

**SISTEM INFORMASI PEMASARAN PROPERTI BERBASIS WEB  
PADA CV. DAUN KERING UNGARAN**  
*(MARKETING INFORMATION SYSTEM WEB-BASED PROPERTY AT CV. DAUN KERING  
UNGARAN)*

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***ABSTRACT***

*The process of property marketing and promotional services to company is the main focus for profit as expected. In the company's property sales usually do advertising through newspapers and flyers taped to the side of the road. Marketing process like this can take quite a long time. Thus through this process is less effective and efficient. So with rapid development of information technology, property marketing are no longer using a conventional stage but can in a way that more closely follow the development of information technology. Namely the sale of the property is based online, because it will be more effective and efficient. Marketing of properties can be accessed through the company website CV. DAUN KERING UNGARAN. Property marketing information system on the CV. DaunKering have developed a web-based using Waterfall method, and the system is built using the programming language PHP, HTML, MySQL database and UML (Unified Modelling Language). The results of this system is to accelerate the process of marketing the property through via online. And it easier for prospective buyers or user who will look for desired property.*

*Keywords : Marketing Information System, Waterfall, PHP, HTML, MySQL, UML.*