ABSTRACT

Home marketing system which is running at PT. Rachi Hill Sosa Pratama is still done conventionally, making it less efficient in promoting the home due to a lack of information about housing in the selling.

Research methodology used is descriptive method that describes the problem encountered in the field as it is. Then, analyze and explain the data collected in accordance with the purposes of research.

With existence of web-based information system on PT. Rachi Hill Sosa Pratama is very helpful for consumers in making reservations home and help the marketing department merekadalam duty to promote the house.

Keywords: Marketing, booking, website