

Analysis and Customer Relationship Management (CRM) Design For Parent Service Website Based In STKIP Muhammadiyah Kuningan

Dyah Puteria Wati*, Yoyo Zakaria, and Sofhian Fazrin Nasrulloh

Department of Information and Communication Technology Education, STKIP Muhammadiyah Kuningan

*d.puteriawati@upmk.ac.id

Abstract. The world of education is currently growing very rapidly, where an institution will succeed if supported by information technology. But support from information technology alone is not enough, so experts are needed and the most important thing is management's commitment to establishing good relations. Customer Relationship Management is a management model needed at STKIP Muhammadiyah Kuningan to establish good relations between institutions and parents of students so as to increase satisfaction of parental services. One of the problems that exists today is the handling of complaints from parents that have not been maximized due to the absence of good complaints management. As for this study using SWOT analysis (Strengths, Weakness, Opportunities, and Threats) and UML (Unified Modeling Language) to describe the Customer Relationship Management model. Thus Customer Relationship Management based website this is a solution to improve service to parents of students at STKIP Muhammadiyah Kuningan

1. Introduction

In the world of education customers can be viewed from various angles of view, including users of the products institution of education, users of the results of research that is conducted by the world of education, students, prospective students, the alumni, and parents[1]. Based on the concept of marketing that give priority to the customer, the service to the customer is key to the success of marketing a company. Through service to customers, institutions are directly and not directly keep the customer his order not to leave an institution such. Services means involves two factors elements of the principal, namely the factor of human who serve and the factor of communication that are serviced got satisfaction on the service that is given[2].

Institutions of education are great and great is always to build a relationship that is very strong with the parents of students, one of them by applying models of Customer Relationship Management in the strategy of the business. Parents of students is an asset that is very valuable for every institution of education. STKIP Muhammadiyah Kuningan strives to maintain the satisfaction of students ' parent services because if students' parents feel satisfied it will have an impact on STKIP Muhammadiyah Kuningan. These advantages make STKIP Muhammadiyah Kuningan to design and build a business strategy that can create satisfaction of student parents through service, but at this time STKIP Muhammadiyah Kuningan is still not familiar with student parents in more detail.



STKIP Muhammadiyah Kuningan requires a media -based web that can manage the relationship between Company to the parents of students and apply the model of Customer Relationship Management (CRM) that can be used to monitor any activity and the desire of parents of students, provide services more better by improving a more personal relationship with student parents

2. Research Method

In this research using SWOT analysis (Strength, Weakness, Opportunities, and Threats). SWOT is the identification of a variety of factors are systematically to formulate the strategy of the company. SWOT consists of strengths, weaknesses, opportunities and threats are analyzed by the company are to determine the steps strategic for companies such[3]. Strength - the strength of which is owned by a company compared to the competitors. For example the power of marketing and sales

- Weakness - weakness that usually form the problems that faced by a company are compared with companies other.
- Opportunity - chances of a field needs of the buyer where companies can operate as profitable. Opportunities can be classified according to their attractiveness and likelihood of success.
- Threats - threat is a challenge due to the tendency or developments which benefit which will reduce the sales profit if not done action defensive (defensive)

There are four alternative strategies are available, namely:

- Strategi SO - strategy is made based on the way the mind firm, ie to harness the entire power to seize and exploit opportunities as much as possible.
- Strategy ST - strategy is to use the power that is owned by the company to cope with the threat.
- Strategy WO - strategy is applied based on the utilization of the opportunities that exist in a way to minimize the weaknesses that exist.
- Strategy WT - strategy is based on activities that are defensive and trying to minimize the weaknesses that exist and avoid threats.

The system development used in this research is to use prototype requirements with the following flow: analysis of needs, making prototypes, adjusting prototypes , making systems , doing system testing , adjusting systems , and using systems . Requirement prototype is a prototype that created by the developer to define the functions and system procedures system where the user or owner of the system is not able to define a system that[4].

