DESIGN AND BUILD A WEB-BASED MARKETING INFORMATION SYSTEM USING USER GENERATED CONTENT (UGC)
(Case Study: Forester Jakal)

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ABSTRACT

The aim of this research is to develop a website-based marketing application using UGC to handle marketing problems for Forester Jakal, a climbing equipment shop located on Jl. Kaliurang KM 6 CT I/41 Manggungsari, Yogyakarta. This shop is known as a provider of various products under the Consina and Forester brands. This store has challenges related to the lack of utilization of visual elements and video marketing trends, as well as the impact of losing opportunities to attract customers on other platforms. The research method used is the Software Development Life Cycle (SDLC) model with a waterfall approach. Test case validation shows that the system flow runs as expected, including the login process, content management, transactions, promotions, reports, and criticism suggestions. The research conclusions emphasize the need for Forester Jakal to adopt marketing information system innovations that integrate UGC, such as product reviews, tutorials, tips and tricks, as well as promotions with customer participation, to increase engagement and create new opportunities in the competitive marketing era.