

## Abstract

The emergence of automotive workshops which apply an information system for web based marketing and the location of CV Akar Mas Motor which is by the road in Wonosobo make CV Akar Mas Motor get difficulty to compete with the other automotive workshops. The existing information system does not support wide range marketing since it still applies desktop based information system and its promotion still relies on banners installed by the streets that do not cover wide range customers.

The information system development aims to build a web based marketing information system which help the workshop to compete with other automotive workshops which already applied web based information system, reduce budget for promotion banners and maintain the existence of CV. Akar Mas Motor in the automotive workshop world. The information system developed uses PHP language programming and MySQL for its database. These two components are sufficient to develop a web based information system.

The result of the research is in the forms of a web based information system which help promotion procedures and product marketing of the workshop. This information system covers wide range customers, minimize promotion budget and give needed information to the company.

Key words: Information system, Website, PHP, MySQL