

## **ABSTRACT**

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### **IMPLEMENTASI DAN DUKUNGAN MODUL MARKETING ODOO 17 PADA PT. JAYA TEKNIK INDONESIA**

*This Professional Work Report is prepared to fulfill the requirements of the Professional Work course in the Information Systems study program at Universitas Pembangunan Jaya. The intern is placed at PT. Jaya Teknik Indonesia in the System Support Division to assist with the implementation and migration of the ERP system from Odoo 11 to Odoo 17. The main focus of this work is on the Marketing module of Odoo 17, specifically in the management of Sales Order Regular (SO Regular), Sales Order Langsung (SO Langsung), and Sales Order Internal 17 (SO Internal 17). The business process in SO Regular involves transactions that start with partial payments and continue until the project is declared Won. SO Langsung handles transactions that are fully paid upfront and proceed directly to the project phase. Meanwhile, SO Internal 17 involves collaboration between different divisions to complete the project and ensure successful results. The intern contributed to the process of designing business flows, creating flowcharts, and assisting in the development of user manuals to facilitate system usage by the operational team. Through the implementation and support of the Marketing module in Odoo 17, the intern contributed to enhancing efficiency and streamlining the product sales process at PT. Jaya Teknik Indonesia, ensuring that the ERP system meets the company's business needs.*

**Keywords:** Odoo 17, Marketing Module, Sales Order Regular, Sales Order Langsung, Sales Order Internal 17, System Implementation