

ABSTRACT

Social media has become one of the most influential platforms in daily life, offering vast opportunities for effective and efficient digital marketing. However, managing various digital marketing services often poses significant challenges. Services such as *Paid Promote*, *Endorsement*, and *Buzzer* are still managed manually, leading to inefficiencies and financial transaction issues. This research develops Likovoacc, a web-based platform utilizing the *Software as a Service* (SaaS) model and the *Iconix Process* method to automate digital marketing service management. The platform integrates an automated ordering system and secure transactions through the Midtrans *payment gateway*. The results show that Likovoacc improves efficiency, transparency, and ease of use in the digital marketing ecosystem, making it a viable solution for industry players to stay competitive.

Keywords : Likovoacc, Digital Promotion, SaaS, MVC, *Payment gateway*, Iconix Process