

ABSTRACT

In this era, technology has become more advanced and sophisticated in various field including business. Owner of companies should take advantage of this moment in order to have value to develop their business. one of the value offered is aspect of customer relations where company focuses on customer satisfaction. Customer satisfaction will arise if the company or business has a good relationship with the customer, if the customer is satisfied with the product or service from the company, the customer can be loyal to the product or service offered.

Manawa is an application that is designed to help the community to be able to invest livestock easily, cheaply and quickly without having to worry about caring those livestock. Basically livestock investment is very profitable investment but it takes time and knowledge to care for the livestock. Manawa offers investment where investor simply buy livestock and wait for farmers to take care for it until they get a share of the proceeds from the sale.

The problem faced is that application that still do not have features with CRM development can be seen CRM functions as a business strategy to optimize company profitability by maintaining and increasing the number of customers. To solve those problems, researches will add features to the development of customer relationship management.

The development method of this study use is Waterfall. The reason for using those method is that advantages from waterfall method are better because its is gradual and more detailed and minimizes errors. As for the waterfall, this method is carried out individually or not involved with other peoples. The expected result after features with CRM development in Manawa is that potential users can be more interested in investing in Manawa and more satisfied with the service provided.

Keywords : *Telkom University, CRM, startup, investation, livestock, waterfall*