# ABSTRACT

*Competition for private universities in Indonesia is currently very tight in attracting prospective students. The Directorate of Marketing and Admissions (PADMI) of Telkom University is one of the sections under the Vice Rector III for Admissions, Student Affairs, and Alumni. PADMI is responsible for marketing activities, leads data management, selection, and registration of prospective new Telkom University students. One of PADMI's main functions is leads data management. Lead data refers to prospective students who have the potential to continue their studies at Telkom University. Currently, leads data is managed using a spreadsheet as a database and followed through broadcast messages on WhatsApp. However, in the process, there are several obstacles such as the lack of standardization of leads data collection structure, lack of automation in marketing follow-up, and monitoring and tracking of marketing follow-up statistics. This results in a lot of potential leads data that do not get follow-up and their chances of becoming prospective student registrants are still lacking. Therefore, this research aims to track and automate marketing activities at the PADMI Directorate using Odoo with the Accelerate SAP (ASAP) method. This research also involves evaluation from PADMI using blackbox testing method. The result of this design is the configuration and customization of an integrated and automated Customer Relationship Management (CRM) system using Odoo.*

*Keywords: Private Higher Education, Customer Relatinship Management (CRM), Odoo, Leads, Accelerated SAP.*