

ABSTRACT

**DESIGN AND DEVELOPMENT OF A DIGITAL MARKETING
INFORMATION SYSTEM FOR ORGANIC FERTILIZERS BIO AND
DEGRA BASED ON A WEBSITE USING THE RAPID APPLICATION
DEVELOPMENT METHOD**

(Case Study: Toko Mitro Utomo)

Oleh

Sri Rejeki

21102240

The agricultural sector in Indonesia plays a significant role by employing over 37 million people and contributing substantially to the national GDP. However, the excessive use of inorganic fertilizers has negatively impacted soil health. As a solution, organic fertilizers such as Bio and Degra, produced by PT Gateway Internusa through the Amazing Bio-Growth (ABG) community, offer an environmentally friendly alternative. Toko Mitro Utomo, as one of the distributors, faces challenges in conventional marketing, such as limited market reach and inefficiency. This study aims to design and develop a web-based marketing information system using the Rapid Application Development (RAD) method. The resulting system includes features such as product ordering, product information, educational insights, and user testimonials. Based on blackbox testing, the system operates according to specifications, enabling broad access to product information, ease of ordering, and efficiency in marketing management. With the implementation of this system, Toko Mitro Utomo reported an increase in the effectiveness of product information dissemination to consumers and operational time efficiency in the marketing process.

Keywords: Agriculture, Digital Marketing, Information System, Organic Fertilizers, RAD.