Abstract

Increasing human needs, the current science is developed to serve human needs quickly and accurately and facilitate them to reach their achievement. Geographic Information System (GIS) is one tool that can be used to analyze and integrate spatial data with tabular data in order to obtain a new information easier. GIS has the advantage in analyzing spatial data and non spatial data. GIS can be used by various elements, such as, public and organizations in all sectors who need information related to positioning, include the residential property sector.

Residential property sector is one of the business area and has aim to complete the needs of one of the basic human needs. This business requires careful planning involving spatial and social aspects. Increasing needle for housing in large cities such as Surabaya, which recently is developed, residential requires planning, especially in the selection of properties including facilities, location and facilities as well as price, which always supports the activities of the community or human who live in the area so it can complete their needs.

Residential Data which presented in this GIS is housing
which is marketed by Residential Property Marketer PT. Graharealty Era (known as Era Indonesia) in Surabaya. Information provided housing facilities, the infrastructure surrounding the area of housing and property prices in the region or property offered.

This research Results is property marketing GIS and property distribution maps which offered by marketers in the city of Surabaya.

Keywords: GIS, Property, Residential property, marketer, Surabaya