

# DEVELOPING WEB-BASED CALLED “BLUSHY” SOCIAL NETWORK FOR NTF INFLUENCERS

Cindy Laura<sup>1</sup>, Rosalina<sup>2</sup>  
Faculty of Computing  
President University  
Bekasi Indonesia  
Cindylaura236@gmail.com

**Abstract-**Blushy is a social network (Wagino, 2020) for NTF Management influencers. NTF Management is an influencer marketing who acts as a bridge between businesses and influencers. This final project will focus on establishing a web-based application called “Blushy” as a social network for NTF Management influencers.

**Keywords-** Web-Based, Social Network, NTF Influencer

## I. INTRODUCTION

NTF Management is a management that has been in existence since November 2020 and is overseen by two administrators. This social network was created as a solution so that influencers could assemble their portfolios and apply for jobs in one place, and administrators could simply discover them. NTF Management is a community for the younger generation or anyone who wishes to grow and flourish as an Instagram celebrity. NTF Management acts as a liaison between potential Instagram celebrities, or "influencers," and companies, online shops, stores, e-commerce, applications, and other entities. Currently, their biggest focus is on the Instagram application. But they also accept other applications as well, for example, the current famous application TikTok. The goal of this thesis is to construct a website that will make it easier for NTF Management administrators to decrease their workload and organize their work. A website is a collection of interconnected web pages that may be visited by using a browser. A website is often hosted on a web server that can be accessed through a network such as the Internet or a local area network (LAN)(Mardatila, 2021). This thesis will create a website called "Blushy" which aims to facilitate the work of the NTF Management administrator in handling their influencers. Especially, in terms of job sharing information. Most importantly, to establish a website that monitors NTF Management influencers.

## II. RESEARCH METHODOLOGY

The Rapid Application Development (RAD) approach is a means to produce software rapidly and efficiently without having to use traditional development methods such as the Waterfall model; it is demonstrated on Figure 1 (Academy, 2021).

This thesis using RAD application methods because:

- This thesis must be completed as quickly as possible and within a specific time frame.
- The prototype should be ready as soon as possible.

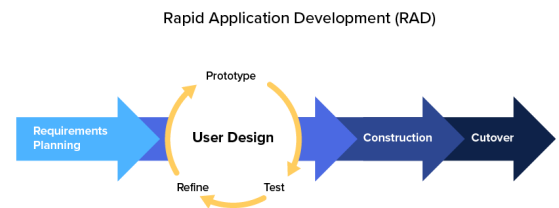


Figure 1 Rapid Application Development (RAD)

## III. RESULTS AND DISCUSSION

The modeling of design system:

1. Requirement Planning Phase  
This is the stage of analysis and planning. System requirements, project scope, and limitations are all prepared during this phase.
2. User Design Phase  
In this stage, begin creating designs and visualizing them.
3. Constructions  
The next stage is to work on developing the concept into a computer program.
4. Cutover and Implementation  
Developers meet with the client to discuss the application, test it, and make adjustments to make it better, until an agreement is reached. This is the final

stage of the product's development before it is ready to be released to the public on the market.

### 3.1 System Analysis

The major goals of the final project are to share job information and to apply for jobs directly through the Blushy application.

### 3.2 Use Case Diagram

The use case diagrams show the system and the activities that can be performed by the blushy application. There are two types of actors: "NTF Management Administrators", "Administrator", "Visitor", and "Influencers."

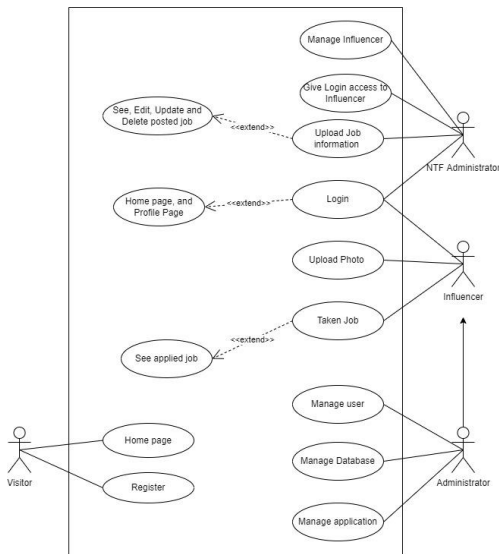


Figure 2 Use Case Diagram of Blushy Application

### 3.3 Entity Relationship Diagram

The ERD provides a comprehensive overview of the database system and the process.

