

Table of Content

AUTHORIZED PAGE	
ABSTRACT	i
ABSTRAKSI	ii
FOREWORD	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
Chapter I Introduction	I-1
1.1 Background	I-1
1.2 Problem Definition	I-2
1.3 Research Objectives	I-2
1.4 Research Benefits	I-2
1.5 Problem Scope	I-2
Chapter II Literature Review	II-1
2.1 CRM	II-1
2.1.1 What is CRM	II-1
2.1.2 Type of CRM	II-1
2.1.3 Tools of CRM	II-2
2.2 e-Radio	II-3
2.2.1 What is e-Radio	II-3
2.2.2 Designing Phase of e-Radio	II-4
2.3 Traffic as Parameter	II-4
Chapter III Research Method	III-1
3.1 Conceptual Method	III-1
3.2 Research Design	III-4
3.2.1 Study Phase	III-4
3.2.2 System Analysis	III-4
3.2.3 Design Improvement	III-4
3.2.4 Website Improvement	III-4
3.2.5 Website and Music Player Integration	III-4
3.2.6 e-Radio Implementation	III-4
3.2.7 e-Radio Evaluation	III-4
3.2.8 Conclusion and Suggestion	III-5
Chapter IV Existing System Analysis and System Design	IV-1
4.1 System Analysis	IV-1
4.1.1 Existing System Identification	IV-1
4.1.2 The Existing Condition of Marabandung e-Radio	IV-2
4.1.2.1 Existing Hardware Specification	IV-2
4.1.2.2 Existing Software	IV-4
4.1.2.3 Existing Interface	IV-5
4.1.3 Information Requirement	IV-7
4.1.4 System Requirement Identification	IV-7
4.1.4.1 Hardware Identification	IV-7

4.1.4.2 Software Identification	IV-7
4.2 Design Improvement	IV-7
4.2.1 Improvement on Radio Signal Receiver	IV-8
4.2.2 Improvement on Radio Signal Processor	IV-8
4.2.3 Improvement on Interface	IV-10
4.2.3.1 Up grading Joomla's Engine from 1.0.10 to 1.0.12	IV-10
4.2.3.2 Removing Welcome Message	IV-11
4.2.3.3 Automatic Music Player	IV-11
4.2.3.4 Automatic News Flash	IV-11
4.3 Promotion on the Net	IV-11
4.3.1 Link Exchange	IV-11
4.3.2 Promoting to Mailing List	IV-11
4.3.3 Invite Google Robot	IV-12
Chapter V Result Analysis	V-1
5.1 Traffic Measuring Scenario	V-1
5.2 Daily Traffic Analysis	V-2
5.3 Visitor Origin Analysis	V-4
5.4 Popular Program	V-5
5.5 Marabandung Popularity	V-7
5.6 Website Analysis	V-8
Chapter VI Conclusion and Suggestion	VI-1