

**PENGEMBANGAN SISTEM INFORMASI *DIGITAL MARKETING* DAN
PENJUALAN PERUMAHAN *ONLINE* BERBASIS *WEB*
MENGUNAKAN METODE *RAD (RAPID APPLICATION
DEVELOPMENT)* PADA PT. SRI AKBAR PONTIANAK**

Ramadhan¹, Hermanto², Wandi Sujatimiko³,

INTISARI

PT. Sri Akbar Jaya Pontianak masih menghadapi kendala dalam kegiatan promosi dan penjualan perumahan karena proses pemasaran serta pengelolaan data calon pembeli masih dilakukan secara manual. Kondisi tersebut menyebabkan penyebaran informasi kurang optimal, pencatatan data membutuhkan waktu lebih lama, berpotensi menimbulkan kesalahan, serta menyulitkan penyusunan laporan penjualan. Selain itu, keterbatasan media promosi mengakibatkan jangkauan pemasaran belum mampu menjangkau calon pembeli secara lebih luas.

Penelitian ini bertujuan mengembangkan *Sistem Informasi Digital Marketing* dan Penjualan Perumahan *Online Berbasis Web* yang mampu meningkatkan efektivitas promosi, memperluas jangkauan pemasaran, mempermudah pengelolaan data pelanggan dan transaksi, serta mempercepat penyampaian informasi kepada calon pembeli.

Penelitian menggunakan metode *Rapid Application Development (RAD)* yang meliputi tahapan pengumpulan kebutuhan, perancangan sistem, pembangunan aplikasi menggunakan *framework Laravel 12* dan *Filament v3*, pengujian, serta implementasi sistem. Pengujian fungsional dilakukan menggunakan metode *Black Box Testing* untuk memastikan setiap fitur berjalan sesuai kebutuhan pengguna.

Penelitian menghasilkan *website* digital marketing dan penjualan perumahan yang terintegrasi dengan fitur katalog unit secara *real-time*, *Virtual Tour 360°*, formulir konsultasi tanpa registrasi akun, pengelolaan data pelanggan dan transaksi, serta laporan penjualan otomatis. Implementasi sistem mampu meningkatkan efisiensi pengelolaan data, mempercepat respons marketing terhadap calon pembeli, mengurangi risiko kesalahan pencatatan dan duplikasi data, serta mempermudah manajemen dalam melakukan monitoring penjualan. Berdasarkan hasil pengujian *Black Box Testing*, seluruh fitur utama sistem berjalan sesuai fungsinya dan dinyatakan layak untuk diterapkan pada PT. Sri Akbar Jaya Pontianak.

POLITEKNIK 'AISYIYAH PONTIANAK

Kata Kunci: Sistem Informasi; Digital Marketing; Penjualan Perumahan; Laravel; Filament Panel

¹. Mahasiswa D3 Teknologi Informasi Politeknik 'Aisyiyah Pontianak

^{2,3}. Program Studi D3 Teknologi Informasi Politeknik 'Aisyiyah Pontianak

**DEVELOPMENT OF A WEB-BASED ONLINE DIGITAL MARKETING
AND HOUSING SALES INFORMATION SYSTEM USING THE RAD
(RAPID APPLICATION DEVELOPMENT) METHOD AT PT. SRI AKBAR**

JAYA PONTIANAK

Ramadhan¹, Hermanto², Wandu Sujatimiko³,

ABSTRACT

PT. Sri Akbar Jaya Pontianak faces challenges in housing promotion and sales because marketing activities and prospective customer data management are still conducted manually. This condition results in ineffective information dissemination, time-consuming data recording, a higher risk of recording errors, and difficulties in generating accurate sales reports. In addition, the limited use of digital promotional media restricts the company's ability to reach a broader market and attract potential customers efficiently.

This study aims to develop a Web-Based Digital Marketing and Housing Sales Information System to improve promotional effectiveness, expand market reach, simplify customer and transaction data management, and accelerate information delivery to prospective home buyers.

This study employed the Rapid Application Development (RAD) methodology, which consists of requirements gathering, system design, application development using Laravel 12 and Filament v3 frameworks, system testing, and implementation. Functional testing was conducted using the Black Box Testing method to ensure that all system features performed according to user requirements without examining the internal program code.

The study produced an integrated web-based digital marketing and housing sales platform featuring a real-time housing catalog, a 360° Virtual Tour, a consultation request form without user registration, customer and transaction management, and automated sales report generation. The implemented system improved the efficiency of data management, accelerated marketing responses to prospective buyers, reduced the risk of data entry errors and duplication, and facilitated sales monitoring by management. Based on the Black Box Testing results, all major system functions operated successfully and met user requirements, indicating that the system is feasible for implementation at PT. Sri Akbar Jaya Pontianak.

POLITEKNIK 'AISYIYAH PONTIANAK

Keywords: Information System; Digital Marketing; Housing Sales; Laravel; Filament Panel

¹ Student of the D3 Information Technology Program, 'Aisyiyah Polytechnic of Pontianak

^{2,3} Diploma 3 Study Program in Information Technology, 'Aisyiyah Polytechnic of Pontianak