

**DESIGN AND DEVELOPMENT OF A WEB-BASED DIGITAL MARKETING
INFORMATION SYSTEM
(Case Study: CV. Langkung Migunani, Bantul, DIY)**

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ABSTRACT

CV. Langkung Migunani is a company engaged in the Vannamei shrimp farming business in Indonesia, serving as the primary distributor for Vannamei shrimp and shrimp feed. The marketing and sales processes are conducted through direct approaches to shrimp farmers via visits to coastal aquaculture areas. Consequently, the company faces challenges such as declining sales and limited marketing reach, which, if not addressed, could lead to bankruptcy. To tackle these issues, the authors conducted research focused on marketing and sales aspects. This research includes interviews, observations, system requirements and objectives analysis, data analysis, current system analysis, new system design, interface design, database implementation, and report preparation. Therefore, the authors propose the creation of a marketing website to enhance sales and expand the company's market coverage. This study results in the design of a shrimp feed marketing information system capable of managing product data, generating reports, and handling orders. The system can provide accurate and detailed information on product orders. In conclusion, the design and implementation of this system can assist in expanding the company's market reach, thereby increasing sales.

Keywords: Marketing Information System, Digital Marketing, Business Competition.