# Development of Landing Page for Foodpicky Business Promotion

Vynoju Sai Siri[1], Sai Krishna[2], Harsha Vardhan[3], M. Sathya Narayana[4]

[1, 2, 3]*Computer Science and Engineering, Sreenidhi Institute of Science and Technology*

[4] *Mentor, Dept of Computer Science and Engineering, Sreenidhi Institute of Science and Technology*

*Hyderabad, Telangana, India*

*Abstract*—**The advancement of information technology has altered the global purchasing and selling process. The existence of a marketplace at this time has shifted people's shopping habits from face-to-face shopping in a traditional market to online shopping. The existence of a marketplace and its features, which typically only focus on providing product brochures and sell & buy online transactions, makes it difficult for small business owners to present their company in detail. It is necessary to expose complete information about owners, businesses and services, customers, and other publicly accessible online information. The purpose of this research is to create a web landing page called food picky that will be used to promote a food ordering business. A waterfall model is used for application development, with UML-based system modelling. PHP is used as the programming language, with the CodeIgniter 3.1 framework and the MVC concept. Website design with Bootstrap CSS Framework and jQuery JavaScript Library. MySQL is the RDBMS used in conjunction with the XAMPP tool. This research yielded a website dashboard and landing page display that can be used to promote a business.**

*Index Terms*—**Application development, Landing page, MySQL, Waterfall model, XAMPP(server)**

## I. INTRODUCTION

The development results in a website landing page with an affiliate marketing system. The system starts with entrepreneurs or marketers who have to register first to get an account. After registering, the system will automatically send an email notification as a sign of successful registration. After that the user can log in to use the system. Entrepreneurs can add product or service data Meanwhile, marketers get a referral code and several landing pages that are ready to be shared. If there are potential customers who are interested, they can click on the landing page, then register and pay for their selected food on the form provided. The system will verify the payment. If the payment is correct, the system will send a successful payment notification. The system will store the referral code stored in the transaction and calculate the commission from the marketer. Prospective marketers who have made payments will also get the same referral code and landing page to share on social media.

## II. RELATED WORK

Landing page is the main page or content where potential customers place the main content of the landing page with several features such as: registration, login, and viewing a demo of using the landing page. Registration is the process of getting a system account, while login is the process of logging in to the system dashboard before managing the landing page. This is the main thing that attracts potential customers to register for an account. Registration is the process of getting an account, where potential customers must make payments to be able to promote a landing page. Meanwhile, login is the process of entering the marketer's dashboard which can be opened after making a payment. After logging in, the user will be directed to the dashboard page. On the dashboard, if the user is an entrepreneur, you can manage several things related to menu content such as adding, editing, and deleting products or services. This is done to enhance the appearance and attract the attention of potential customers. Meanwhile, if the user is a marketer, you can share the landing page link on social media.
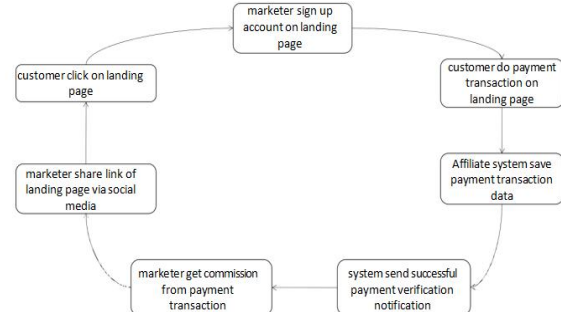


Fig 2 Business activity

## III. PROPOSED SYSTEM

The proposed system overview allows marketers and entrepreneurs to earn a commission from each payment transaction that occurs on the landing page.
Marketers can do the following:
• (i) Register an account.
• (ii) Account login.
• (iii) filling in the landing page content
• (iv) Share the landing page link.
Entrepreneurs can do the following:
• (i) Register an account;
• (ii) Account login;
• (iii) manage product or service data.
• (iv) Fill in our contact data.
The web landing page is built using the waterfall model. This model has five stages of work in a row including: Communication,Planning, Modeling, Construction and Deployment, which are described as:
• (i) Communication Phase with prospective software users, namely literature study, user needs analysis and software.
• (ii) scheduling of software work.
• (iii) compiling system requirements, designing and designing new systems to be built based on needs.
• (iv) implementation of designs and designs into program code.
• (v) Lastly is deployment, namely the application testing phase, application evaluation and maintenance.
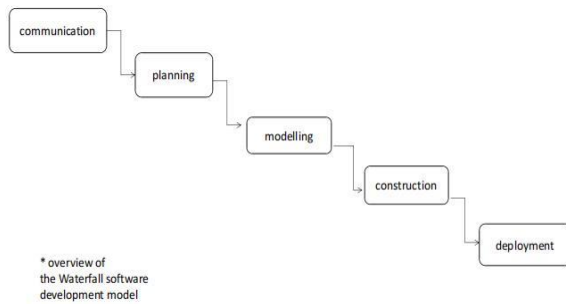


