

## Maximize Property Sales and Purchase

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**Abstract.** The purpose of writing this paper is to explain the benefits of using a website to accelerate the sale or purchase of property in Indonesia. The method of this writing is descriptive where the authors had examined the surrounding environment and interviews with several experts in the fields. The result of this study showed that the use of websites in the sale and purchase of property greatly increases the purchasing power and selling power of both sides of the website users both the seller and the buyer. The results of this study were expected to be more helpful to many sellers, buyers, and property brokers to know each other the best places to buy and sell ideal properties.

### 1. Introduction

The property business in Indonesia has experienced significant development. Good business is a group that has a purpose and members who have certain rights, including the rights to choose or express their views on major issues [1]. Property is a physical building of area. The property business includes selling, buying, and renting homes, warehouses and even offices which can be seen from the number of new housing developments at competitive prices. In addition, the supporting components of home ownership are also increasingly easy and reach various layers of society. On the other hand, buyers and sellers find it difficult to find their dream property because of the ineffective promotions.

The use of the web greatly helps the sale of property, but it must be educated first to the public since some people are lack of digital literacy especially in buying products with high value such as property [2,3]. Property websites can bring together potential buyers and sellers more accurately than conventional sales, because the website reaches more people than other means [4]. The website helps the developer to determine a good location to build other properties. With the data held, it can also be identified as the type of property that is most in demand [5]. The web allows users to search on real estate maps anywhere in the world by simply entering geographical locations such as cities, states, or postal codes. Then the user only needs to click to be taken to the "Property details" page [6]. Property websites allow sellers to promote their property in a wider range. In contrast to conventional promotions that are limited by distance. Through online platforms, it enables consumers to buy property in various countries [7,8].

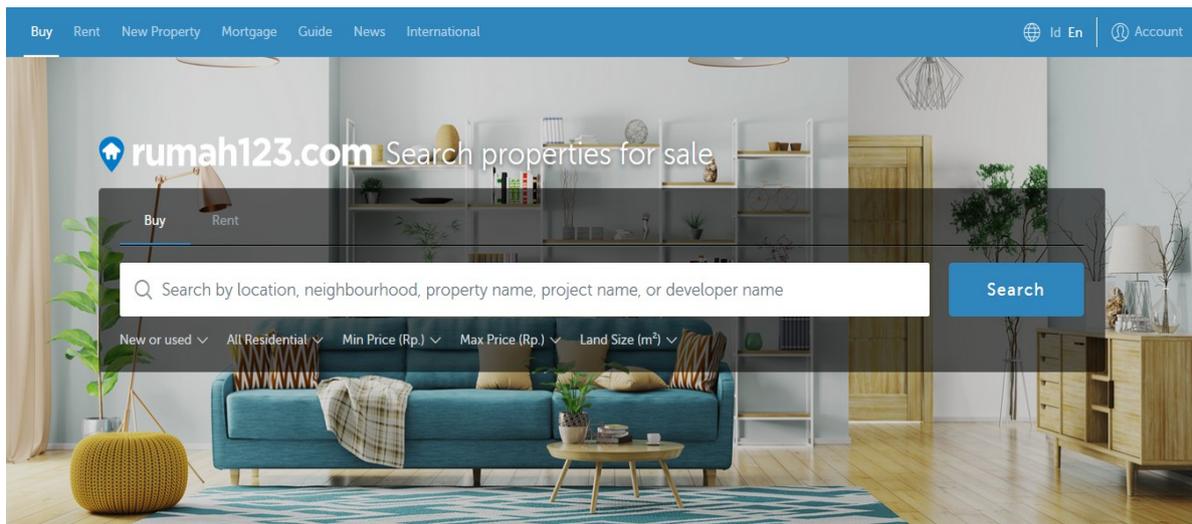
The purpose of writing this paper is to explain the benefits of using a website to accelerate the sale or purchase of property in Indonesia. This research used descriptive method in which the authors had examined the surrounding environment, besides that the authors had also conducted interviews with several experts in the fields.

