

ABSTRACT

Member Get Member (MGM) is an etymology derived from the English language. Member get member consists of two different words, "member" and "get." This system is usually associated with the field of marketing, and the most common strategy used is the provision of rewards or incentives for new members who join. The advantage of the MGM program in the marketing field has led the PHA (Marketing, Public Relations, and Admissions) unit of Universitas Pembangunan Jaya to implement this program to increase the number of new students. In the administration process of MGM, there are several obstacles that hinder the administration. To assist in this process, the author designs and develops a web-based MGM application. The development is carried out by applying the Waterfall method in the SDLC (Software Development Life Cycle).

Keywords: *Member Get Member, Application, Waterfall.*