Fig 3 Waterfall model

## IV.RESULTS AND DISCUSSIONS

Main Menu Display
The main menu function is as an original companion containing commands in relation to other content grounded on the main menu. On the main menu, druggies can elect several features similar as Home, Register, Login, Details and Contact
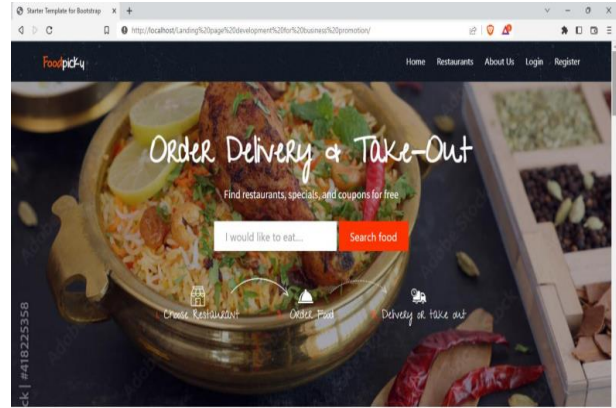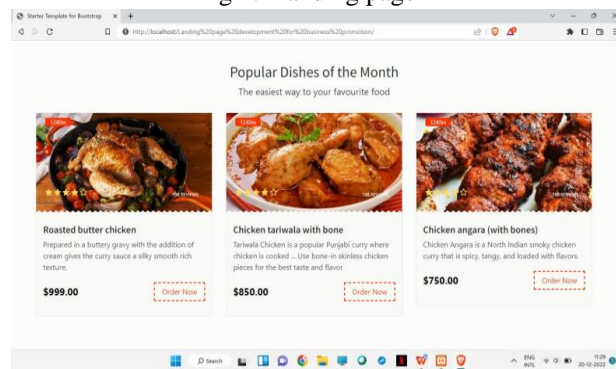


Fig 4.1 landing page



Fig 4.2 landing page

Register and Login Page
Register and Login runner is a enrollment runner where druggies must register and log in to use the wharf runner system. Registration is the process of getting an account, where implicit guests must make payments to be suitable to promote a wharf runner. Meanwhile, login is the process of entering the marketers dashboard which can be opened after making payment
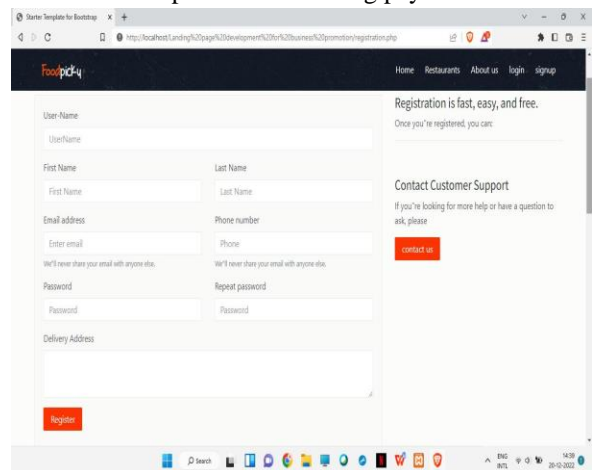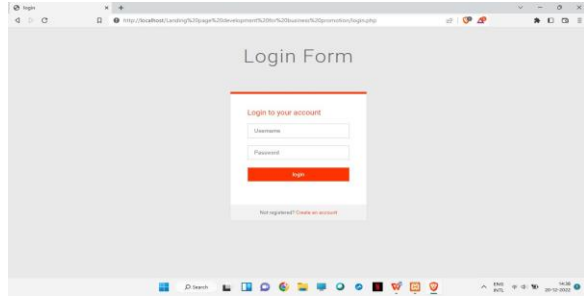


Fig 4.3 Register page

Fig 4.4 login page

## ABOUTUS PAGE

When a prospect scrolls down a landing page that includes a Business Profile. When you scroll down, you'll see a description of why potential customers should use the services of a SME owner, followed by the services offered, portfolios, and testimonials from customers who have used SME services. The footer of the landing page is then included so that potential customers can become marketers and promote the business.
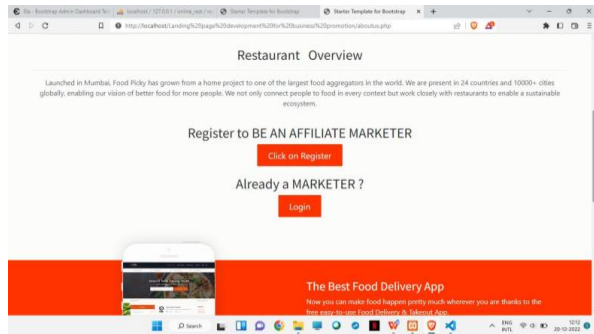


