

PRODUCT AND SERVICE PROMOTION APPLICATION IN WEBSITE-BASED PESHOP HIJRAH

Student Name : Jumaidil Mahendra
Student Identification Number : 6103201397
Supervisor : Lipantri Masthur Gultom, M.Kom

ABSTRACT

Hijrah Petshop is a pet care service business located in the village of Pangkalan Batang, Bengkalis District, and Kabupaten. Hijrah Petshop offers products such as pet food and provides services like pet boarding and grooming. Currently, the operational processes at Hijrah Petshop are primarily manual due to its relatively new establishment. To effectively promote their services, Hijrah Petshop relies on word of mouth and distributing brochures. Due to limited promotional efforts, the awareness of Hijrah Petshop remains restricted, resulting in a constrained customer base. In order to address this issue, a Product and Service Promotion Application for Hijrah Petshop was developed, utilizing a website-based platform. The application was developed using programming languages such as PHP and CSS, with MySQL serving as the underlying database. With the implementation of this application, business owners can attract a broader range of pet owners as customers, while pet owners can swiftly access information about products, services, and pet boarding locations without the need for exhaustive searches.

Keywords: Promotion, Website, PHP, MySQL.