

## ABSTRACT

### DEVELOPMENT OF ASSESSMENT AND LEARNING MODULES ON WEB-BASED E-LEARNING APPLICATION AT PT ESENSI MEDIA ASIA

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*The online learning system is a learning to which teachers and students are not directly connected, but walk online through an internet network that allows students to learn anytime and anywhere, so it can develop new skills. This study was conducted with the aim of designing as well as implementing e-learning applications by providing learning and assessment modules for e-learning to go into the Intermediate stage. This research was conducted on a company that is engaged in digital marketing with 8 years of digital marketing experience at several multinational and state-owned companies to assist in digital strategy development, namely PT. Essence Media Asia which is addressing NEO SOHO Central Park, Letjen S Street. Parman, Tanjung Duren Selatan, Grogol Petarang District, West Jakarta, Special Area of Capital Jakarta. The research method used in this study is a descriptive method of obtaining qualitatively processed data, whereby researchers attempt to collect and process current information on online learning in order to conduct in-depth research by conducting interviews as data collection methods. In designing and developing the built-in systems, this study used System Development Life Cycle (SDLC) and used Agile Development methodologies based on repeated work processes. Based on the results obtained before performing development on e-learning applications, there is still a lack in performing digital creation of learning and assessment modules. Therefore, researchers developed existing applications by coordinating access to educational information and creating learning and evaluation modules to allow content of created learning materials to be of high quality, both in text and image formats.*

**Keywords:** E-learning, Digital Marketing, Development, System Development Life Cycle, Agile Development