ABSTRACT

MOBILE-BASED PROMOTION SOFTWARE USING AIDA METHOD

(CASE STUDY: THE SISI AQUATIC SHOP)

By

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As technology develops, now many entrepreneurs sell their wares using the internet to facilitate sales transactions, for example, e-commerce which makes it easier for companies to transact with customers. The SISI AQUATIC is a shop selling ornamental fishes that wanted to increase its sales through marketing by promoting its service using mobile software.

The software used the Scrum method in its development. This method consists of the product backlog, backlog refinement, sprint planning meeting, daily scrum, sprint review meeting, and sprint retrospective.

The result of this research is mobile-based promotion software to allow the consumer of the SISI AQUATIC shop easier to find information about ornamental fish and products offered by this shop.

Keywords: AIDA, Scrum, Sisi Aquatic Shop