

**PENERAPAN *CUSTOMER RELATIONSHIP MANAGEMENT*
PADA HIJRAH *PETSHOP* DAN *COSMETIC* DENGAN FITUR
BROADCAST WHATSAPP MENGGUNAKAN METODE *RAPID*
*APPLICATION DEVELOPMENT (RAD)***

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Abstrak

Customer Relationship Management (CRM) di Hijrah Petshop dan Cosmetic dengan integrasi fitur Broadcast WhatsApp menggunakan metode Rapid Application Development (RAD). Masalah utama yang dihadapi adalah kesulitan menjaga hubungan pelanggan, yang memengaruhi loyalitas dan penjualan. Solusi yang ditawarkan adalah sistem CRM berbasis WhatsApp yang memungkinkan komunikasi langsung secara realtime dan efisien dengan pelanggan. Hasil penelitian menunjukkan bahwa sistem ini dapat meningkatkan hubungan dengan pelanggan, yang pada akhirnya meningkatkan loyalitas dan pertumbuhan bisnis.

Kata Kunci : *Customer Relationship Management (CRM), WhatsApp Broadcast, Rapid Application Development (RAD), Hijrah Petshop dan Cosmetic.*

***IMPLEMENTATION OF CUSTOMER RELATIONSHIP
MANAGEMENT IN PETSHOP AND COSMETIC HIJRAH WITH
WHATSAPP BROADCAST FEATURE USING RAPID
APPLICATION DEVELOPMENT (RAD) METHOD***

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Abstract

Customer Relationship Management (CRM) system in Hijrah Petshop and Cosmetic with the integration of the WhatsApp Broadcast feature using the Rapid Application Development (RAD) method. The main problem faced is the difficulty in maintaining customer relationships, which affects loyalty and sales. The solution offered is a WhatsApp-based CRM system that allows direct and efficient communication with customers. The results of the study show that this system can improve customer relationships, which ultimately increases loyalty and business growth.

Keywords : *Customer Relationship Management (CRM), WhatsApp Broadcast, Rapid Application Development (RAD), Hijrah Petshop and Cosmetic.*