### 2. Method

The analytical method used in this study was descriptive analysis. It was a statistical analysis that described data into comprehensive information. The use of reference data derived from literature review related to research problems was part of the descriptive analysis. This descriptive analysis was used to find out the picture of growth in property sales and purchases in Indonesia using a website in Indonesia called Rumah123.com. In addition, the authors had conducted interviews with experts related to buying and selling property conventionally compared to using digital platform.

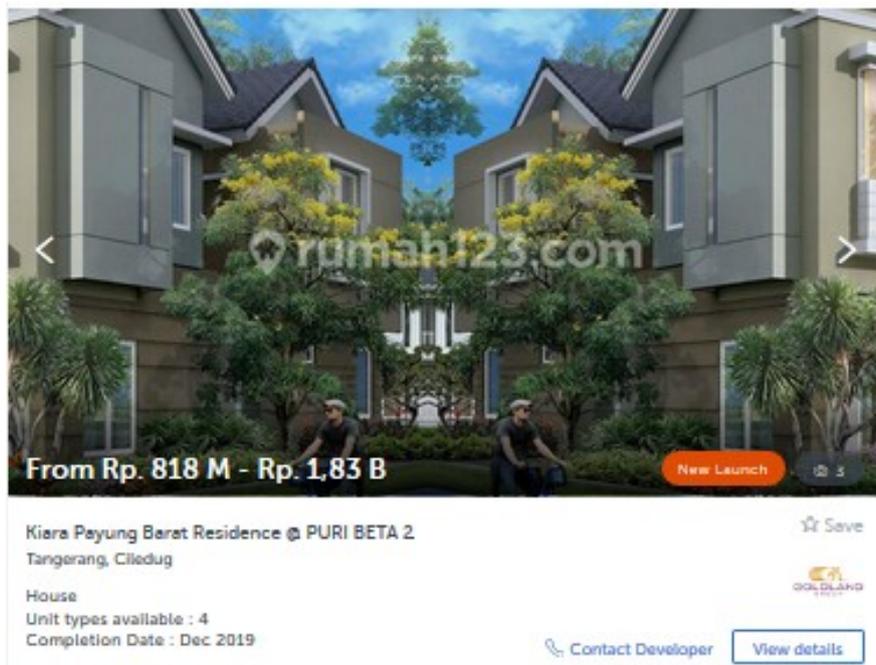
### 3. Results and Discussion

At first the use of the website was only limited to the sale and purchase of goods of small value, but as time goes by, the website is used for almost all transactions. Even buying and selling something that has high value such as property. In the website that the author carefully provides various features that make it easy for users to use the types of property they want complete with price, location, photos, and an explanation of the property. The following is the main menu display of the Rumah123.com website displayed in Figure 1.



**Figure 1.** Main menu of Rumah123.com

On this website there is a choice between buying, selling or renting which can be used by sellers and buyers. If the buyer wants to choose the desired house, the buyer only has to write the desired location in the search box available on the main menu. After that some property options will appear according to the location sought. Buyers just simply choose which property they want and then can choose directly on the screen. As shown in Figure 2.



**Figure 2.** List of properties to be searched by location

After finding the desired property from the list you are looking for according to location, the buyer only has to click on the property image as desired and then a full description of the selected property will appear. As shown in Figure 3.

**Property Information**

[Property Details](#)   [Facilities](#)

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<p><b>Listing ID:</b> hos4976292</p>	<p><b>Property Type:</b> House</p>
<p><b>Certificate:</b> HGB - Hak Guna Bangun</p>	<p><b>Furnishing:</b> Semi Furnished</p>
<p><b>Property Condition:</b> Bagus Sekali</p>	<p><b>Floors:</b> 2</p>
<p><b>Electricity:</b></p>	<p><b>Posted Date:</b></p>

[Show more](#) v

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**Mortgage calculator**

<b>Rp. 12.379.313</b> p/m	<b>Property price (Rp.)</b>	<b>Down payment</b>
Loan amount: Rp. 1.480.000.000	Rp. 1.850.000.000	Rp. 370.000.000
	<b>Interest rate (%)</b>	<b>Loan term (Years)</b>
	<input type="text" value="8%"/>	<input type="text" value="20 years"/>

**Figure 3.** Property description

After seeing the description and in accordance with the property of interest, the buyer can then contact the seller or developer whose contact is located at the bottom of the website. As in Figure 4 below.



