

ABSTRACT

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RANCANG BANGUN CONTENT MANAGEMENT SYSTEM PADA APLIKASI PEMASARAN PROPERTY STELLAR JARDIN BERBASIS WEB

This professional work was carried out at MP Project, a company that focuses on developing projects such as Stellar Jardin and Alpen Hills. As a backend developer, the practitioner's main tasks include designing and developing the Content Management System (CMS) for the Stellar Jardin website. The CMS is central in enabling efficient management of website content, even without in-depth technical knowledge. With the integration of the CMS, the team can easily manage content, including uploading, editing, and deleting information on the Stellar Jardin website, without reliance on the technical skills of web developers. The reliability of the backend system, with a primary focus on the CMS, was a major concern during the work period, ensuring smooth operations and quick adaptability to content changes. In addition, practitioners were actively involved in team discussions and coordination regarding the UI/UX design and front-end implementation of Stellar Jardin. This project utilizes an ongoing marketing method, integrating social media and brochures. The application aims to provide more complete and comprehensive information to prospective customers, including housing specifications, floor plans, and lot unit availability. The use of the SDLC Waterfall development method and the Laravel framework for UI/UX design implementation became an integral part of this experience. Practitioners deepened their understanding of backend development, improved their technical skills, and realized the importance of backend efficiency in supporting overall project success. The use of SDLC methods and the Laravel framework also provided valuable insights into web development in various industry contexts, making this experience a strong foundation for future web technology development.

Keywords: Back-end, Content Management System (CMS), Property