

**IMPLEMENTATION OF A WEB-BASED MARKETING INFORMATION SYSTEM
FOR RAW MATERIALS AND CANDLE PRODUCTS
(Case Study: CV Lilin Tiga Putra Sejahtera, Surakarta)**

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ABSTRACT

CV Lilin Tiga Putra Sejahtera, established in 2007, is currently facing challenges in adopting digital marketing 4.0. To reach audiences online and optimally introduce products, a digital marketing information system platform is required. This research aims to implement an information system capable of providing online product information, collecting customer feedback, and facilitating blog content creation. The research methods employed include site surveys, problem identification, data collection through interviews and document studies, system analysis, design, implementation, and testing. The software development method used is Agile, which offers flexibility in development and adaptation to the company's needs. The research results indicate that the implemented information system successfully provides product information to internet audiences, collects feedback data from customers, and supports the blog content creation process as an organic digital marketing strategy. The system also features live chat support, enabling customers to pose questions directly to the admin. Thus, this system meets the company's needs in adopting marketing 4.0.

Keywords: Marketing Information System, Candle Raw Materials, Candle Products, Web.