

## **ABSTRACT**

### **ANALYSIS AND BASIC DESIGN OF INFORMATION TECHNOLOGY SERVICES BASED ON CLOUD COMPUTING (WEB HOSTING) IN MULTI-PURPOSE COOPERATIVE'S WEB SALES USING CLOUD ADOPTION LIFECYCLE MODEL**

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*Cooperatives are one of the three main pillars supporting the economy in Indonesia. One of the many types of cooperatives in Indonesia is the Multipurpose Cooperative. As the wheels of the economy, cooperatives must be adaptive and dynamic in following the development of the society. Cooperatives as a unit with many business processes in it need to involve the role of Information Technology to support operational smoothness in the fulfillment of services that are fast, precise, and accurate. However, the lack of knowledge of the functions and benefits of Information Technology and limitations of capital budgeting inhibit the application of Information Technology in cooperative activities, and then there will come a false perception that by using Information Technology, the results obtained will not be proportional to the costs incurred. The application of Information Technology will differ according to the service needs that will be used by each cooperative. One aspect of activities in Multipurpose Cooperatives that can be applied in Information Technology is marketing activities to disseminate information about the products offered. Multipurpose Cooperatives require a basic design service of Information Technology based on cloud computing to optimize operations for much better marketing activities. The application of cloud computing does not need to require human resources with special competencies in the field of Information Technology, and is more affordable and has a small risk compared to having to buy a set of information systems with a large cost. The cloud adoption cycle model is used as a guide for the adoption of cloud computing technology so that the entire adoption process that starts from planning, implementation, to development can run effectively and efficiently. The services of cloud computing that are implemented in the Multipurpose Cooperatives are web hosting services. Web hosting will facilitate the exchange of information needed so that marketing activities at the Multipurpose Cooperatives will be more optimal. The application of Information Technology, namely web hosting as a form of transformation of marketing activities in Multipurpose Cooperatives, needs to be supported by a strong foundation as a protector of various parties in carrying out their business activities in accordance with applicable legal regulations in Indonesia, namely Government Regulation Number 80 Year 2019 regarding Trading Through Electronic Systems.*

*Keywords— Multipurpose Cooperative, Marketing, application of Information Technology, Cloud Computing, Web Hosting*