

WEB-BASED PROPERTY AND CONSTRUCTION SERVICES MARKETING AND CONSULTATION INFORMATION SYSTEM

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ABSTRACT

PT Megatama Karya Properti is a service company operating in the property and construction sector with various development services. The problem that occurs in marketing activities for property and construction services is that social media is still used to provide limited information and it is difficult to carry out consultations. Consumers also often need data regarding customer satisfaction to increase interest in making transactions. Therefore, it is necessary to design an information system that aims to assist marketing activities, consultancy and carry out testing on the system being designed. With this aim in mind, the methods used are conducting system analysis, requirements analysis, system design using the UML method, database design, interface design, database design and implementation, system implementation using the PHP programming language, and conducting system testing using the black-box method. testing. The results of system testing show that the system can manage property data, construction data, order data, customer satisfaction data and consumer data. Apart from that, the system can also carry out consultations between consumers and admins, print web visitor graphs, order number graphs, customer satisfaction graphs, property and construction order reports and property and construction customer satisfaction reports. Of the 94 test scenarios that have been carried out, there are 4 parts of the system that are invalid. So the system built is 95% valid.

Keywords: *Information systems, marketing, property, construction services.*