

ABSTRACT

The use of social media as a marketing medium is a marketing strategy for brands who want to increase brand value and reach. Generally, social media marketing is carried out with the aim of increasing awareness, recognition, memory and encouraging individuals or groups to take action against the company. Hallo Management is part of CV Kreatifitas Anak Bangsa which is engaged in consulting and providing brand needs in conducting social media marketing such as Campaign, Endorsement, Brand Activation and Paid Promote by providing Key Opinion Leader (KOL) to help increase brand value and reach. The use of KOL aims to convey messages to their followers on their social media in the hope that their followers can take actions as needed by the brands that use their services. Currently, Hallo Management has not used an objective method to determine the KOL that will be submitted to the brand for social media marketing. This results in the performance of the KOL submitted to the brand having a performance that is in accordance with the required criteria. The root of the problems from Hallo Management, among others, is KOL is the determination of the wrong KOL using the objective method, the KOL is not in accordance with the niche market which results in unfulfilled reach and the social media marketing materials used are not in accordance with what is needed, resulting in the target of engagement not being met. Based on the root of the problem, Hallo Management must overcome the problem by determining the KOL with an objective method so that the researchers in this final project provide a solution by designing a decision support system by combining the AHP method as weighting criteria and TOPSIS method as an alternative determination which is expected to help Hallo Management in determining KOL to be right on target and objective. In designing this decision support system, the Rapid Application Development (RAD) method is used as a system development method so that system development can be carried out quickly and can be repaired repeatedly to minimize errors in the system created. The system was tested using the Gray Box Testing method with the aim of knowing whether the system was functioning as needed. At the validation stage, the system is tested using the User Acceptance Test (UAT) to find out whether the system can run the specified test case and compare the alternative results

generated by the system and calculate manually. Based on the system design that has been done, the system can produce an alternative KOL that can assist Halo Management in determining the KOL that will be submitted to the client.

Keywords — KOL, Brand, AHP, TOPSIS, RAD.