Chat-Based Digital Marketing To Increase Customer Loyalty (University KH Abdul Wahab Hasbulloh Cooperative)

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ABSTRACT
Cooperative is one of the economic business entities that are in an institution that aims to provide services for the employees of the institution. And in the current digital era, systems and applications are an important requirement in carrying out an important need in running a business that aims to simplify and improve services to members of the cooperative. And can also minimize errors and can also help save data so that it is easier to find when needed. And cooperative members must also come to the cooperative directly to order or see the stock of goods in the cooperative. Based on these problems, the researchers created a Chat-Based Digital Marketing application to increase customer loyalty to be implemented in University cooperatives KH. A. Wahab Hasbullah which aims to make and minimize errors or loss of data on goods and book goods using applications on their respective cellphones without having to come to the cooperative.

Keywords: Android; Digital Marketing; Cooperative.
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INTRODUCTION

The development of the world of trade today has begun to shift which at first traders sold and promoted their wares through offline trading has now turned into an online or digital world, this phenomenon itself is none other than because trading through digital is very profitable for a trader or businessman because by doing business online we do not need to spend money, place and maintenance and can also reach a wider market, but not a few online business activists even though they already have very many advantages as above, business people in the digital world are also not successful in their business, this problem is spearheaded by a lack of service which can be given,because the wider market should be improved in terms of service and this is very often underestimated by business activists in the digital or online world so that the business can be said to be unprofitable, therefore services are improved in various ways, one of which is by creating features/applications. Chat Customer Service to make it easier to perform services.

University KH. A. Wahab Hasbullah is a university within the scope of an Islamic Boarding School in one of the cities in Jombang which coincides with the Bahrul Ulum Islamic Boarding School Tambakberas, within the College stands a business entity managed by the University, namely the Unwaha Cooperative and in it often conducts selling activities. buy directly or offline, because it has entered the digital era, cooperatives do not only sell offline but also obline and improve their services, the Chas Customer Service application system is made so that they can provide services so that cooperative members are easier to make transactions (Hariono & Chanifuddin, 2021).

One of the things that determines digital marketing in a successful implementation is that Digital Marketing makes it easy for customers / users to use it (Sufaidah et al., 2020). Is any form of communication that uses the internet, but specifically refers to a chat or text-based conversation between two users on the internet. Online chat can use software such as instant messenger, internet Relay Chat, and others.

Customer Service plays a very important role in addition to providing services as well as building public relations. Customer Service cooperatives in providing services to members of the cooperative concerned (Mu'awanah & Airlangga, 2021). Customer Service must also be able to maintain therefore the tasks carried out by Customer Service are the backbone of cooperative operational activities. According to Kasmmir in general, the notion of customer service is any service activity that is intended or intended to provide satisfaction to customers, through services provided by someone so that they can fulfill the wishes of members (Khafidhoh, 2019).

Application programming interface (API) is a documentation consisting of interfaces, functions, classes, structures and so on to build a software. With this API, it makes it easier for programmers to "dismantle" a software. Then it can be developed or integrated with other software. API can be said as a liaison of an application with other applications that allow programmers to use system functions. This process is managed through the operating system (Sifaunajah & Faizin, 2021). The advantage of the API is that connecting an application with other applications can be interconnected and have integrity.

Android is an operating system for Linux-based mobile devices that includes an operating system, middleware and applications. Android provides an open operating system for developers to create applications. Android was launched to the public in the fall of 2008. Android is growing rapidly in the industry due to two main aspects namely its open source nature and architectural model. As an open source project, it allows Android to be fully understood and analyzed regarding features, bug fixes, and hardware.

METHOD

In the preparation of this final project, several processes need to be carried out to achieve the project that will be designed

