

ABSTRACT

The right marketing techniques can influence a company's performance. Marketing Kit is one of the tools to support a company's business processes, thus affecting sales and revenue. However, not everyone may accept these tools. User behavior and personality can influence the effectiveness of this technology. A suitable interface for a system based on a certain personality type can provide users with understanding in using or operating it, especially when obtaining information and making decisions. This research will discuss the development of a Marketing Kit Information System prototype based on the Conscientiousness personality type. As a foundation for the research, the researcher refers to the theory titled "Confirmation of Personality Types Using Visual Evoked Potential with User Interface Design Stimulus" by Mr. Ilham Perdana. The researcher chose to use this journal to reinforce the theory discussed in the journal regarding the influence of brain waves in response to visual stimulation. To fulfill the research requirements, the researcher will conduct a DISC assessment on the Marketing & Sales unit of PT Dayamitra Telecommunications tbk to obtain user personality data. After collecting data from respondents with Conscientiousness personalities, the researcher will analyze their preferences regarding the UI/UX design of the Marketing Kit. This research uses the design thinking method, which includes the processes of Empathize, Define, Ideate, Prototype, and Test to analyze, gather solutions, create models, and conduct testing in order to obtain accurate results. After going through these processes, this research produces a Marketing Kit prototype that aligns with the Conscientiousness personality type. By incorporating personality types as an aspect of website design, it can influence employees' performance in carrying out business processes in a company.

Keyword : *Marketing Kit, Prototype, User Interface, Conscientiousness, User Experience, Website Development*