ABSTRACT

Dkampus is an online food delivery start-up around the Telkom University campus under the Bandung Techno Park. Application-based content in the form of e-commerce is the right platform for Dkampus to meet students' needs for online food delivery services. Apart from that, there are local MSMEs who find it difficult to manage online and offline stores simultaneously. Content created on the Dkampus application is important because it is the main way for Dkampus to communicate its services. This research will focus on discussing application content design strategies. The concept used is the concept of educational technology and new media. The method used by this researcher uses a qualitative approach, and uses data validity techniques, namely source triangulation. Researchers want to find out about the developer process in designing Dkampus application content. Based on the author's analysis, Dkampus is already in the process of designing the application content, but it has not yet been completed properly. There are Front End, Back End, and Quality Assurance sections that are still unable to complete the Dkampus application content design process.