

ABSTRACT

E-COMMERCE WEBSITE DESIGN WITH SCRUM METHOD AND APPLICATION OF SOSTAC MODEL CASE STUDY: KAMPUNG MARKETER PURBALINGGA

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Kampung marketer was established with the aim of providing services in the field of digital marketing to help MSMEs around to promote their products online. However, there are still many MSMEs around Kampung marketer who have not partnered with kampung marketer. Due to the lack of knowledge in the field of digital marketing. In addition, another reason is because the cost incurred to cooperate with kampung marketer is not small because the purpose of this study is to help create an e-commerce website as a medium for digital marketing. It is expected that with e-commerce, the sales level of MSME actors can be increased. The method used is the SCRUM method for the process of designing and building a website. SCRUM is chosen because it can create software with good quality and because the advantages of SCRUM are more efficient and adaptive to change.. The application of the SOCTAC model was chosen because it is a fairly complex digital marketing framework, starting from the design analysis stage to the evaluation of the results so that it is suitable for running business activities. The website testing process is used using the blackbox testing method to get 100% test results. Testing of MSME products with the SOSTAC model also managed to increase sales significantly with three products that were used as test samples. This research has produced an e-commerce website that can help MSMEs to market their products online. With digital marketing done, it can help MSMEs to increase their sales and income.

Keywords: Kampung marketer, MSME, digital marketing, website, SCRUM