

## **ABSTRACT**

**Putut Budiutomo (2020081018)**

### **DESIGN AND DEVELOPMENT OF A WEB-BASED CONTENT MANAGEMENT SYSTEM (CMS) FOR ALPEN HILLS HOUSING MARKETING SYSTEM**

*This Professional Work Report discusses the design and development of a web-based Content Management System (CMS) for the housing marketing system of Alpen Hills at MP Project. Faced with the transformation of the real estate industry through information technology, MP Project, where the intern conducted their professional work, decided to enhance its digital presence by developing a CMS that enables more dynamic and real-time content management. With current marketing methods utilizing social media and brochures, this application aims to provide more comprehensive and detailed information to potential consumers, including housing specifications, layouts, and the availability of land units. The intern, serving as a backend developer, actively participated in the development of this application by following the steps of the System Development Life Cycle (SDLC). Throughout the implementation of the professional work, the intern successfully integrated design concepts and object-oriented programming, enhancing development efficiency through relevant frameworks and libraries. The structured administration design of the database ensures efficient storage, management, and access to data. The results of this professional work include the intern's contribution to designing and building a CMS that meets the digital marketing needs of the property.*

**Keywords:** Content Management System, System Development Life Cycle, web application development, real estate industry