ABSTRACT

Isfi Classic Furniture is one of the company that is engaged in the production of furniture. Isfi Classic Furniture is a company that is developing, but in the marketing their production so far have not considered the maximum, the promotion by Isfi Furniture is not yet effective. Promotion of Isfi still using common promotional methods that such as distributing phamplets, baligo, not using internet media. Of the problems that occur, the authors intend to design a better information system to facilitate the company in marketing product.

This thesis is the preparation of the design method using prototype. The tools used to analyze consist of Flow Map, Data Dictionary, ERD, DFD, Context Diagram, Normalization and relationship of is tables of, while Language Programming use PHP, HTML and JavaScript which using database of MySQL.

Scheme of Information System Marketing Furniture in Isfi Classic Furniture Web Based made in order to facilitate the smooth operational activities of the company in accelerating the process of data processing and marketing information system is expected to be able to realize a good system and support the progress of the company.

Keywords: Information Technology, Information Systems, Marketing