- **Research**
  Collecting data - data that must be related to the University Cooperative KH. A. Wahab Hasbullah. The research began in January 2021 until May 2021. With this research, data were obtained that would later be needed in designing the system.
- **Research methods**
  The method used is the waterfall method.
  The waterfall method is one of the methods used in development.
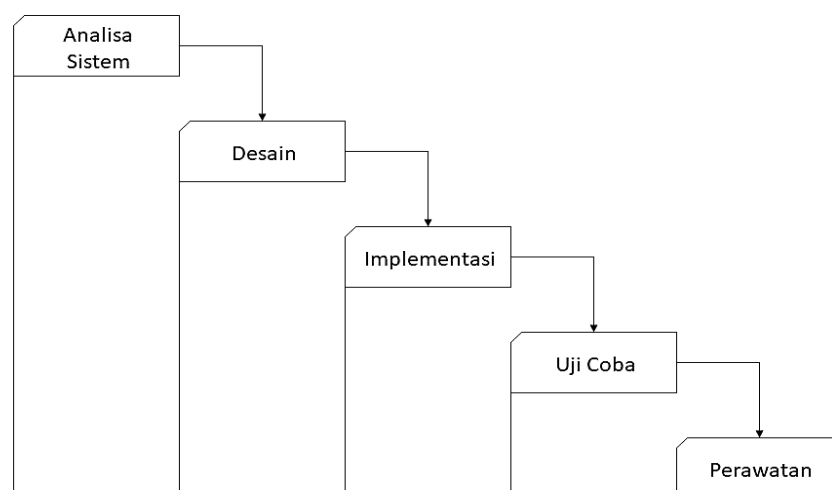 The following is an image of a research diagram using the waterfall method:

Figure 1. Waterfall Method

The waterfall method emphasizes a systematic and sequential stage.
This method is also called the waterfall method because it is sequential. This method has several stages, namely:
- System analysis
  In the first stage what is needed is to analyze what is needed to make this application, therefore we need to interview employees of the University cooperative KH. A Wahab Hasbullah.

- design
  The second stage is that we have to prepare the display or user interface before coding on the Chat Customer Service application.
- Application
  This stage is the implementation that has been carried out in the previous two stages and coding, in making the Chat Customer Service application Framework 7 is needed, then a database, API (Application Programming Interface) in order to connect to the Website.
- Trials
  At this stage the application that has been made is tested to determine whether there is a function in the application and it is as expected or not.
- Care
  This final stage is the maintenance of the applications that have been made, so that the applications that have been made so that the application can run optimally and there are no errors or errors and carry out the necessary development so that the application is more optimal

- **Data Flow Diagram (DFD)**
  Data Flow Diagram is a flow or map of a system, DFD is often used by someone who works in the field of information systems.
  DFD focuses on the flow of information from the origin and destination of data to how the data is stored.
  Usually DFD is used to describe or analyze an information system. In addition, this diagram can also be used in the software development process.
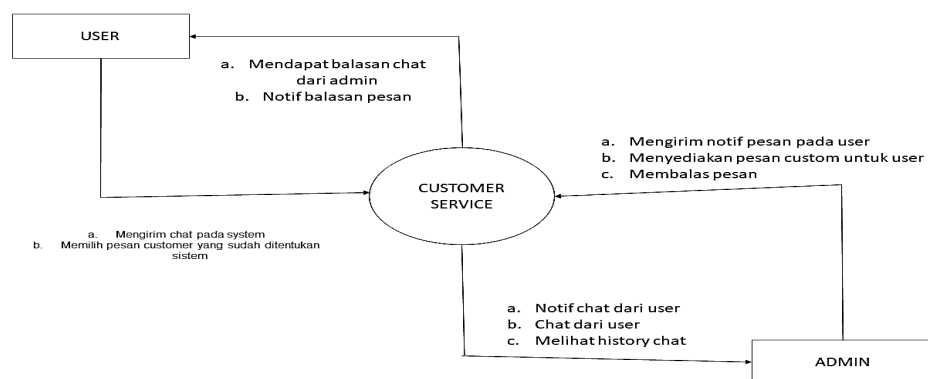

Figure 2. DFD Chat Customer Service

From the DFD above we can find out which one, the user sends a chat to the system and can also choose a message that has been provided by the system, then the system receives a message notification from the user after that the chat is replied to by the system, then the user receives a notification from the system if the system has replied to the chat. users and users will be able to reply to chat from the system.

RESULTS AND DISCUSSION
Research result
The results of this study resulted in an innovation, or a change in the cooperative service of KH University. A. The old Wahab Hasbullah, where members have difficulty asking for stock, ordering kalua at home, and asking if the cooperative is open and closed and there are still many things that members can ask at the Cooperative Customer Service. Therefore, with the creation of this application, it is easier for members to ask questions if there are problems with ordering and others so that members are more comfortable and more willing to become members of the cooperative, and this application will be updated if there are errors or system failures. This application provides positive things to customers because they get satisfaction in this service.

