

## **ABSTRACT**

*The Marketing Kit Information System has become an important tool for companies to enhance product sales. However, not all users will respond well to the same type of UI/UX Design in a Marketing Kit website. An individual's personality type can influence how they perceive information and make decisions. This research aims to develop a prototype of a Marketing Kit Information System that can be personalized based on user personality types using the "Influence" model. The research follows a software development approach, including stages such as requirements analysis, system design, implementation, and testing. In the requirements analysis stage, data was obtained through questionnaires given to respondents representing the four personality types in the Influence model: Dominance, Influence, Steadiness, and Conscientiousness. The data was then analyzed to identify their preferences for different types of UI/UX Design in a Marketing Kit website. The research methodology employed Design Thinking, going through stages such as Empathize, Define, Ideate, Prototype, and Test. Evaluation methods included Usability Testing for the prototype design and User Acceptance Testing for the front-end implementation. The outcome of this research is a prototype of a Marketing Kit Information System that can adapt UI/UX Design based on user personality types using the "Influence" model. With this system, companies can more effectively capture customers' attention and enhance employee performance. Furthermore, the results of this research can serve as a reference for other companies in developing more effective and efficient Marketing Kit Information Systems to boost their product sales.*

**Keywords**— *Marketing Kit, Information System, User Interface, User Experience, Personality Types, Influence Model, Software Development, Design Thinking*