ABSTRACT

Design and Build a WEB Based Kiosk Marketing Application at the Santa Market

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Pasar Santa is a modern market located in South Jakarta and manages kiosk marketing. Currently, the kiosk marketing process at Santa Market still relies on a recording system using receipts, which are then recorded in bookkeeping. This method makes it difficult for Pasar Santa staff and prospective tenants to access information regarding rental prices, payments and kiosk locations.
To overcome this problem, a new computerized system was developed, designed to process data quickly, precisely and accurately. The development in this research uses the Rapid Application Development (RAD) method which has several stages such as requirements planning, development and implementation. In preparing this thesis, the author utilized VS Code software and the prototyping method. This new system is expected to make it easier for officers to manage data and documents related to prospective tenants and kiosk renters at Santa Market.

Keywords: *Application, Kiosk Rental Marketing, Kiosk Rental Marketing System*