

## **ABSTRACT**

*Telkom University is a campus located in Bandung Regency area, that has increasing number of students every years. The increasing number of students have the impact on growth of Small and Medium Entreprises (SMEs) in field of culinary around Telkom University area along with. Each SMEs provides many forms of services in order to facilitate the order transaction. "Order by SMS", is one of existing service which is provided by SME that enable buyer to order by sending text messages to one of SME. However, this service raises its own problem. For example are customer services dissatisfaction, difficulty in getting SME's contact, and run out of credit phone balance.*

*Consider of the problem that is caused by "Order by SMS" service, there needs to be a new service system to accomodate buyer Order. A culinary integrated application named "CULS" which utilizes an order system using QR Code, is proposed in this Final Project. The QR Code then will be read by Smartphone. This application is build up by RUP (Rational Unified Process) method. CULS itself, implement technology and Customer Relationship Management (CRM) concept that maintain better buyer- seller relationship. In addition, CULS has the ability to serve the order by the website.*

*The result of this Final Project is an CULS application which utilizes an order system using QR Code. It had been tested directly to customers by blacbox test method. Result shows that CULS can facilitate and accommodate customers in order processes.*

**Keyword : CRM, mobile, web, order, QR Code, SMEs**