

ABSTRACT

Current buying and selling transactions do not only penetrate physical products, but there are also even a lot of non-physical product transactions that occur. The virtual product for online game needs is one of the non-physical products that is currently being carried out by online game lovers. However, limited facilities and security support make transactions for these products difficult. Fraud, high costs and product incompatibility are some of the small problems that online game lovers feel when the transaction process for this product is carried out. The many problems that arise make it difficult for sellers to promote their products and buyers who also find it difficult to find products that match what is expected. GameAmmunition is here to help online game lovers in making transactions for virtual products for gaming needs safely and comfortably. In this study, the Advertising & Promotion module was developed in the GameAmmunition application using the CodeIgniter framework and the implementation of the Scrum development method to help solve existing problems. The Advertising & Promotion module was developed to help sellers promote their products so that buyers can easily find them.

The Scrum development method is a method that applies the principles of the Agile approach where the method relies on the iteration process and the strength of team collaboration in realizing the result. In addition, the scrum method can adapt to changes in the middle of software development, so this method is suitable for use by the GameAmmunition team. The testing method for the Advertising & Promotion module on the GameAmmunition website uses the black box testing and user acceptance test methods. The result of this research and development is that the Advertising & Promotion module has been successfully developed and based on the results of tests that have been carried out using the user acceptance test method, the module has been accepted by users with a total test value of 227 and an average percentage value of 88.7%.

Keywords: *Advertising and Promotion, Scrum, Online Games, Virtual Products, Marketplace*