# ABSTRACT

Ariel Subandi / 53140029/2019 / Implementation of Progressive Web App with Customer Relationship Management on Surya Painting Airbrush Workshop / Humdiana S. Kom., M. M., M. Kom.

The development of cellular telephone technology in Indonesia has reached almost all circles and is able to provide convenience in the provision of facilities in everyday life. This is also used by business people to develop their business by using CRM as the main concept. Surya Painting Workshop is one of the developing business people, but the difference in business scale and limited capacity makes it difficult for the development of this Workshop to develop.

The researcher writes the understanding of CRM and PWA which will be used as well as supporting tools such as HTML, CSS, Javascript, and Firebase. The researcher used the prototyping model as a system development method.

Information gathering is done by participant observation and literature study, which is gathering information such as what events take place when observations are carried out.

The design of the Web App application that is created will include system architecture, menu structure, and UML Diagrams to describe the programs that will be created. The results obtained in the form of a Web App with the ordering queue feature and display the posts admin has shared.

The resulting Web App application is intended to provide solutions regarding the needs of Airbrush Surya Painting Workshop in terms of customer management using CRM. This application also has very little memory storage when installing on various devices.

**Keywords:** Progressive Web App, Firebase, Customer Relationship Management