Fig 4.5 Aboutus page

## Admin Dashboard

After logging in, the admin will be directed to the dashboard page, which includes user fields for creating the desired landing page. If the user is an entrepreneur, you can manage menu content on the dashboard by adding, editing, and deleting products or services, testimonials, and portfolios. This is done to improve the appearance and attract potential customers' attention
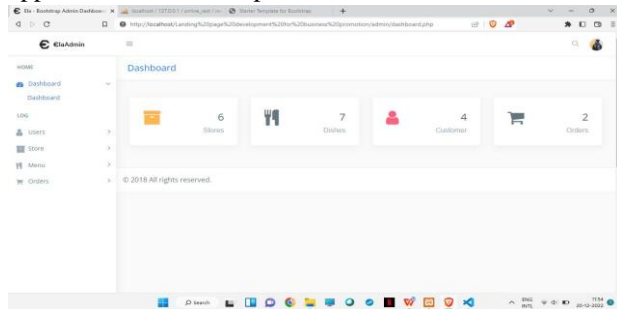


Fig 4.7 admin page

## MARKETERS PAGE

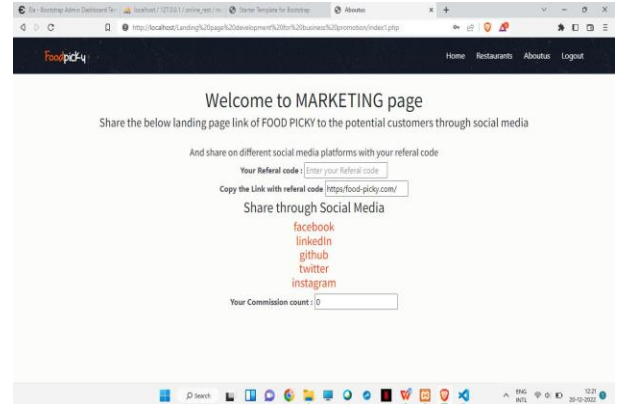Meanwhile, if the user is a marketer, you can share the landing page link on social media.



Fig 4.8 marketer page

## V.CONCLUSION

Based on the results and discussion of the affiliate marketing landing page created, entrepreneurs may be able to create simple landing pages and then promote their Medium and Small Enterprises by sharing the link on social media. The landing page marketing system is expected to increase not only the income of entrepreneurs, but also the income of customers who register as marketers. The presence of a landing page website is expected to expand product or service marketing, so that many people are aware of the products or services they sell, thereby increasing income rather than daily income, and transactions can take place between cities via shipping services.

## REFERENCE

[1] Turnip, A., Kusumandari, D., Novita, D., et al., 2019. .Simbolon, A, I., Amri, M. F., Suhendra, M. A., & Turnip, A., 2019. A New Technique of Room Access Security based Brain Computer Interface. Internetworking Indonesia Journal, 11(1).

[2] Afriansyah, A., Oktarino, A & Turnip, A., 2019. Expert System for Diagnosing Children Allergic Diseases through Web Forward Chaining. Internetworking Indonesia Journal, 11(2).

[3] Oktarino, A., Afriansyah, A & Turnip, A., 2019. Design and Implementation of Android-Based Village Fund Monitoring Application. Internetworking Indonesia Journal, 12(1).

[4] Bondarenko, Svitlana., et. all., 2019. Modern Lead Generation in Internet Marketing for the

Development of Enterprise Potential, International Journal of Innovative Technology and Exploring Engineering (IJITEE), Vol. 8, issue 12, p. 3066 – 3071.

[5] Diabate, Ardjouman., et. all., 2019. Assessing SMEs' sustainable growth through entrepreneurs' ability and entrepreneurial orientation: an insight into SMEs in Côte d'Ivoire, Sustainability, 11(24), 7149. Kot, S., 2018.

[6] Sustainable supply chain management in small and medium enterprises, Sustainability, 10(4), 1143.

[7] Reyes, J. F., 2016. Effect of Emotion on Marketing Landing Page Conversion, Partial Fulfillment to the Requirements for the Degree of Master of Science. ProQuest LLC; 23(3), 368-392.

[8] Gafni, R., & Dvir, N., 2018, May. How Content Volume on Landing Pages Influences Consumer Behavior:

[9] Empirical Evidence, Proceedings of the Informing Science and Information Technology Education Conference, La Verne, California, pp. 035-053.

[10] Di Fatta, D., Patton, D., & Viglia, G., 2018. The determinants of conversion rates in SME e-commerce websites. Journal of Retailing and Consumer Services, 41, 161-168.

[11] Lutfi, A., & Fasciani, S., 2018. Automating the Optimization of Web Interfaces for E-Commerce. Recent Trends in Computer Applications, pp. 221-235.

[12] Springer, Cham. Nainggolan, M.F., Nugraha, D.R., Turnip, A., 2020. Empowering of Young Farmer for Arabica Coffee Farming Business in Simalungun, IOP Conference Series: Earth and Environmental Science.

[13] Turnip, F. F., & Turnip, A., 2020, June. Development of Online Ticket Booking Application for Ferry Crossing Website Based in Toba Lake Area. IEEE, 3rd International Conference on Mechanical, Electronics, Computer, and Industrial Technology (MECnIT), pp. 381-385