

## **ABSTRACT**

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*This Project studies a startup called Baby Daily and its case study about their services. Baby Daily is an all-in-one services platform for facilitating posyandu and parents in various aspects, from collecting posyandu's administration data, monitoring children's health, parenting education, and fulfilling mom and children's needs. With digitalization, Posyandu and KMS (Children's Health Graph Card) would monitor children's growth simultaneously and in real-time together between posyandu and parents. Furthermore, their services have also provided Parenting Education through articles, tips, and Posyandu informations. Parents can also look for children's needs through E-catalogue that connects SMEs that sell mom and children goods. SMEs can register their store or merchant and list their products in E-catalogue and link them with their existing external e-commerce profile or product details, and their social media profile to make their appearance more visible and accessible to consumers or parents.*

*Keywords: Baby Daily, Posyandu Digital, KMS Digital, Parenting, Katalog Digital.*