ABSTRACT

Planet Production is an artisan center in Bandung area that provide services of making clothes. Consumers can order the shirts with the design of image they want. Today the company is required to meet the needs and wants of customers because customers are the source of company revenue. Planet condition that occurs in the production and marketing processes are ordering. Of these conditions can be developed into a system that integrates the marketing and booking into an application that is based on-line marketing information systems and web-based ordering. In addition, researchers aim to find marketing information systems and ongoing product orders, make a model of designing, testing and implementation of Information Systems Marketing and Ordering.

The problem is obtained, the authors performed a case study using descriptive methods, and methods of data collection using the method of collecting primary data and secondary data, using a prototype system development methods, tools used to design a system that is Flowmap, Data Flow Diagram (DFD), data Dictionary, Table Relation and Entity Relation diagram (ERD), to test the software using the Black Box testing, while the selected application in the design of these applications using PHP and Macromedia Dreamweaver and database XAMPP.

This research resulted in bookings and marketing website which includes information about the company, product promotion and product ordering. dilakuakan testing using the method of Black Box is by having the input data as it should be and the results are as expected, implementing information systems that include software, hardware, data base resulting from the application interface. Constructed so that the website can help increase pemesanaan a better direction with the effective utilization of resources.

Keywords: Information Systems, Ordering, Website