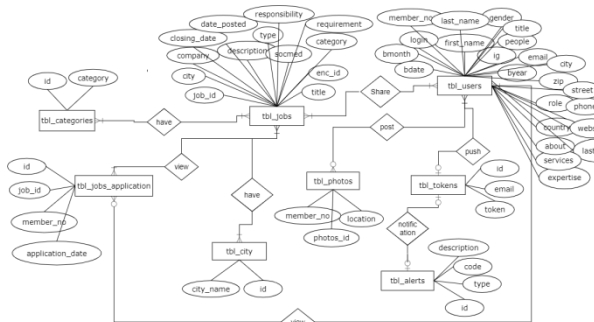


Figure 3 Entity Relationship Diagram (ERD)

### 3.4 System Design

This section displays Blushy's features from the viewpoint of NTF Management administrators and Influencers.

#### A. Homepage of Blushy

This section represents the user's first page before registering and logging in.

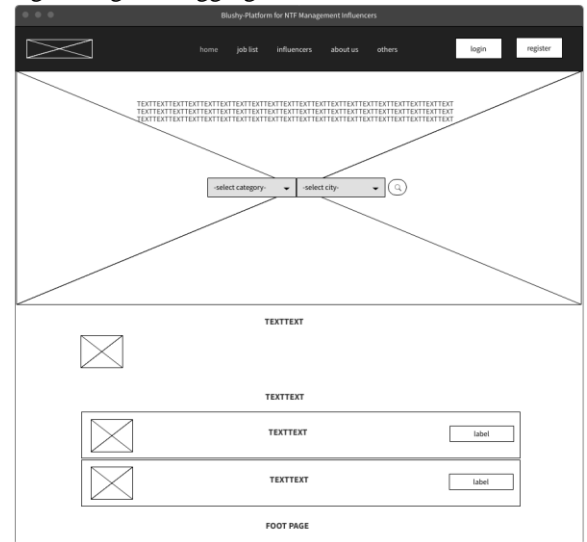


Figure 4 Wireframe of Homepage of Blushy Application

#### B. NTF Management Administrators Profile page

After logging in, this area represents the NTF Management administrators' profile page.

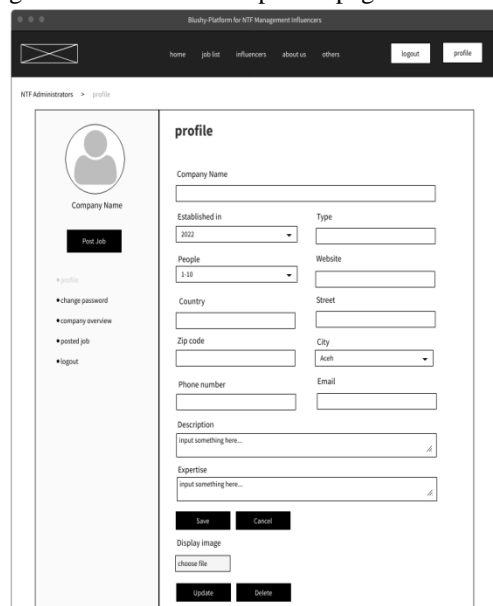


Figure 5 Wireframe of NTF Management Administrators Profile Page

C. Influencers Profile page

After logging in, this area represents the Influencers' profile page.

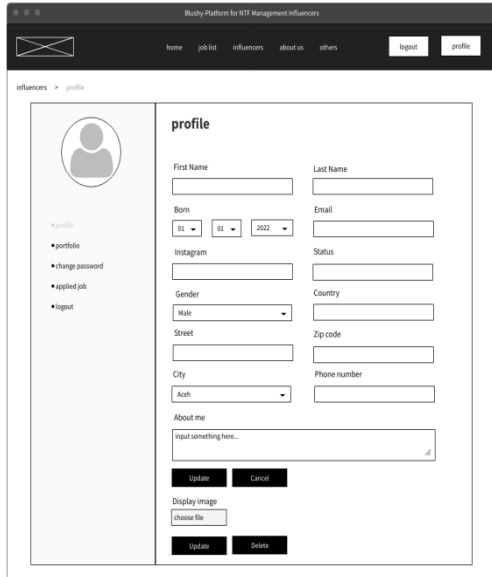


Figure 6 Wireframe of Influencers Profile Page

IV. EVALUATION

This section explains how to identify the features of an application that need to be tested in order for it to work as expected. Users: NTF Management Administrators and Influencers play a role in the scenario.

Table 1 Blushy Application Testing Scenario

Test ID	Scenario	Expected Result
TB001	Registration	Influencers do the registration.
TB002	Login	After registering, users can login directly to the profile page.
TB003	Logout	By clicking the logout button, the user successfully logs out.
TB004	Search/Explore job	After choosing a category and a city, click the search icon. The user will be taken directly to the job list page where the job they're looking for will appear.
TB005	Job list	The user will be taken to the job list page after clicking the job list menu, where they can search for a job or scroll through manually.