Discussion
The application given from this research is in the form of utilizing the online Chat Application/Feature in framework7. Basically this research runs on the web and android platforms so that

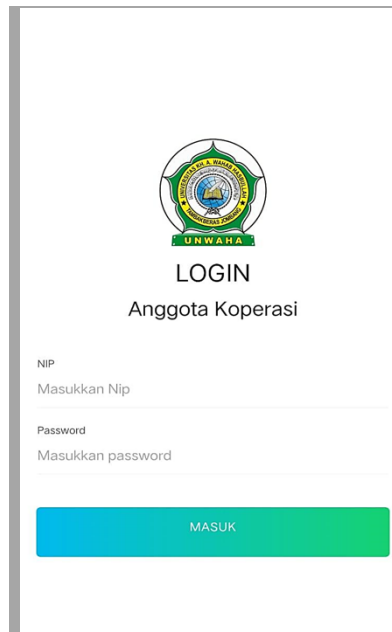members must first install it on an android smartphone. After that use the application according to the following:

Figure 3. Chat Application Login

Members who have registered can directly login by filling in the registered NIP and Password.
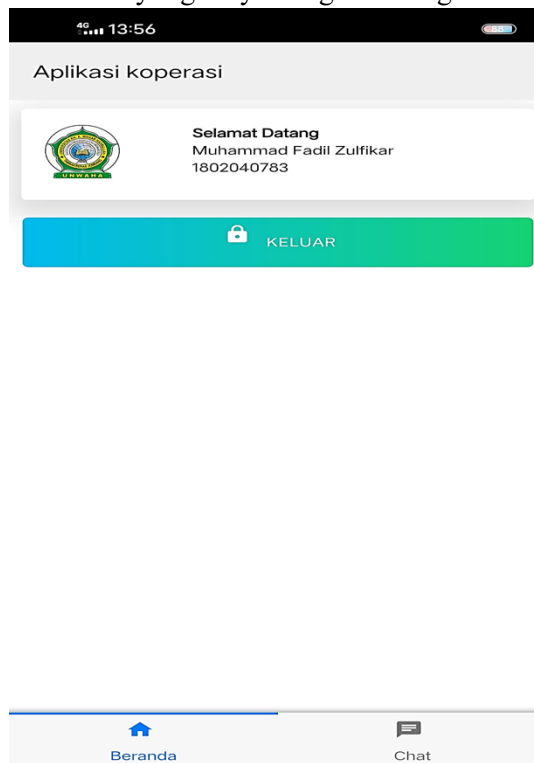

Figure 4. Chat Homepage

After logging in, you will enter the chat page on Android. You can directly chat with the admin, later the chat will go directly to the web with notifications.

Figure 5. Chat Page

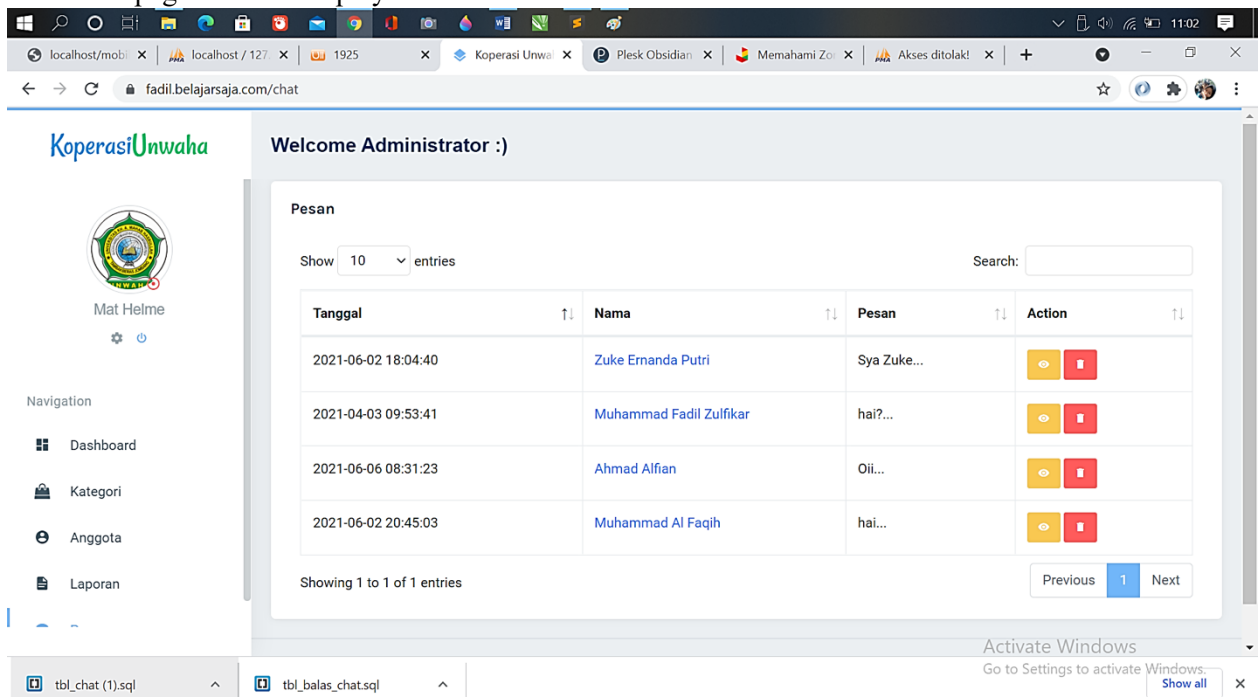This is the page that will display the chat between the user and the admin.

