

## ABSTRACT

PT Astha Cipta Properti is a company engaged in the property sector that faces challenges in adopting technology to improve the effectiveness of property marketing. Qirby is a property application brand from PT Astha Cipta Properti, requiring a system that is able to manage and organize property data. This study aims to design and implement the Model View Controller (MVC) architecture on the Qirby website-based admin using the Laravel framework. MVC was chosen because of its ability to separate business logic, user interface, and application flow control, making it easier to develop and maintain the system. Laravel was chosen as the framework because of its features that support MVC and have complete documentation. The development process starts from needs analysis, system design, to implementation and testing. Testing is carried out using the Black Box Testing method to ensure that each feature functions according to specifications. The test results show that the Qirby website admin system is able to manage property data well, facilitate admins in inputting, changing, and deleting property data, and managing meeting schedules with users. With this implementation, it is hoped that the Qirby website admin can manage property data and provide a better user experience. The use of the MVC architecture and the Laravel framework has been proven to develop a structured and easy-to-manage system.

**Keywords:** MVC, Admin, Website, Laravel, Framework, Property, Blackbox Testing