

## **ABSTRACT**

### **DESIGN AND DEVELOPMENT OF PRODUCT MARKETING INFORMATION SYSTEM AT BAMBOO CURTAINS STORE BASED ON WEBSITE USING PROTOTYPE METHOD**

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The development of information technology is growing rapidly. Various small to large business activities take advantage of this development to run their business. The number of competitors is a consideration for entrepreneurs to enter into a very tight competition. With the help of information technology, the delivery of information and marketing activities is easier to do without being limited by time or place. The Bamboo Curtain Shop is one of the places of business engaged in the culinary or food sector which is located in the city of Tasikmalaya. The use of information distribution which is still carried out through oral communication is considered less effective so that this Bamboo Curtain Shop is less well known to many people because of the difficulty of obtaining clear information and information is not spread evenly and also because there is no online marketing media. Based on this information, the researcher concludes that there needs to be a change in the distribution of information related to products through oral communication, switching to digital promotional media, namely websites using the prototype method, for system testing using black box testing and measuring user satisfaction of information systems researchers using the usability scale (SUS) system. This method is in the form of a questionnaire that has been prepared or is ready to be used in conducting research. The test results of the system show that the features function properly as expected. The results of the questionnaire showed a total score of 84 and was included in the excellent category. Users think that the website that is built with usability based on the data gets an acceptable or proper rating.

**Keywords:** *Information technology, Prototype, Bamboo Curtain Shop, System usability scale, Black box testing*