

ABSTRACT

Design and Development of a Web-Based Application Discussion Forum as a Marketing Media for Harlette Beauty Products using the Waterfall approach.

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Harlette Beauty is a rapidly growing beauty product brand with a community called the Healthy Skin Warriors Community. Currently, Harlette Beauty uses WhatsApp as its discussion platform, which has several limitations in facilitating effective product marketing and focusing attention on Harlette Beauty products. The main issues identified include the risk of fraud due to the lack of an official platform, difficulty in searching for and accessing discussion history, and off-topic discussions unrelated to beauty products. The designed system includes features for admins to enter detailed product information, recommend products based on skin type, and provide links to official marketplaces. Additionally, the discussion forum is organized by users' skin types to facilitate more effective interactions between users and the Harlette Beauty team. The research results show that the designed of application discussion forum can improve the efficiency of Harlette Beauty product marketing and expand customer knowledge about the products. With this platform, the marketing team can more easily convey product information and manage communication with customers. Customers also benefit from finding more specific information tailored to their skin needs.

Keywords: *Application, Discussion Forum, Product Marketing, Beauty, Web Platform.*