CRM ini cukup baik.
e. Apa Saran untuk website Sistem Informasi CRM ini ?	Ibu Ida Wahyu menyarankan agar tampilan untuk pengunjung diperbagus lagi sehingga dapat lebih menarik pelanggan untuk membeli produk di DC Clothing.

3. INVOLUCRE

In this chapter will be presented conclusions derived from the discussion of several previous chapters, as well as advice on systems that have been built for improvement and development of the system to come.

3.1 Conclusion

After doing the analysis, design, and testing. Then can be obtained conclusion as follows:

1. Customer relationship management information system can assist the director in determining new products based on the results of the questionnaire filled by the customerpelanggan
2 Customer relationship management information system can assist the director in facilitating the company to give promotion.

3.2 Suggestion

Suggestions that can be given to the development of systems that have been made for further system development can be explained as follows:

1. Company information can be developed again to be more detailed and specific, such as adding photos, positive comments to customers of the company, and other positive information so that the attraction of the company to be better in the eyes of customers.
2. Customer relationship management information system can be developed by adding sms gateway feature for promotional notification to the customer.

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