

## **ABSTRACT**

*PT. Laxon Realty International is a company engaged in construction and commercial property. Currently, the company is doing offline and online marketing. In doing online marketing, the company is still placing property ads on paid advertising sites. Therefore it is necessary to spend a lot of money to do marketing. This study aims to design, implement, and test a prototype application for luxury property sales at PT. Laxon Realty International uses a WordPress CMS with a prototyping methodology. Evaluation in this study uses usability testing with System Usability Scale (SUS) and Black Box Testing. The subjects in this study consisted of 10 respondents with 10 questions as a benchmark for the appearance and performance of the website. The test results using Black Box Testing on this system provide valid results. because every test case given to participants has gone according to what is expected. The results of testing with the System Usability Scale from the participants in this study obtained a total SUS score of 827.5 with an average value of 83, this shows the system can and is easy to use by users. It is expected that the prototype of the property sales application that has been made can be implemented as an effort to help PT. Laxon Realty International in terms of marketing and promotion.*

**Keywords:** *prototyping model, WordPress, system usability scale, black box testing, e-commerce.*