

ABSTRACT

In the advancement of the digital era, business actors in the F&B and retail sectors face challenges in managing digital content efficiently. Most MSMEs still rely on manual methods and depend on technical teams to update content, which hampers productivity. Ngolab, a startup engaged in food, beverage, and micro coworking space services at Telkom University, addresses this issue by developing a web-based Content Management System (CMS). This system is designed so that non-technical teams can easily manage content without direct involvement from developers. Ngolab CMS enables centralized and integrated content management and supports real-time information updates through RESTful APIs across multiple platforms. On the frontend, the CMS is equipped with an intuitive and responsive web-based user interface, allowing internal users to easily add, modify, and delete data with a user-friendly visual layout. The implementation of this system has positively impacted operational efficiency, accelerated information delivery, and promoted digital independence for business actors.

Keywords: Content Management System, Frontend, MSMEs, Ngolab