

ABSTRACT

Indonesia peoples has recently got several social problem from economic problem until environment problem. Indonesia people is really hope the Dompot Dhuafa Bandung Foundation as a Charity Organization in Indonesia could give the best efforts for reducing and eliminating the social problem that happen. To increasing the satisfaction and it's value added services, Dompot Dhuafa Bandung Foundation (DDB) need implementation of customer relationship management that will bring the satisfaction of donator from the donator perspective to increase the contribution of DDB in Indonesian people.

Emotional value added is an important perspective that should be added on the products or services. It has a big influence of the satisfaction of the donator related to the products and services that served. DDB give the services to gathering donation and bring them to the needy need the value added services to significantly influence the amount of donation. This is also influence donation paradigm of Indonesian people in order to eliminate several people and organization that make advantage but do not have responsibility to give the donation to the needy after gathering donation from donator.

Internet recently has been popularly used for two ways communication between people. This media have the ability to make the services more interactively as the implementation of Customer Relationship Management compared to television although internet penetration in Indonesian people now still limited to several class. DDB could implementate a video server that connected to internet by the web server to give the new feature for donation as an emotional value added service for the donator. It's also more interactively so the user not only donate their money but they has also got a lot and detail information about how the update condition of the needy and how the result of their donation for the needy. By directly watch the condition of needy and the donation result to increase donator satisfaction.

Keyword: *video, video server, donation, charity organization, gathering donation, website, internet.*