

ABSTRACT

DEVELOPMENT OF THE TOURISM AND CULTURE OFFICE OF BOGOR CITY WEBSITE IN THE CREATIVE ECONOMY SECTOR AS A PROMOTIONAL MEDIA

The creative economy sector in Bogor City has a strategic role in economic growth, but still faces challenges in terms of promotion and data management of ecraf actors. This study concerns the development of a website that focuses on managing data on creative economy actors as a promotional medium. The system is built using ReactJS and Firebase technology to ensure efficiency, security, and ease of access for users and admins. By implementing the Extreme Programming method, the system is planned to provide an optimal user experience and improve efficiency in managing ecraf data. The system is tested using the Black Box method, System Usability Scale, and Lighthouse to determine if all features function appropriately. The development results show that the use of ReactJS and Firebase can enhance development efficiency, transparency, and collaboration between stakeholders. Further development includes the addition of IPR information, integration of educational platforms, creative workshops, e-commerce features, as well as collaboration between ecraf actors, and government support, to enrich user experience and support ecraf promotion. The system development is expected to facilitate the promotion of the creative economy sector through an effective and easily accessible digital platform.

.Keywords: Creative Economy, Extreme Programming, ReactJs, Website