ABSTRACT

CV. Citra Landscape is a professional design services provider that specializes in landscape and interior of the house. CV. Citra Landscape serve various needs of landscape services such as landscape images, landscape services wake up (wake up new buildings and renovation landscape), commercial buildings (cafes, supermarkets, hotels), office buildings (office), garden design (landscape), the data processing sales and reservations goods and services on the CV. Citra Landscape still use the accounting system and the difficulty of finding a media campaign to be a problem on the CV. Citra Landscape. The purpose of this study was to design a marketing information system of ordering goods and services and web-based, know the system implementation and find out the analysis and testing program on the CV. Citra Landscape.

The design study is a descriptive case study approach to the CV. Citra Landscape, as well as data collection techniques used include the primary data source is by way of observation and interviews, while secondary data sources, namely by looking at the documents. Methods and approaches used structured systems development methods danpemesanan web-based marketing information that is created using the Waterfall method, a system design analysis tools flowmap form, context diagram, DFD and the proposed database design tool of ERD. While the creation of the software in this paper, the authors use software PHP and Macromedia Dreamweaver, and to use the My-SQL database.

The results showed that the design of marketing information systems and web-based ordering can assist consumers in accessing information about the product being sold, implementing information systems that include software implementation, hardware, databases and interfaces of the generated application. The final stage is to conduct the testing of applications using the Blackbox.

Keywords: information systems, ordering, website.