

ABSTRACT

This research aims to design and develop a prototype marketing kit based on the DiSC personality type, specifically focusing on the Dominance aspect, for PT Dayamitra Telekomunikasi (Mitratel). Understanding how an individual's personality type influences their information processing and decision-making is crucial. The objective of this study is to optimize the utilization of technology and information systems in the sales domain. The marketing kit serves as a promotional medium that effectively enhances the sales of products and services, taking into account the influence of personality type on a salesman's skills in selling products or services. In this research, the Design Thinking method is employed as the fundamental approach, supported by evaluation methods such as Usability Testing for prototype design and User Acceptance Testing for front-end implementation. The outcome of this study is a comprehensive prototype website design for Mitratel's marketing kit, tailor-made to accommodate the Dominance personality type, alongside the final website code developed utilizing ReactJS programming languages. By leveraging these insights, Mitratel can enhance its marketing efforts and effectively cater to individuals' distinct personality traits to drive successful sales outcomes.

Keywords— *Research, Prototype, Marketing Kit, Personality Type, DiSC, Dominance, Information Systems, Sales Skills, Design Thinking, Usability Testing, User Acceptance Testing, Prototype Design, Website, ReactJS.*