

## **ABSTRACT**

*This research aims to develop a prototype Marketing Kit information system based on the Steadiness personality type. The Steadiness personality type is one of the four personality types known in psychology, which is characterized by characteristics such as consistency, calmness, patience, and meticulousness. The purpose of developing this Marketing Kit information system is to help the sales division at PT Dayamitra Telekomunikasi Tbk (Mitratel) to determine effective and efficient marketing strategies based on the Steadiness personality type. This research uses an information system prototype development method using the design thinking method with the stages of needs analysis, system design, implementation, and evaluation. Needs analysis is carried out by conducting literature studies and interviews with the sales division at PT Dayamitra Telekomunikasi Tbk (Mitratel) regarding the Steadiness personality type and marketing strategies that are in accordance with this personality type. System design is done by designing User Interface and User experience using figma. Implementation is done by developing UI/UX Marketing Kit information system based on Steadiness personality type. Evaluation is done by testing the functionality and effectiveness of the Marketing Kit information system based on the Steadiness personality type on a number of respondents who have the Steadiness personality type. The evaluation results show that the Marketing Kit information system based on the Steadiness personality type is able to assist business people in designing marketing strategies that are more effective and efficient, and can increase the effectiveness of product promotion and sales. This research is expected to contribute to the sales division at PT Dayamitra Telekomunikasi Tbk (Mitratel) in increasing the effectiveness of their marketing strategies and can be the basis for the development of Marketing Kit information systems.*

**Keywords**— *Marketing Kit, Information System, User Interface, User Experience, Personality Types, Steadiness Model, Software Development, Design Thinking*