ABSTRACT

Giveaway activities are efforts to distribute prizes often conducted for the benefit of the organizers. Every giveaway participant must meet the requirements set by the organizers. Giveaways are a popular marketing strategy used by merchants, entrepreneurs, content creators, and celebrities to promote products and increase audience engagement. However, issues of unfairness and lack of transparency often arise in the implementation of giveaways, especially on social media platforms like Instagram. Typically, participants are asked to follow the organizer's account, like a photo, and mention friends in the comments section. Winners are usually announced randomly without clear explanations of the evaluation criteria.

This research produces a more fair and transparent giveaway system application with a shared service concept to address the issue of random winner selection that frequently occurs on social media, particularly Instagram. The method used in the development of this application is the waterfall model, which allows for systematic work, facilitates project control, and ensures appropriate and timely development stages.

This giveaway application is web-based to ensure quick, practical, and efficient use. It is developed using the JavaScript programming language, with data storage utilizing MongoDB, and the ReactJS library for the frontend, while the backend uses NodeJS and Express. The results of this research were tested using the Blackbox testing method to evaluate system functionality and user acceptance.

The results of this research are expected to support the implementation of more fair and transparent giveaways for Instagram social media users. Based on system testing in the verification phase, the Blackbox testing method showed that all application features functioned as expected.

*Keywords— **Giveaway, Instagram, Shared Services ,Website, Waterfall, JavaScript***