

ABSTRACT

This project focuses on the service development of Ngolab, a startup that integrates food and beverage (F&B) services with micro workspaces and an integrated digital ecosystem focused on the academic community of Telkom University. To support operations and digital marketing strategies, a content management system (CMS) is needed to manage information efficiently. The challenge Ngolab faces is the lack of a suitable backend platform for digital content management, which limits information distribution and operational efficiency. This research aims to develop CMS backend system to support the management of Ngolab's product, service, and business information content. The system is designed to allow administrators to add, modify, and delete content independently without requiring technical expertise. With this system, it is hoped that the process of updating Ngolab content to support operations and digital marketing strategies can run faster, more structured, and more consistently, thereby improving communication and appeal across various platforms.

Keywords: Content Management System, Backend, Ngolab, Startup, Digital