

ABSTRAK

Real Estate Portal adalah perusahaan yang bergerak di bidang agensi properti. Real Estate Portal berkeinginan untuk mendekatkan diri kepada masyarakat sebagai calon kliennya. Permasalahan yang dihadapi saat ini adalah bagaimana agar calon klien atau klien potensial dapat dengan mudah menghubungi dan memperoleh informasi tentang Real Estate Portal, sekaligus Real Estate Portal dapat menjangkau klien dengan cakupan area yang lebih luas, dengan kata lain memperluas jaringan pemasaran juga agar masyarakat dapat memperoleh informasi tentang produk dan jasa yang ditawarkan oleh Real Estate Portal.

Pada aplikasi ini telah dimasukkan sejumlah fitur penunjang selain fitur utama yaitu fasilitas pencarian dengan parameter pencarian bervariasi dan fitur penunjang berupa simulasi perhitungan KPR. Aplikasi tersebut dibuat dengan menggunakan bahasa pemrograman PHP, Javascript, dengan *database* MySQL, dan Apache sebagai *web server*.

Hasil akhir dari pembuatan aplikasi ini adalah sebuah *website* yang dapat membantu pengguna dengan cara memperhatikan kebutuhan pengguna, memberikan informasi yang jelas tentang *property* dengan selengkap – lengkapnya bagi pengguna, menyajikan informasi yang berkualitas dan sesuai dengan kebutuhan dan data yang bisa dipercaya. Aplikasi ini mampu memberikan informasi lengkap sebagai sarana pertimbangan bagi pencari iklan, dan menghasilkan hasil pencarian yang akurat.

Kata kunci : Website, Property, Real Estate Portal.

ABSTRACT

Real Estate Portal is a company engaged in property agency. This company desire to draw closer to the community as a prospective client. The problems that company have is how to prospective or potential clients can easily contact and obtain information about Real Estate Portal, as well as Real Estate Portal can reach clients with a wider coverage area, in other words also expanding its marketing network for the public to obtain information about products and services offered by the Real Estate Portal .

In this application has included a number of supporting features in addition to the main features. These features is a search facility with vary of the search parameters and calculation mortgage simulation. This application is made by using PHP programming language, Javascript, with MySQL database and Apache as the web server.

The end result of making this application is a website that is expected to assist user by means of taking user needs, provide clear information to the fullest – details for its users, presents the contents of a quality appropriate to the needs, and of course trusted data. This application has provide full information as a means of consideration for search ads, and generate accurate search results.

Keywords : Website, Property, Real Estate Portal .

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