

ABSTRACT

The growth of the middle class in Indonesia creates great opportunities for local brands to grow, but intense competition and a lack of understanding of digital technology are challenges. Meanwhile, many influencers or promoters have difficulty getting promotional work, even though the demand for digital promotions is increasing.

This project aims to develop a web application that connects brands with promoters, simplifies the promotion process, and improves the quality of cooperation. This application provides features for content management and a transparent payment system.

The expected result is the creation of a platform that helps local brands promote products more efficiently and provides opportunities for promoters to get suitable work, thereby creating mutually beneficial cooperation.

Keywords: Promoter, Promotion, Influencer.