Abstract

This thesis consists of the information on the implementation and the development of a new system called Customer Relationship Management for SMUK5. This new system is designed to be the supporting system of Web Application System that is developed by our partner. This thesis mainly focuses on improving the communication between school, parents, and students alongside with the Web Application System.

The system mainly developed for parents of SMUK5 students. We choose to develop this system based on SMS is because parents are usually more familiar with their hand phones. Thus, with this SMS-based application, we believe that the parents’ attention will increase to their children. Instead of using web-based application to approach user, we use hand phones to use this application. With this system, parents can monitor their children performance by regularly checking the exam marks. This system is also designed to store the suggestion from parents or students that later can be by school to improve their performance.

We need database to store the information that will be requested by user. We also provide the administration page to make the admin job easier. Admin can easily view the messages that are already sent by user and the messages that are sent as reply. The web pages are created using JSP. We use Tomcat as the web environment in developing this system.

Observation, learning and interviewing the school parties have been done in order to get credible data and information about the school. Those data and information is used as a reference in developing this thesis. Testing of the system has been done and all basic functionalities have been work properly.

Keywords: SMS-based application, database, admin, statistic.