

ABSTRAK

PT Ath Zafir Propertindo merupakan perusahaan yang bergerak dibidang pengembang perumahan subsidi dan komersial. Dalam kegiatan pemasaran, perusahaan masih mengandalkan media sosial dan brosur sebagai sarana promosi, sedangkan pengelolaan data konsumen dilakukan menggunakan aplikasi *spreadsheet* sehingga informasi produk belum tersaji secara terpusat serta menyulitkan perusahaan dalam mendokumentasikan dan memantau calon konsumen yang menunjukkan ketertarikan terhadap produk perumahan. Penelitian ini bertujuan untuk merancang dan membangun Sistem Informasi Pemasaran Perumahan Berbasis *Website* sebagai pendukung pengelolaan data konsumen pada PT Ath Zafir Propertindo. Metode pengembangan sistem yang digunakan adalah *Waterfall*, sedangkan pengumpulan data dilakukan melalui observasi, wawancara, dan studi pustaka. Hasil penelitian berupa sistem informasi berbasis *website* yang menyediakan informasi profil perusahaan, data perumahan, detail unit rumah, galeri fasilitas, *virtual tour*, simulasi Kredit Pemilikan Rumah (KPR), formulir minat konsumen, pengelolaan data konsumen, pemantauan status konsumen, pengelolaan metode pembayaran, serta pembuatan laporan. Sistem yang dibangun mampu membantu perusahaan dalam menyampaikan informasi perumahan secara lebih efektif, memperluas jangkauan promosi, serta mempermudah pengelolaan dan pemantauan data konsumen secara terstruktur.

Kata Kunci: Sistem Informasi, Pemasaran Perumahan, *Website*, Data Konsumen, *Waterfall*.

ABSTRACT

PT Ath Zafir Propertindo is a company engaged in the development of subsidized and commercial housing. In its marketing activities, the company still relies on social media and brochures as promotional media, while consumer data management is carried out using spreadsheet applications. This condition causes product information to be unavailable in a centralized manner and makes it difficult for the company to document and monitor prospective consumers who are interested in its housing products. This study aims to design and develop a Website-Based Housing Marketing Information System to support consumer data management at PT Ath Zafir Propertindo. The system functions as a digital marketing medium as well as an integrated platform for recording and monitoring consumer data. The system was developed using the Waterfall method, while data collection was conducted through observation, interviews, and literature studies. The result of this study is a website-based application that provides company profile information, housing data, housing unit details, facility galleries, virtual tours, housing loan simulation, consumer interest forms, consumer data management, consumer status monitoring, payment method management, and report generation. The developed system is expected to help the company deliver housing information more effectively, expand its promotional reach, and facilitate structured consumer data management and monitoring.

Keywords: Information System, Housing Marketing, Website, Consumer Data, Waterfall.