3. Result and Discussion

3.1 The SWOT analysis results

Table 1. SWOT Analysis Result

<i>Strength</i>	1.Has students who are quite widespread in the area of West Java 2.Powered facility technology that is quite adequate 3.Enthusiastic parents of students towards the development of students 4.Institutional support for improving services for parents
<i>Weakness</i>	1.Lack of use of technology to improve services to parents 2.Constraints in the delivery of student academic results to student parents
<i>Opportunities</i>	1.Selection of students which is extended to various regions

	2. Supporting facilities and infrastructure that is getting better
	3. An increasingly diverse trend in serving student parents
<i>Threats</i>	1. The performance of institutions in service to parents of students is considered to be less than optimal
	2. The world of education is increasingly competitive in improving services
	3. The economic conditions of the people are not yet stable

3.2 Problem Identification

STKIP Muhammadiyah Kuningan is not optimal in utilizing technology to improve services to parents. At present parents can not see the track record of their son / daughter in academic activities, payments, and so on. The lack of ease of information to obtain student information causes parental confidence decreases.

3.3 Proposed Problem Solving

To facilitate parents in accessing information about the activities of academic, payment or a scholarship student at STKIP Muhammadiyah Kuningan, then it needs to be created for customer relationship management system based websites. Website CRM is other than a means to get information about the students also can become a means of relationship between parents with of the faculty mentors academic students. With the website are expected to parents of students feel satisfied with the service that was given by the agency STKIP Muhammadiyah Kuningan, thus able to invite parents to another, with a son / daughter to take education in STKIP Muhammadiyah Kuningan.

3.4 System Planing

To be the system that derived from the research is described using UML (*Unified Modeling Language*) among usecase diagrams and activity diagrams.

3.4.1 Usecase Diagram

Use Case diagram is one diagram that illustrates a business process[5]. In the system proposed is there are some boundary such as menu Login, Dashboard, Biodata, Data Orangtua, Data Ekonomi, Data Pembayaran, Jadwal Kuliah, Hasil Studi, Riwayat Aktif, Beasiswa, Aktivitas, and Pesan

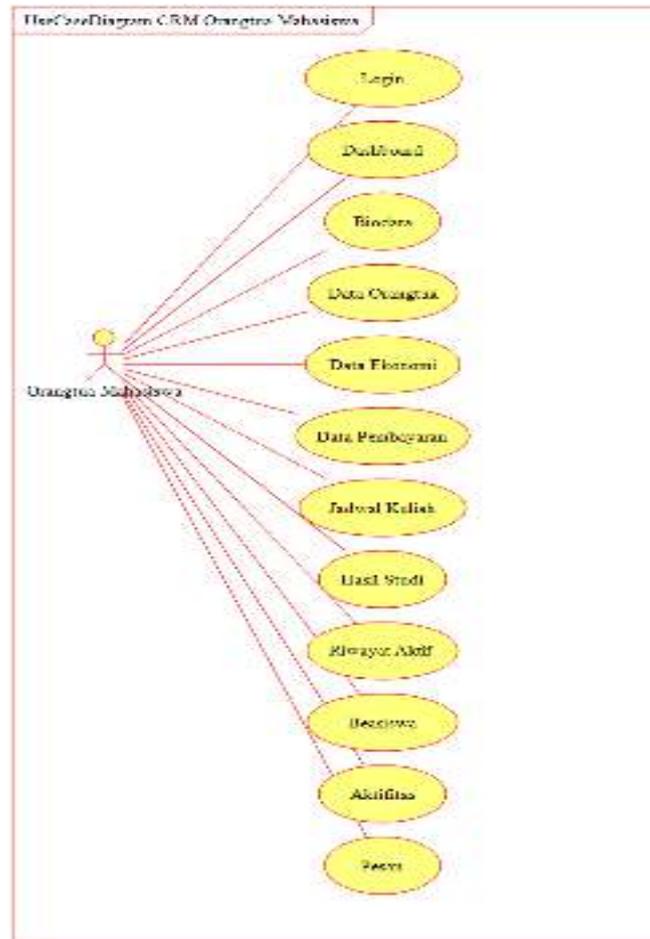


Figure 1. Usecase Diagram CRM

3.4.2 Activity Diagram

Activity Diagram illustrates the specifications of business processes, and provides a view of the business processes that occur [5].

