

ABSTRACT
DIGITAL MARKETING AND WEBSITE CONTENT
MANAGEMENT MUSTIKA GROUP

Oleh :
RAYFA YASHFI PRATAMA ESYA
18102138

The development of technology is something that cannot be avoided in everyday life. Utilization of this information technology has become an obligation for every company, selling houses through the marketplace on the internet is very helpful in carrying out buying and selling, not only social media marketing is needed in house sales, with the development of an integrated system for all Indonesian people who want to knowing information about home sales, Mustika Imperium website allows data interaction that can produce more relevant information to make consumer decisions in making decisions, this website is made using HTML. It is hoped that this website-based information system can be a consumer need in choosing the house he wants to buy.

Keywords: Marketplace, Social Media Marketing, Website, HTML