

Development of Interactive Landing Page System to Support Digital Marketing for MSMEs.

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ABSTRACT

Digital marketing is an effective strategy to promote products through various digital platforms. However, many MSMEs have not utilized this strategy optimally. To answer this problem, this study developed an interactive website-based landing page creation system to help MSMEs create sales pages independently without requiring technical skills. The system was developed using PHP and MySQL and is equipped with Search Engine Optimization (SEO) optimization to increase visibility in search engines. The development method used is Waterfall. The test results using the User Acceptance Testing (UAT) method showed a success rate of 82.29%, which is included in the "Very Good" category and Black Box Testing showed that all features can be accessed and used without any problems. The landing page system developed has proven to be effective in helping MSMEs utilize digital marketing, allowing them to expand their promotional reach independently and efficiently.

Keywords: *MSMEs, Landing Page, Digital Marketing, SEO, User Acceptance Testing, Black Box Testing*