

ABSTRACT

Nowadays the exploitation on technology of information in economic sector or e-commerce, especially internet becomes more luster. Many companies have already exploit internet website as media of promotion or product commercialization, marketing and product sale, contact to customer, new forum, anticipation toward the development of business world, etc.

So far now PT Mita Mantari as one of office furnitur companies hasn't had media of promotion through website yet. To fulfil the customer needs about product information, to increasethe the quality of service on customer, to enlarge segment of market company and as application form of CRM(Customer Relationship Management), so it needs to be available company website as media of marketing and product order to be oriented on customer need. Before website is made, it is necessary to be done the activity of website program previously in order that the aim above can be reached well.

Website design as media of marketing and product order is implemented through several phases. Nevertheless, there are three vital phases ion in this website design. The first phases is to decide the content and non content of website based on respondent questionnaire. The second phase is phase of website design and order program. Then the last phases is analysis phase of output program.

From the research, it can be conclude that website design that is oriented on customer needs, will give the positive impact during implementation, i.e. website will be effective to draw user or customer visit company website. Beside, the marketing and order of company product through website will enlarge the segment of market company, increase the quality of company service to customer, and also as system media of management information to manage customer data. Thus, the reliability and safety of data will be guaranteed.

Key words : website design, marketing, management information system, CRM.