

ABSTRACT

The focus of this final project is to develop a digital signage service for Ngolab. Ngolab is a startup that combines food and beverage (F&B) services with micro workspaces and an integrated digital ecosystem focused on the academic community of Universitas Telkom. A digital signage content management system capable of managing data is needed to support digital marketing strategies. The limitations and weaknesses of Ngolab's features include high output requirements, design complexity, and overall complexity, which restrict the availability of digital signage content services tailored to specific needs. This final project aims to develop a CMS JadiNge.top project management service that meets the needs and addresses the shortcomings of the previous CMS JadiNge.top application. With this system, it is expected that the Ngolab content update process to support operational and digital marketing strategies can be carried out more quickly, structured, and consistently, thereby enhancing communication and appeal across various platforms.

Keywords: Digital Signage, Project Manager, Full Stack, Ngolab, Startup, Digital