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**Analisa dan Perancangan Aplikasi e-Marketing pada Industri Keramik  
Kemenangan Jaya**

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**Abstrak**

Business world nowadays needs rapid, precise, clear, and accurate information. A lot of companies experience difficulties in their marketing strategy because commercing a product still considered expensive and burdensome.

Internet as a global computer network and modern communication media that grows broader to various layer of community can be used as an alternative media to market a product online (e-marketing). This research is intended to analyze and design an internet-based marketing application for Kemenangan Jaya ceramic industry to introduce and provide information rapidly, precisely, and clearly about company's products to the community. This study used methods such as library study and field study in form of interview with Kemenangan Jaya ceramic industry and direct observation. It resulted a marketing website that can introduce available products to the community rapidly, precisely, clearly, and accesible wherever and whenever.

**KeyWord**

*Internet, e-Marketing, online, website*