Contact **Goldland Group** about Kiara Payung Barat Residence @ PURI BETA 2

+62215...WhatsApp

Message

Hi,  
I am interested in more information about Kiara Payung Barat Residence @ PURI BETA 2. Please contact me. Thank you

Your details

Name

Email

Phone number

By sending, I agree to PT Web Marketing Indonesia's/Your Terms of Use and Privacy Policy including Your collection, use, disclosure, processing, storage and handling of my personal information; and direct marketing communications from You and/or Your partners.

Send to developer

**Figure 4.** Contact Person

Meanwhile, from the seller's side, it is easier to reach more potential buyers throughout Indonesia compared to conventional methods such as placing banners in front of the house. The seller only has to have an account and choose the property promotion package that suits their needs as shown in Figure 5 below.

SILVER	GOLD	PLATINUM
<b>IDR. 750.000</b>	<b>IDR. 1.250.000</b>	<b>IDR. 2.500.000</b>
24 hours Online for 50 listings	24 hours Online for 150 listings	Unlimited Online listing for 24 hours
Unlimited photos & videos	Free featured listing 4 X 1 month	Free featured listing 4 X 1 month
Free personal website	Unlimited photos & videos	Free area specialist for 6 months
Free instant brochure	Free personal website	Free 1 premiere listing for 1 months
Free mobile upload apps	Free instant brochure	Unlimited photos & videos
Free online manual book & online trainee	Free mobile upload apps	Free personal website
SMS Alert	Free online manual book & online trainee	Free instant brochure
	SMS Alert	Free mobile upload apps
		Free online manual book & online trainee
		SMS Alert

**Figure 5.** Price list

After choosing a package that suits the needs of the seller just simply fill out the information needed to advertise on Rumah123.com. The following picture is the information that must be filled in by the seller as shown in Figure 6.

## Property Agent Register Form

Agent Type	<input checked="" type="radio"/> Company Agent <input type="radio"/> Independent Agent
Company*	<input type="text" value="Company"/>
Subscription Plan*	<input type="text" value="Silver Rp 750,000"/>
Full Name*	<input type="text" value="Your full name ..."/>
NPWP Number / ID Card*	<input type="text" value="NPWP"/> <input type="text" value="Your ID Card / NPWP Number"/>
Mobile Phone*	<input type="text" value="Phone Number (62xxxxxxxxxx)"/>
Email*	<input type="text" value="Your email (xxxxx@xxxxx.com)"/>
Password*	<input type="text" value="Input your password ( 6-15 Character )"/>
Confirm Password*	<input type="text" value="Input your password ( 6-15 Character )"/>
Attachment ID Card/NPWP*	<input type="text" value="Browse... No file selected."/>

By signing up, I agree to PT Web Marketing Indonesia's [Terms & Conditions](#) and [Privacy Policy](#), including your collection, use, disclosure, processing, storage and handling of my personal information relating to my account.

• BCA Account with account name PT. Web Marketing Indonesia in account number 0063137500  
• Mandiri Account with account name PT. Web Marketing Indonesia in account number 126-00-0482395-0

**Figure 6.** Information for seller

Based on the author's experience using the website Rumah123.com is very easy to use even for ordinary people though. Sellers and buyers can now make transactions easier by using this website. In addition, registered homes will be helped to be promoted by Rumah123.com through Google AdSense. So the possibility of meeting potential buyers is huge. Online transactions through the website are very easy for the buyer, as well as the seller. They can make transactions quickly and safely [9]. Online transactions will be more advanced, especially in developing countries. In addition to the increasing number of users, online transaction security is also progressing. Now sellers and buyers need not fear online transactions [10].

#### 4. Conclusion

The authors find that the use of websites in the property sale and purchase greatly increases the purchasing power and selling power of both the seller and the buyer. Moreover, the purchasing power of property in the Bandung area increased quite rapidly due to the use of this website.

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