ABSTRACT

DEVELOPMENT OF MULTI LEVEL MARKETING SYSTEM POTENSIPLUS WEB-BASED ON CV. MUGHNI ARTA

by

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Multi-level marketing (MLM) potensiplus.com web based on a MLM system which has been running count of the month April 2009. In a way was found several problems that bonus calculation process is not stable, there is no such network visualization organizational structure, then the registration process has not realtime via SMS. Based on these issues, then this system should be developed to optimize the performance of the company's systems so that existing problems can be overcome. As for some additional features such as registration via the web, via SMS bonus checks.

With the improvement and development of the system, it is expected to increase efficiency potensiplus MLM system performance.

In the implementation of this potensiplus MLM system, the authors use the programming language PHP and uses MySQL database.

Testing is used to test the system is black box testing methods. Based on the results of alpha testing with a sample test case that has been done to the conclusion that the bonus calculation process has worked well for a functional system is able to produce the expected outputs. But no doubt that the system of MLM potensiplus still have a lot to be developed in order to become a more stable system so that members or consumers can enjoy doing business in potensiplus MLM system. From the beta testing has been done is to test the calculation of the response category option that has been distributed questionnaires in the field come to the conclusion that potensiplus MLM system development to facilitate its members to develop and monitor its network.

Keywords: multi-level marketing, website, potensiplus, MLM.