

## **ABSTRACT**

### **THE DESIGN AND CONSTRUCTION OF THE KONTAKK TEL APPLICATION MODULE IN PT. GAPTEX INDO MEDIA**

*PT. Gaptex Indo Media is a private-owned company that operates in the field of online marketing. PT. Gaptex Indo Media has several divisions. One of them is the Online Marketing Division, which is responsible for content production as well as tool construction and development. One of the problems that is currently faced by online marketers is the restricted communication with potential customers on Instagram. In order to solve the problem, PT. Gaptex Indo Media has developed the Kontakk application, which makes it possible for an online marketer to centralize various communication channels into a single link, which is then displayed on their profile page on Instagram. The Kontakk application consists of several modules, one of which is Kontakk Tel. This application module is designed to generate a unique link that automatically redirects to a particular phone number whenever accessed via a smartphone or tablet. This application module is constructed by using the Waterfall Model, and is based on Web technologies using HTML, CSS, PHP, and MySQL. Black box and white box testing methods have shown that the Kontakk Tel application module is able to fulfill all user requirements. Hopefully, the deployment of this application module simplifies the communication process between online marketers and potential customers, hence increasing the potential profit of the company.*

*Keyword: Web, Waterfall Model, DFD, black box testing, white box testing*