

Micro Demand activity consists of encoding customers data and recording locations by seeing many aspects to conduct marketing. Besides that, survey of society need and wish in Telkom servicing is also be done. The data will be processed, examined, and discussed further to get the decisions in developing of society service.

Until now, Telkom of Magelang still conducts simple customer data processing by using Microsoft excel. It is because there isn't special application yet to process and save the data gotten. The implementation of making this application is by using PHP Framework language which is more excellent in security and database which is used is MYSQL. It is database which is applied by many societies.

After this application has created, we hope can give a simple data input and also data access. So, usage of this application will more efektif than we use old method.

Keyword: MicroDemand, PHP Framework, MySql