

ABSTRACT

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In this digitalization era, Indonesian people has become inherent with the internet in their daily life. The internet can be accessed via a smartphone or personal computer. Various functions of a website have emerged in accordance with the need for complete and easily accessible information from various aspects of people's lives. Website-Based CRM Application is a sophisticated and integrated system that functions to manage the relationship between a business/company and its customers. The system which is run through the web also includes various methods in managing customer complaints appropriately and effectively. Therefore, the author takes the role of a Website Developer. This project uses the Laravel Framework, MySQL Database and Visual Studio Code as the main tools in creating a CRM website. The result of this practical work is to produce a CRM website according to current market or client needs.

Keywords: *Website, CRM, System, Business.*