

ABSTRACT

The development of digital technology has brought significant changes in various aspects of life, including the retail and food and beverage (F&B) business sectors. Within the campus environment, product promotion that is still carried out manually using posters and whiteboards is considered inefficient, impractical, and requires extra time and effort. Ngolab, an F&B and retail startup at Universitas Telkom, faces challenges in delivering promotional information quickly and uniformly across all outlets. To address this issue, a mobile-based digital signage application integrated with a backend system and Content Management System (CMS) was developed. This application enables real-time and centralized updates of promotional content, making the information distribution process more efficient, cost-effective, and attractive to customers. The implementation of this digital signage solution is expected to improve promotional effectiveness, strengthen the brand, and support digital transformation in the campus F&B and retail sectors.

Keywords: digital signage, mobile application, Flutter, retail technological innovation