

## ABSTRACT

In the digital era, marketing through social media has become a primary strategy for many companies to expand their reach and increase brand awareness. A popular approach is content marketing through influencers, where brand owners collaborate with individuals who have significant influence on social media, known as influencer marketing. One company involved in influencer marketing is C Channel Indonesia. In managing influencer marketing, C Channel Indonesia faces several challenges such as the influencer search process and creating a shortlist, which takes a long time. The existing software is only able to fulfill requests for shortlisting influencers already registered in the application. The influencer marketing management process is still done through spreadsheets due to the lack of a centralized database for all types of influencers. Therefore, this research focuses on developing influencer marketing management software at C Channel Indonesia. The development method used is the ICONIX Process, which aims to simplify the software development process from concept to implementation. The ICONIX Process ensures that the software is built correctly and properly according to the predetermined behavioral needs. The influencer marketing management software consists of a front-end developed using the Vue JavaScript framework and a back-end using the Laravel PHP framework. The use of influencer marketing management software can help expedite the influencer selection process and facilitate more effective campaign and influencer management within a single platform. The influencer marketing management software has been tested using black-box testing methods with accepted results for all testing scenarios.

**Keywords :** Influencer Marketing, Software, ICONIX Process, Black-Box Testing