

ABSTRACT

The online printing ordering application is a web-based application as a provider and manager of information that customers can use in fulfilling their information needs quickly. The purpose of this research is to help Digital Printing Ecoprint in developing the concept of an e-CRM system that supports customer service, so that companies are able to get new customers and utilize customer information to increase transaction value and maintain customer loyalty. The methodology used by the author is the RUP (Rational Unified Process) method. Analysis of the needs and problems used is the PIECES framework, and the analysis and application design is described using UML (Unified Modeling Language) diagrams. From the application of the application, it is expected that the relationship between the company and the customer (customer) can be well established and maintained, which ultimately brings benefits to the company. Based on the conclusions of the test results showed that this application can bridge the relationship between the company and customers and can provide information about payment confirmation, order details and order history.

Keywords: *Android, SDLC (Software Development Life Cycle), UML(Unified Modeling Language), PIECES.*