

ABSTRACT

DEVELOP ADVERTISING APPLICATION BASED ON WEB APPLICATION DEVELOPMENT WITH LARAVEL FRAMEWORK FOR SHOW UP! STARTUP

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Developments in the world of economy are very rapidly developed. With the rapid development of the economy, it sometimes causes new problems, or even problems that have existed can be repeated. The problem that often occurs in the development process of a business is advertising, Advertising is the key to succeeding in introducing a new product or business to the market so that business processes can run smoothly. Advertising is inseparable from media promotion, 53.72% of media promotion is using Social Media.

Show Up! application can increase earning from social media platform. Show Up! application developed with the Agile method aims to help connect business owners who want to advertise their products or businesses with social media. By using the Agile method, the application shows Up! will get better quickly.

In this research scoring about quality of website. The result from test is Show Up! Application can accessed until 200 users.

Keywords: advertising, agile