Figure 6. Web Admin Page

This page will accommodate all chats from members and a place where the admin will reply to them.
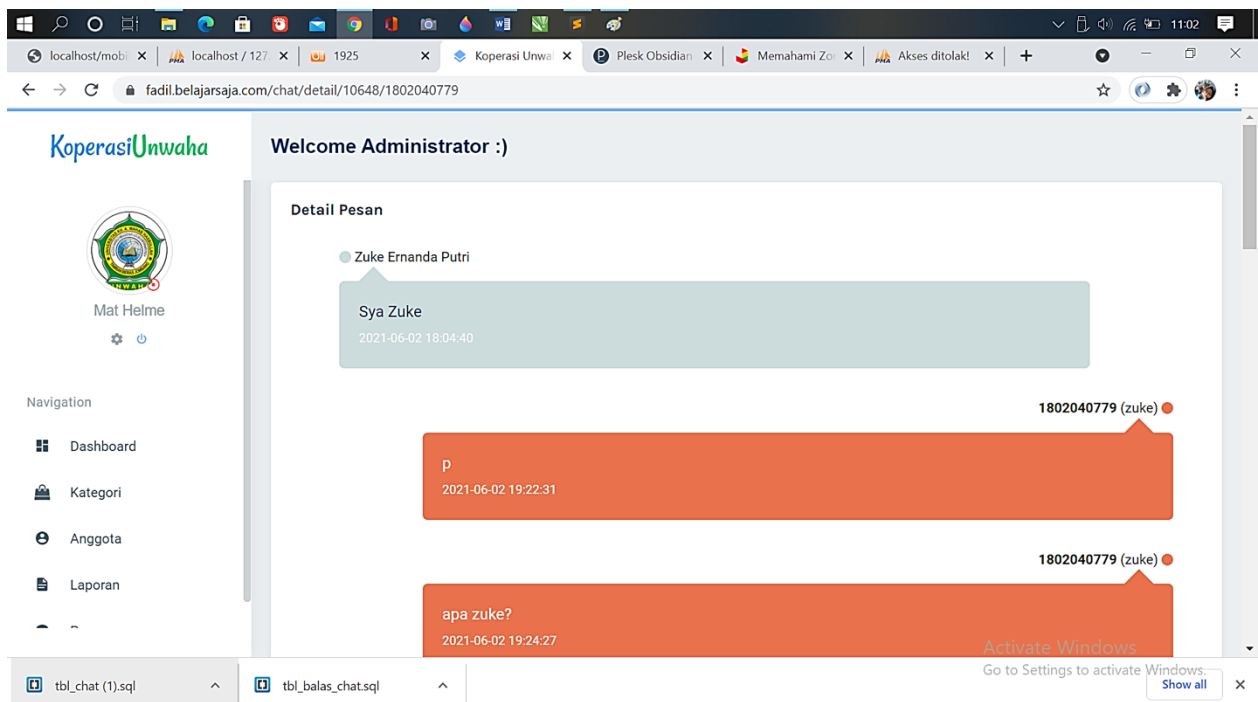

Figure 7. Admin Chat Page with Customers

A page that displays communication between the admin and the customer.

CONCLUSION

After doing research on Chat-Based Digital Marketing To Increase Customer Loyalty, it can be concluded as follows:

- Digital Marketing is one of the strategies to improve and simplify services in the field of Customer Service and provide convenience and comfort for members.
- With Customer Service, it will be easier to ask questions and make transactions.
- Chat is one of the features that must be developed to be better and better in the future.

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