

ABSTRACT

DEVELOPING DIGITAL ECOSYSTEM AND DIGITAL MARKETING ON HAJJ WEB APPLICATION USING THE EXTREME PROGRAMMING METHOD

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The internet is a repository for all information and knowledge that can be accessed by all humans using certain devices. With the internet, ways of learning become easier and can produce broad insights. But sometimes to find the information people want to find takes a long time, and also have to compare from one article and another article so that the information generated can be maximized.

There is much information that we can get from the internet, be it information about academics, automotive, vacation tips, and worship. One of them is about Hajj. Indonesia is one of the most migrant pilgrimage countries in the world. Hajj always increases every year. So, information about the hajj is important for those who perform hajj or just want to learn it.

Lack of preparation can cause difficulties when performing Hajj, therefore a source of information is needed that can answer questions about Hajj. With a website-based application that has many supporting features about Hajj, it can support the spread of information about Hajj and also provides other features that can also be used as a reference when performing Hajj.

The method used in this research is to use one of the System Development Life Cycle (SDLC) models, namely Extreme Programming. Stages of the method used in accordance with what was done by the author. The stages themselves are Planning, Designing, Encoding, Testing, Listening. All stages are also in accordance with the product to be developed, namely the website application around the pilgrimage where this application will be used by the community.

The expected outcome of this research is the development of a digital ecosystem based on a marketing perspective on hajj that is functioning properly and can be used by the public to find information about hajj. And the expected result is that applications that have been made can be

further developed by researchers so that the digital ecosystem based on marketing of Hajj can continue to be useful and continue to be developed for the community.