

ABSTRACT

SYSTEM RESELLER ONLINE WEBSITE BASED USING LARAVEL AND ADVERTISING TECHNIQUES WITH THE WATERFALL METHOD

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Skincare is one of the beauty products needed to keep the skin fresh and radiant. Not only women, but now there are also many men who use it. No wonder we are starting to see quite high sales for skincare products at this time. Nowadays, thousands of skincare brands are emerging, with a variety of formulas and ingredients that they develop. Kireskincare is a growing brand in the field of skincare, a variety of skincare products have been produced by kireskincare. Kireskincare has a distribution strategy by expanding the reseller army so that product distribution is faster and more efficient. However, in today's technological advances, many brands sell their products online using social media, ecommerce, websites, and many new skincare brands have emerged, making kireskincare have challenges in the marketing process. Such conditions cause an online reseller system and marketing strategy to use advertising techniques to get more resellers for kireskincare brands. The development of this website-based online reseller system uses a laravel. This website was developed using one of the methods in the Software Development Life Cycle (SDLC), namely the Waterfall method which consists of stages: requirement analysis, system and software design, implementation and unit testing, integration and system testing, and operation and maintenance. For marketing strategies, kireskincare uses digital ads advertising techniques Facebook, and Instagram. The results of the research conducted are in the form of a website-based online reseller system using a laravel that can be used to help promotional activities to increase the reseller army on the kireskincare brand.

Keywords : *reseller, website, advertising, waterfall*