ABSTRACT

PT Aero Systems Indonesia is a subsidiary of Garuda Indonesia engaged in Information Technology (IT) which focuses on the transportation and travel industry. To increase a company's income, it certainly requires the right strategy and the company must have the courage to take risks to try new things in various business opportunities. There are several supporting factors that aim to increase company profits. One of them is by increasing sales doors or by marketing using online platforms, such as e-commerce and social media. Therefore, in order to develop a strategy to increase the company's revenue, PT Aero Systems Indonesia or Asyst has developed a strategy to sell source code and applications on various e-commerce sites and social media. The preparation of this web-based application starts with conducting research on various marketplaces, followed by collecting all published materials until Asyst does the marketing. The result of developing this web-based application is that it can help increase company revenue.

Keywords: web-based applications, increasing company revenue, e-commerce, social media.