

## **ABSTRACT**

*In the ever-evolving digital era, digital agency services are becoming increasingly crucial for companies aiming to expand their marketing reach. The shift in consumer behavior towards digital platforms necessitates that companies adapt to remain relevant and competitive. Digital agencies, with their expertise in online marketing strategies, serve as valuable partners in designing and executing effective digital campaigns. Mas Dzikry, a digital agency based in Surabaya, offers digital marketing services such as national media press releases and website optimization. However, an evaluation revealed that their current website and business processes are no longer effective and do not meet market demands. This study aims to design and implement a website-based digital agency service for Mas Dzikry using the UML Iconix Process method. The business process update allows customers to make direct payments through the website using a payment gateway, replacing the manual payment method. Additional features such as an admin dashboard for customer and sales data, as well as payment gateway integration, have proven effective in managing business processes at Mas Dzikry. Testing using Black Box Testing and Boundary Value Analysis ensures the quality and reliability of the system, with results showing no bugs or failed inputs. UAT results show an average user satisfaction rate of 87.2%, indicating that customers are satisfied with the new Mas Dzikry website. The implementation of a more modern, interactive, and responsive website is expected to enhance brand visibility, expand marketing reach, and significantly improve user experience. Thus, this study successfully created a more efficient website that meets customer needs and preferences, enhancing operational efficiency and customer satisfaction.*

*Keywords: Mas Dzikry, Digital Agency Service, Website, UML Iconix Process*