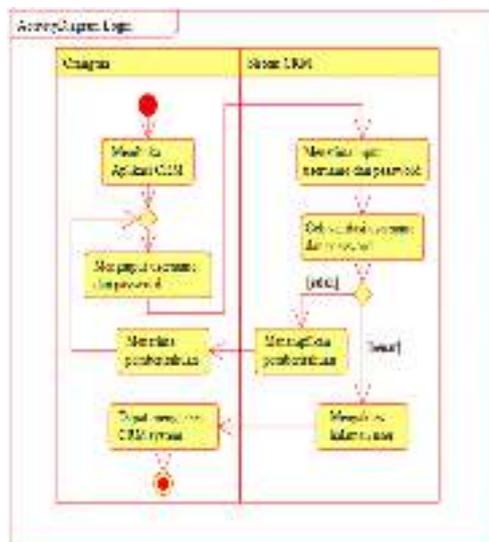


Figure 2. Activity Diagram Login

3.4.3 Display

Display screen design of *Website-based Customer Relationship Management* products that can be accessed at url <http://parent.upmk.ac.id>

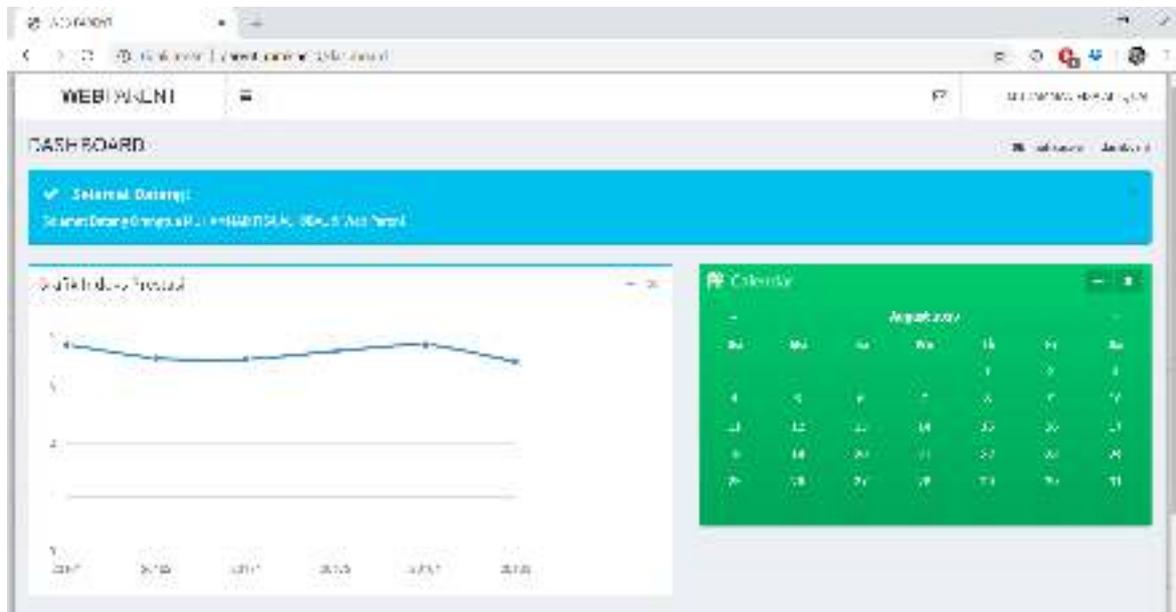


Figure 3. Display Dashboard CRM

4. Conclusion

By implementing a customer relationship management website it is expected to be able to make it easy for parents to get student academic information, can provide maximum service to parents and can be one of the advantages for the promotion of getting new students.

5. References

- [1] D. Hamidin, "Model Customer Relationship di Institusi Pendidikan," in *Seminar Nasional Aplikasi Teknologi Informasi*, 2008.
- [2] B. Haryono, *How to Manage Customer Voice*. Yogyakarta: Andi Publisher, 2013.
- [3] Indrajani, "Analisis dan Perancangan Sistem Penjualan Berbasis Web pada PT. Sarang Imitasi," in *Seminar Nasional Teknologi*, 2007.
- [4] M. Mark W, "Knowledge and Innovation: Journal of the KMCI," *J. KMCI*, vol. 1 : 43-67, 2000.
- [5] G. M. Marakas, *System Analysis and Design Analytical Approach 2th Edition*. Newyork: The McGraw Hill Companies Inc, 2006.