

ABSTRACT

Property marketing is one of the activities at PT Pesona Mitra Jaya. At present marketing is done by agents by informing the property using advertisements or banners on online property portals. Based on the results of interviews with PT Pesona Mitra Jaya's Marketing and Corporate Agencies Division, it was revealed that there were difficulties in marketing activities when using an online property portal because it involved a third party, in addition to difficulties in managing property data because it still used manual methods with Microsoft Excel. To facilitate the company to market its property without going through a third person and be able to manage property data, Marketing and Management Cluster in Buah Batu Square was built using the Waterfall Model. This property marketing application has features for managing products and property listings and property transactions. Applications use the language PHP (Hypertext Preprocessor), UML (Unified Modeling Language) diagrams and ERD (Entity Relationship) diagrams. Testing of applications using Black Box Testing. The test is carried out by the Blackbox Testing method on the application functionality resulting from the application testing as expected.

Keywords: Property, Marketing, Waterfall Models