

ABSTRACT

Marketing is a strategic approach used by companies to meet consumer needs while achieving profit. PT. Sinar Dinamika Karya faces challenges in marketing the Grand Telar Residence housing complex due to the continued use of conventional methods, such as brochure distribution and manual data recording through Microsoft Excel. These methods carry risks of data loss and are less effective in reaching prospective buyers—especially those living outside the area—as they must visit the marketing office in person. Survey results show that 36.6% of respondents believe the information in brochures is still inadequate, while 66% state that using a website would be more effective in supporting marketing activities. A website is considered capable of expanding promotional reach without geographic or time limitations. This study aims to develop a web-based marketing website using the Rapid Application Development (RAD) method, the Laravel framework, and the PHP programming language. The developed website provides key features such as housing information, an online sales recording system, a mortgage (KPR) simulation calculator, and buyer data management. The development process followed the stages of requirement planning, user design, construction, and cutover, with two iterations during the user interface design phase. Testing using the Blackbox method showed a 100% success rate across all features. In addition, usability testing using the System Usability Scale (SUS) with 40 respondents yielded an average score of 74.25, which falls into the "Good" category. This indicates that the system is user-friendly and well-received by users. Thus, the developed website is able to overcome the limitations of conventional marketing and improve efficiency in sales data management.

Keywords: *Digital Marketing, Laravel, Marketing Website, Rapid Application Development, System Usability Scale (SUS).*