

ABSTRACT

Marketing information systems are essential tools for improving the efficiency and effectiveness of marketing strategies, especially in today's digital era. This study aims to design and build a web-based marketing information system at Cherryka Bakery Yogyakarta, which is expected to expand market reach and enhance customer interaction. The Waterfall method was used in this study, and the physical design of this information system utilized the PHP programming language and a MySQL database. The results show that the developed marketing information system is capable of providing real-time product information, facilitating the online ordering process, and generating structured reports on sales and customer interactions. With this system, Cherryka Bakery management can make better decisions based on accurate and organized data. Furthermore, this system also enhances the customer experience by providing easy access to product and promotional information. The implementation results are expected to improve customer satisfaction, accelerate the marketing process, and ultimately increase Cherryka Bakery's sales volume. This research makes a significant contribution to the development of marketing information systems in the small and medium enterprise sector.

Keywords: *Marketing Information System, PHP, Web.*

