

ABSTRACT

The Directorate of Marketing and Admission (PADMI) of Telkom University is one of the directorates under Deputy Rector III for Admission, Student and Alumni Affairs which is responsible for matters related to new students. One of its main functions is lead data management. However, in the process there are obstacles in the form of the absence of standardization of the lead data structure, the marketing and follow-up process of lead data that has not been automated and the tracking and monitoring of lead data management has not been maximized. This causes a lot of potential lead data not to be followed up so that maximizing it to convert into active applicants is still lacking.

So, this research aims to be a solution to existing constraints by implementing an Enterprise Resource Planning system through the implementation of Customer Relationship Management using open-source ERP software, namely website-based Odoo so that management of data leads can be more effective where data leads has a standardized data structure, can be followed-up with an automated system, and there is maximum tracking and monitoring in the lead data management process. The implementation in this study uses the Accelerate SAP (ASAP) method which starts from the Project Preparation stage to the Final Preparation and is evaluated using the blackbox testing method. The results of the research are in the form of system configuration and customization on the Odoo website software which includes the use of 4 modules, namely the Customer Relationship Management, Marketing Automation, Email Marketing, and Dashboard modules.

Keywords: *Customer Relationship Management (CRM), Email Marketing, Marketing Automation, Odoo, Data Leads*