

ABSTRACT

Promotion is one of the activities to notify, disseminate information with the aim of attracting visitors or consumers. Developments in the increasingly advanced digital era make online promotion one of the strategies that aims to reach target customers more efficiently and effectively through existing digital media. That way, it can reach consumers more quickly, precisely and broadly. In the case study in Jelekong Village, art performances which are held always receive public attention for art lovers, but before this activity can be carried out there are still problems, namely limited funds in the development of tourist villages, as well as conventional dissemination of information which is considered not cheap for example in terms of promoting an event through the manufacture of posters, banners, and advertisements. With the limited dissemination of event information, it will cause a decrease in visitor interest in Jelekong Village itself. In addition, there is another problem in holding an art performance, which is bringing in an audience, which has an impact on the economy of art activists. Based on the above problems, the authors suggest to create a system that can assist the village in disseminating information about an existing event. With a system like this, the village can easily disseminate event information and complete village information to attract many visitors, the methods used in making this system are the Scrum method and the Blackbox Testing method for evaluation. This evaluation will later become a benchmark for whether the system can be used properly or not. The results obtained from this research are, a website for the village of Jelekong which has the main features of articles that can be connected to social media and about us as a forum for disseminating event information effectively and efficiently.

Keywords: *Promotion, Website, System, Jelekong Village, Scrum*