ABSTRACT

TheArtWork is a subsidiary of PT Ciria Creator Indonesia that manufactures stationery tools . TheArtWork had a vision to create stationery tools that have an element of art in them . Currently marketed products of TheArtWork pass at Scholastic and TogaMas areas of Jakarta , Bogor and Bandung and sales by using the reseller in school or university . Sales by distribution system such as this is less appropriate for the company , because the company does not know the *customer*s and prospective *customer*s who have bought and will buy their products . From here the company wants to develop a sales system that initially use conventional media into automated build *website*s with e - commerce , e - CRM and Crowdsourcing .

Method for making this application is based on incremental and iterative methods of web-based sistems . In incremental iterative methods , this sistem will be developed through the stages of business modeling , requirements , systems analysis , system design , implementation , and testing . Framework is used in the manufacture of this system is a framework CodeIgnitier application development can be done so easily .

The results of this research is a Web -based application that handles online sales and *customer* databases that contain data whose primary goal is to minimize the cost of making the store and get the *customer* characteristics .