ABSTRACT

Computer and communication tools are essential element to support the work of people today. Optical Rosya still collectingt data inventory, frames and softlens data using the stationery and cause prone to errors and lost in the making also giving information about the status of orders to customers who still send messages manually.Therefore the information systems required to manage data and information provided by the Optical Rosya to customers.The method used in the development of this applications using the method of software development Rapid Application Development (RAD). Optical Data Management Applications Based Oracle Application Express with SMS Gateway case study Rosya Optical serves to assist the management of inventory data, ordering data, customer records, determination to the addition of the stock items and provide information to customers. With this application, is expected to helpful Rosya Optical for data processing also avoids loss of data in Rosya Optical.

Keywords: Application Express, SMS Gateway