

ABSTRACT

PT. Laxon Realty International is a company engaged in the field of construction and commercial properties. Currently, the company is marketing its products both offline and online. However, in order to conduct online marketing, the company still relies on the services of paid advertising websites to place its property advertisements, resulting in the company incurring significant costs for advertising placement. Therefore, the researcher conducted a research aimed at assisting the company in marketing its products online and promoting the company's name to a wider audience by designing, developing, and testing a prototype of a primary property sales application for PT. Laxon Realty International using the CMS WordPress with prototyping methods. The evaluation of the application in this research employed two types of testing: Black Box Testing and Usability Testing using the System Usability Scale (SUS). The subjects in this research consisted of 17 respondents, and 10 questions were used as a measure of the appearance and performance of the created website. Testing using Black Box Testing on this system yields valid results because every test case given to each actor can run as expected. Furthermore, testing using Usability Testing with the System Usability Scale method obtained an average total SUS score of 83.5. The score indicates that the system is relatively easy to use for the users. It is expected that this prototype of the property sales application, which has been developed, can assist PT. Laxon Realty International in terms of marketing and promoting its products.

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