

ABSTRACT

Broland is a business engaged in the sale of motorcycle apparel such as t-shirts, shirts, bags, and various other products. In the absence of a physical store to sell products and make sales by relying on social media Instagram, Broland still struggles to achieve the desired target because many competitors use social media such as Instagram to attract consumers.

Social media can build the movement of buying and selling transactions with consumers online, this can affect saving business costs by creating relevant and innovative product information. Thus, the use of social media through Broland's Instagram engagement measurement can help Broland evaluate its digital marketing strategy.

In designing the business intelligence dashboard, the influence of Engagement Rate on Broland's marketing activities uses the Rapid Application Development method. The Rapid Application Development method consists of several stages, namely requirements planning, user design, construction, and cut over.

The result of this final project is a website-based Dashboard sistem that can be used by owners, creative teams, and employees who have an interest in Broland's Instagram marketing activities. The Dashboard website contains data visualization about measuring Engagement Rate on Instagram Broland social media with competitors in a certain data period.

Keywords— Engagement Rate, Website, Dashboard, Rapid Application Development.