TB006	View job	By clicking the "view job" button, the user will be taken to the job details page, where they will inform the user about the job.
TB007	Apply job	After viewing the job details, apply for the job by clicking on the "Apply for Job" button.
TB008	View Influencers	By clicking the influencer menu, the user will be taken to a list of influencers.
TB009	View influencer details	To check influencer details, users can click on the influencer icon.
TB010	View Contact us	This menu will bring users to a view of Blushy information.
TB011	View Others-FAQ	This menu will bring users to a view of FAQ of Blushy and NTF Management.
TB012	View Others-Articles	This menu will bring users to a view of Articles on Blushy.
TB013	View Others-Terms and conditions	This menu will bring users to a view of Terms and conditions of Blushy and NTF Management.
TB014	Fulfill the Profile data	Users can fill in the data on the profile page and save it by clicking the "Update" button.
TB015	Display profile image	To display a profile image, click "pilih image" and click the "update" button.
TB016	Portfolio	This menu allows you to upload and view portfolios posted by influencers.
TB017	Change password	Fill in the data required and click the "update" button.
TB018	View job applied	This menu enables influencers to view the job application.
TB019	Cancel button	To cancel all actions that want to be changed.
TB020	Delete button	To delete the activities.
TB021	View admin	To view the details of NTF Management
TB022	Post Job	By clicking the button "post job", NTF Management administrators will be directed to the post job page to fulfill the information needed, and then click "post your job" to post the jobs.

TB023	Edit profile	To edit a profile, users can do it by clicking the "edit" button on the profile.
TB024	Company overview	To check company details, NTF Management administrators can check the company overview menu.
TB025	View posted job	To review posted jobs, NTF Management administrators can click on the posted job menu.
TB026	View details posted job	To view the details of posted jobs, NTF Management administrators can directly click on the jobs.
TB027	View applicants	To view the applicants for a job, NTF Management administrators can check by clicking the applicants button.
TB028	View applicants details	After viewing applicants, NTF Management administrators can view applicant details by clicking on the applicants' icon.
TB029	Edit posted job	To edit a posted job, an NTF Management administrator can click on the edit button, change the data, and save the changes by clicking the "save changes" button.
TB030	Delete job	To delete the job shared

## V. CONCLUSIONS AND FUTURE WORKS

Based on this thesis, several points can be concluded:

1. The system helps NTF Management administrators share job information and collect influencers' portfolios.
2. The system helps influencers to apply for jobs easily and search for and explore jobs neatly and faster.
3. Therefore, several lists of features that need to be developed to improve Blushy application performance are as follows:
  - a. Administrators' page: this feature is for handling all features and also the users directly from the system.
  - b. Add engagement rate checker for Instagram.
  - c. Include direct messages so that users can chat using this application.
  - d. There are updates on the homepage, such as the feed for the portfolio.

- e. Add features for uploading photos on influencer's side and having them appear in the feed as a portfolio.
  - f. Add job information using the filter format of daily, monthly, or yearly.
6. Add transaction information and notification

## ACKNOWLEDGEMENT

The authors would like to thank to Allah SWT, My Family, Mujiono and Nuryani, Eko Purnomo and Anita Dewi; Mrs Sandy Darmowinoto, my final project advisor; Mr Rila Mandala, Mr Nur Hadisukmana, Mr Ronny Juwono, and the faculty of computing lecturers and staffs; also My beloved friends.

## REFERENCES

- [1] Mardatila, A. (2021, January 21). *Mengenal Pengertian Website, Ketahui Jenis Dan Fungsinya | Merdeka.com*. merdeka.com. <https://www.merdeka.com/sumut/pengertian-website-fungsi-beserta-jenis-jenisnya-klm.html>.
- [2] Kenton, W. (2021, June 30). *What Is Social Networking?*. Investopedia. <https://www.investopedia.com/terms/s/social-networking.asp>.
- [3] Wagino (2020, November 11). *Jejaring Sosial - Wikipedia Bahasa Indonesia, Ensiklopedia Bebas*. Jejaring sosial - Wikipedia bahasa Indonesia, ensiklopedia bebas. [https://id.wikipedia.org/wiki/Jejaring\\_sosial](https://id.wikipedia.org/wiki/Jejaring_sosial).
- [4] Academy, B. (2021, January 29). *Apa Itu RAD? Mengenal Salah Satu Metode Pengembangan Aplikasi - Bitlabs Blog*. Bitlabs Blog - Platform Belajar Skill Digital Favorit Milenial. <https://bitlabs.id/blog/rad-adalah/>.