

ABSTRAK

TITLE : **DESIGNING AN INFORMATION SYSTEM AS A MEDIA FOR SALES PROMOTION AND ORDERING ARAI PINANG RANI MANDIRI USING THE PHP PROGRAMMING LANGUAGE AND MYSQL DATA BASE**

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The problem faced by Toko Kue Arai Pinang Rani Mandiri at this time, want to get a better opportunity in promoting products because the current technology is able to do that while the old system does not have a technology-based system to promote products and manage their sales well. By using the new system, product sales will be much more than before, dn can reach consumers who are not only from the surrounding population but can reach consumers from outside the city, so as to facilitate in promoting products more widely, because with this new system Toko Kue Rani Mandiri can be more developed and progress rapidly. This system is also a more effective media information from the store to consumers, because it is easy to find and read.

Keywords : Website, php, Rani Mandiri store