

## ***ABSTRACT***

*PT Laxon Realty Internasional is a construction and commercial property company. PT Laxon Realty Internasional was established on June 5, 2020 and focuses on selling or renting houses, apartments, hotels, shops, hotels, and land. PT Laxon Realty Internasional is located at JL. Cibatu Raya No. 51A, Antapani, Bandung City, West Java. One of the divisions at PT Laxon Realty Internasional is the Marketing Division which is in charge of carry out offline and online sales and marketing activities. However, the Marketing Division encountered problems in online marketing because it did not have its own sales website and previously only posted advertisements on other websites. Therefore is still relatively difficult to find information of PT Laxon Realty Internasional. From the problems above, it can be concluded that PT Laxon Realty Internasional requires a website-based sales application to assist the Marketing Division in selling or renting property online. The Laxon Realty International sales application will make it easier for PT Laxon Realty Internasional to make sales and reduce the binding of PT Laxon Realty International products on other websites to reduce expenses. In addition, with the website, searching information about PT Laxon Realty will be easier, because it can be accessed anywhere and anytime. PT Laxon Realty Internasional website will be built using CMS Wordpress. The method that the author uses is the Prototyping model and user-centered design. The testing has got a good results, for the design using usability testing the system usability scale (SUS) value of 84.3 is obtained. And for website testing, no errors were found in testing on blackbox testing.*

**Keywords** - *Website, sales, user-centered design, prototyping model, usability testing, blackbox testing*