

## ABSTRACT

The advancement of technology in the property industry demands digitalization to improve operational convenience and facilitate complex data management. One of the companies in the property industry, PT Bhineka Karya Nusantara, still employs conventional methods for managing its property data. This results in several operational challenges, such as delayed reporting, difficulty in monitoring, and data inconsistency. To address these issues, this research aims to design and develop a web-based information system for property data management that integrates data from four company divisions: marketing, engineering, legal, and finance. The system is developed using the ICONIX Process methodology, an iterative-incremental approach to software development. The ICONIX Process includes a requirements analysis phase, obtained through interviews with PT Bhineka Karya Nusantara, followed by the development of static and dynamic models, implementation, and testing. The research findings indicate that the developed system enhances data access speed, accelerates reporting processes, and improves data consistency across divisions. System testing was conducted using the black-box testing method, demonstrating that all features function according to user requirements. This web-based information system serves as a solution to support the digitalization of property management at PT Bhineka Karya Nusantara.

**Keywords** : Digitalization, information system, web-based system, *ICONIX Process*, property management, monitoring