

## ABSTRACT

---

*PT. Globalindo Perkasa Makmur is the company that engaged in the field of clothing especially in jeans. The marketing of jeans product have done by the company still use manual way that is mouth by mouth. In addition, sales activity also still use the manual way in terms of interacting with buyers and making sales reports. Therefore, in this final project deals with problem solving at the company then build a web-based application of warehousing management and marketing of product and the module is marketing and sales of product. The features of the application are see catalogue, buy the product, order the product, manage catalogs, manage the order, make the Warrant to Work and view sales reports. The application is web-based, therefore to build that using programming language PHP (Hypertext Preprocessor) language with the framework is CI (Code Igniter) then the database is MySQL. As the application appears, the expectation to help the company at expanding and help the marketing division therefor it can increase revenue and performance of the company.*

*Keywords: Marketing, Jeans, Application, PHP, Code Igniter*