ABSTRACT

DESIGN AND DEVELOPMENT OF A WEB-BASED PROPERTY SALES APPLICATION USING RAPID APPLICATION DEVELOPMENT (RAD) METHODOLOGY (Case Study: MP Project Company)

Putut Budiutomo.[1], Suparto Darudiato[2], Rufman Iman Akbar Effendi[2]

[1] *Student of Information Systems Department, Universitas Pembangunan Jaya*
[2] *Lecturer of Information Systems Department, Universitas Pembangunan Jaya*

The digital transformation in the property industry has prompted MP Project to adopt technology in their sales management. This study aims to design and develop a web-based property sales application using the Rapid Application Development (RAD) methodology to address challenges such as non-integrated property information dissemination, difficulties in information updates, and disorganized management of customer documents. The RAD process involves iterative stages, including requirements planning, User Design, and rapid construction, allowing continuous adjustments based on user feedback. The study results indicate that the designed application successfully integrates property information into a centralized platform and manages customer documents more systematically. Thus, the application can present specific property information, help expedite the document verification process, and provide a better experience for potential customers. Recommendations for further development include creating a mobile application, adding a property auction feature, and routine maintenance to ensure optimal performance.

Keywords: *Digital transformation, property sales management, Rapid Application Development (RAD), information integration, document management.*

Libraries : 30

Publication Years : 2015 - 2023