

## **ABSTRACT**

### **DESIGN OF INVENTIT MARKETING INFORMATION SYSTEM IN PT. SIBAYAK GUGUNG NARI BASED ON WEBSITE USING ITERATIVE INCREMENTAL METHOD**

By

**DEDY HENDRYAN SYAHPUTRA**

**1106134186**

In this modernization era, human life is closely related to technology. Especially technological developments in the field of business management. This has had a huge impact on existing business competition. The role in designing organizational planning requires technology at this time to follow the lifestyle of all levels of society and companies who want ease, speed, and accuracy in obtaining information. Especially for companies, because it makes it easy to carry out their business processes. This research raises the topic of a company engaged in the marketing services of boarding houses shaded by PT. Sibayak Gugung Nari (SGN). PT SGN has a service product called Invenit which focuses on marketing boarding houses in the city of Bandung. Therefore we need a website-based information system design to help boarding house users in the city of Bandung. Iterative Incremental is a method the writer will use in designing the Invenit website. Incremental Iterative consists of two words, namely Iterative and Incremental. The Iterative Incremental method has structured steps that are easy to understand and use. By using the Iterative Incremental, an innovative website will be created in stages. The advantage of the Iterative Incremental method is the availability of process stages starting from the planning stage to the implementation and evaluation stages.

**Keywords:** *Incremental iterative, boarding house, website based boarding house marketing*