

ABSTRAK

PROPERTY MARKETING INFORMATION SYSTEM IN SPRINGHILL BANDAR LAMPUNG WEB-BASED (Case Study : Springhill Bandar Lampung)

By :

Jim Setiawati
Information Systems Study Program
Informatics & Business Institute Darmajaya Bandar Lampung
Email: Jimsetiawati08@gmail.com

The marketing information system uses online or web-based media which is a process to increase sales and is able to provide the information needed by consumers quickly and easily. In order to support the marketing process, innovation will continue to be developed. The property marketing information system in Springhill Bandar Lampung was designed using the waterfall model method. This system was built using the PHP programming language and MySQL as the database. This web-based marketing information system is accompanied by property images and property unit details. With this information system, it will speed up consumers' access to information and make unit closing transactions easier.

Keywords: Web, property, waterfall.