

## **ABSTRACT**

*Web-Based Sales System Design in the property industry, PT Guspri Properti is a property developer company in Kebumen that sells housing projects. Facing challenges in property sales using manual transactions. To overcome this problem, the company decided to design a better sales website, considering the rapid changes in information technology. The purpose of this study is to simplify the sales process and support monitoring and reporting at Guspri Properti through web-based sales. Using the waterfall method, this study involves data collection, analysis, design, implementation, and system testing. The test results show that the developed website has succeeded in increasing consumer engagement and sales effectiveness, as well as providing a better experience for prospective buyers. The main conclusion is that web-based sales can significantly improve property visibility and sales, and is an important strategic step for PT Guspri Properti to compete in an increasingly digital market.*

**Keywords:** *Web-Based Property Sales System*



