

## ABSTRACT

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*In conducting research, data collection in survey research is essential. So far, researchers have used the Google form platform in data collection and have always had difficulty getting respondents due to the behavior of respondents who asked for incentives after providing survey data. A significant problem is the lack of a Google Forms platform that does not have features that can provide incentives directly from researchers to respondents. To overcome this problem, a platform was designed that can conduct website-based online research, connects researchers and respondents, and also has a feature for respondents to get incentives after filling out a survey. The approach used in designing this platform is the waterfall method which has 5 stages, namely Requirements Analysis and Definition, System and Software Design, Implementation and Unit Testing, Integration and System Testing, and Operation and Maintenance. The use of the system is divided into three, namely the interface for the respondent user, the user interface for the researcher, and the admin interface. This platform can run on any platform or operating system that supports web-based applications.*

*Keywords: Researcher, Respondent, Platform, User, Website.*