ABSTRACT

PT Trans Digital Media through its channel detikcom, implements a marketing communication strategy with microsite development. The development of the detikcom microsite has its own complexity, where there is a problem that the development time given does not match the complexity of the microsite, so that the Frontend Designer Team has to work extra in slicing the microsite interface design. This study aims to design and build a website-based detikcom microsite component documentation management application that focuses on managing microsite component documentation data. System design and development using the Rapid Application Development (RAD) method. This application is built based on a website to facilitate user access. With this application, it is expected to provide accelerated microsite slicing and can provide standardization in each microsite component. The results of this study show that the detikcom microsite component documentation management application was successfully designed and built using the RAD method. Website functionality testing using Blackbox testing shows that all functions can run well and as expected.

Keywords: Blackbox, Documentation, Microsite, RAD, Design and Development, Website