ABSTRACT

The background of this final project book entitled "Pustaka Rifqi: Android-Based Application for Data Management and Book Marketing" is that the problem of managing data needed in a business unit to form an effective and efficient system for business people including the workforce in it, as well as Product marketing strategies are also needed in order to build a trademark, know the variety of products being sold, as well as the advantages of each product.

The formulation of the problem to be discussed is about product marketing strategy, how to present the product, and managing product data using problem-solving methods in the form of literature study stage, data search and collection stage, system design stage, implementation stage, testing and analysis stage, evaluation stage. and repairs, the final testing phase, and the report generation stage.

Based on the explanation above, an Android-based application was developed regarding data management and product marketing to help market book products, facilitate data presentation, and ease the workforce's duties in it.

Keywords: *data management, product marketing, book catalog, Android*.