

ABSTRACT

Web based application for property marketing is a web based application used to assist in marketing the property for the company. Marketing is the way marketing team to market and sell housing being built by the company. Property marketing is hampered because it still uses manual way with brochure spread and the lack of technology use in marketing the property. For prospective customers are also difficulties in obtaining information on housing that are for sale or available. This web based application built using the Waterfall method, using the programming language PHP with a MySQL database. With the construction of this application, it can help in marketing and prospective customers to easily get information about housing that is being marketed.

Keywords: Final Project, Marketing, Property, Waterfall, PHP, MySQL.