

ABSTRACT

Rapid growth of information technology encourages opportunities for Small Medium Enterprises (SMEs) to utilize information technology and information system in order to enhance its competitiveness and benefits as well as for SMEs of culinary sector around Telkom University. Increasing number of customer using SMEs delivery service requiring SMEs to give a good delivery service and could meet customer needs. Culinary System integration web is developed to help SMEs of culinary sector around Telkom University in performing service activities for delivery service.

“CULS” (Culinary System) Application module Dashboard and Reporting is a part of CULS integration web. This application has registries of all products of SMEs and other informations required to support culinary system. This application also helps SMEs use datas obtained from ordering activities and process it into useful informations for SMEs to implement Customer Relationship Management (CRM) that enables SMEs to enhanced its business and increased its benefits. This application developed using PHP programming languages and CodeIgniter framework with Rational Unified process development method and UML modelling in analyzing phase.

The result of this final project research is CULS application module Dashboard and Reporting. This application tested using blackbox testing directly to user. According to testing activity and user feedback resulted that this application accomodate user in performing ordering activity.

Keywords: *SMEs, CRM, Rational Unified Process, Dashboard, Reporting, Information Technology, Information System.*