

ABSTRACT

Development of a website-based information system to strengthen Digital marketing at PT.M.Y.M Architecture and Interior using the Waterfall method. This study aims to develop a website-based information system to support Digital marketing of PT.M.Y.M Architecture and Interior. The Waterfall method is used because of its systematic approach in designing a system according to user needs. The process includes data collection, system design using UML, and testing through User Acceptance Testing (UAT) and Blackbox Testing. As a result, the website that was built was able to display the portfolio effectively and expand the company's marketing reach..

Keywords – *Information System, Website, Digital marketing, PT.M.Y.M Architecture and Interior, Online Portfolio, SDLC Waterfall, System Development, UML, Mockup, System Testing, Blackbox Testing, User Acceptance Testing (UAT).*