

ABSTRAK

PT Astra Motor Talang Kelapa masih mengelola data prospect menggunakan *Google Spreadsheet* sehingga proses pencatatan, pembaruan data, monitoring perkembangan prospect, dan penyusunan laporan belum berjalan secara optimal. Selain itu, belum adanya sistem reminder *follow up* otomatis berpotensi menyebabkan keterlambatan tindak lanjut terhadap prospect. Penelitian ini bertujuan merancang dan membangun aplikasi pengelolaan data prospect berbasis website untuk mendukung efektivitas pengelolaan prospect. Pengembangan sistem menggunakan metode Waterfall yang meliputi tahapan analisis kebutuhan, perancangan sistem, implementasi, pengujian, dan pemeliharaan. Aplikasi dikembangkan menggunakan *framework Laravel* dengan database *MySQL*. Aplikasi yang dirancang menerima input berupa data *prospect*, data pengguna, jadwal *follow up*, dan pembaruan status *prospect*, serta menghasilkan output berupa informasi data *prospect*, reminder *follow up* melalui WhatsApp, monitoring perkembangan *prospect*, dan laporan *closing rate*. Hasil pengujian menggunakan metode Black Box Testing menunjukkan bahwa seluruh fungsi aplikasi berjalan sesuai dengan kebutuhan pengguna. Dengan demikian, aplikasi yang dibangun dapat membantu pengelolaan data *prospect* secara lebih terstruktur, mempermudah monitoring aktivitas *follow up*, mempercepat penyusunan laporan, serta mendukung proses pengelolaan prospect di PT Astra Motor Talang Kelapa.

Kata Kunci: *Prospect, Closing Rate, Waterfall, Laravel, Follow Up.*

ABSTRACT

PT Astra Motor Talang Kelapa still manages prospect data using Google Spreadsheets, resulting in less optimal processes for recording, updating, monitoring prospect development, and generating reports. In addition, the absence of an automated follow-up reminder system may lead to delays in following up with prospects. This study aims to design and develop a web-based prospect data management application to support the effectiveness of prospect management. The system was developed using the Waterfall method, which consists of the requirements analysis, system design, implementation, testing, and maintenance phases. The application was built using the Laravel framework and MySQL database. The application accepts input in the form of prospect data, user data, follow-up schedules, and prospect status updates, and produces outputs including prospect information, WhatsApp follow-up reminders, prospect development monitoring, and closing rate reports. The results of Black Box Testing indicate that all application functions operate in accordance with user requirements. Therefore, the developed application can assist in managing prospect data in a more structured manner, facilitate the monitoring of follow-up activities, accelerate report generation, and support the prospect management process at PT Astra Motor Talang Kelapa..

Keywords: *Prospect, Closing Rate, Waterfall, Laravel, Follow-Up.*