

ABSTRACT

PROTOTYPE DESIGN OF WEBSITE AS COOPERATION PLATFORM BETWEEN INFLUENCER AND BRAND

By : Dara Alianty Priyangan
1601204461

The phenomenon in the world of marketing continues to grow quickly, one of them is the result of technological changes that cause changes in consumer behavior to marketing. Then, new media such as social media emerged with the trend of digital advertising. Brand owners began to make digital media a new promotional and marketing method, which is often known is endorsement. However, the relationship between endorsement cooperation does not always going well, starting from the brand that is difficult to get information about influencers and influencers who do not have access to a brand. In fact, brands and influencers must have the right information to build cooperation so that the objectives can be delivered appropriately. This research uses descriptive qualitative research methods. The data collection process is carried out by means of observation, interviews, questionnaires and observation of similar objects. The results of the research will be the basis for design using the design thinking method, namely through the stages of empathize, define, ideate, prototype, and test. Followed by a comparison matrix, which refers to the subject matter around application design, user interface, and user experience. The application of these methods is useful to better understand how to design the right information media in relation to the collaboration between brands and influencers. This is expected to be the foundation and creative strategy for website design to facilitate the cooperation of brands and influencers in marketing their products in a more effective and precise way.

Keywords : Website Design, User Interface, User Experience, Design Thinking, Social Media.