

Design and Development of the Rescentify Website as a Platform to Support Product Marketing

I Kadek Wanna Indrayana^{1*}, I Gede Juliana Eka Putra², Ida Bagus Ardhi Putra³

^{1,2} Department of Informatics Engineering, ³ Digital Business, Faculty of Information Technology and Design, Primakara University, Denpasar, Indonesia

ARTICLE INFO

Article history:

Initial submission

26-03-2026

Received in revised form

07-04-2026

Accepted 17-04-2026

Available online 30-09-2026

Keywords:

Website, Digital Marketing,
Information System,
Rescentify, SEO

DOI:

<https://doi.org/10.59356/smart-techno.v8i2.211>

ABSTRACT

The rapid development of digital technology has encouraged businesses to utilize websites as a primary medium for marketing and information dissemination. Rescentify, a business engaged in environmentally friendly products, requires a digital platform capable of introducing its products, building customer trust, and expanding its marketing reach. Therefore, this study focuses on the design and development of the Rescentify website as a digital information and marketing platform using the Prototype method. This method involves iterative stages, including communication, quick planning, quick design, prototype construction, and delivery and feedback, allowing user requirements to be effectively identified and implemented. The developed website incorporates key features such as a homepage, product catalog, detailed product descriptions, a scent recommendation system (Scent Advisor) based on user mood, article pages, and integrated communication through WhatsApp for transaction purposes. The website design emphasizes a simple and user-friendly interface to enhance usability and accessibility for a wide range of users. In addition, Search Engine Optimization (SEO) techniques and social media integration are applied to improve website visibility and expand digital marketing reach. The results of system testing

using the Black Box method indicate that all features function as intended, achieving a 100% success rate across all tested scenarios and meeting the predefined system requirements. The implementation of the Rescentify website demonstrates its effectiveness as a promotional and information platform, facilitating easy access to product information and improving interaction between customers and the business. Therefore, the website is expected to support more optimal, efficient, and sustainable digital marketing activities, particularly for environmentally friendly products.

1. INTRODUCTION

The development of information and communication technology has brought significant changes across various sectors, including marketing and business management (Khairi et al., 2025). The utilization of digital technology has become an essential strategy for business actors to enhance competitiveness and expand market reach (Morisson & Fikri, 2025). Digital marketing enables businesses to deliver product information more quickly, widely, and efficiently to the public. One of the digital media that plays a crucial role in supporting marketing activities is a website (Muhammad & Utami, 2023).

A website functions as an information platform that can be accessed anytime and from various devices, while also presenting content in a more structured and comprehensive manner compared to social media (Zaman & Lutfiah, 2025). Through a website, businesses can build brand identity, enhance credibility, and establish better interactions with consumers. Additionally, websites offer advantages in terms of accessibility, scalability, and the potential to reach broader markets, both locally and nationally (Nazar & Salsabila, 2024).

Rescentify is a business engaged in environmentally friendly products by utilizing used cooking oil waste as the primary raw material in producing aromatherapy candles. In addition to focusing on product innovation, Rescentify requires an effective digital marketing strategy to ensure that its products are widely recognized by the public. In the early stages of business

development, product marketing was still conducted on a limited scale, highlighting the need for a digital platform capable of delivering comprehensive and professional product information to potential consumers.

The development of the Rescentify website was chosen as a solution to support marketing activities and product information dissemination. This website serves not only as a promotional medium but also as an educational platform to inform the public about aromatherapy candle products and the sustainability values promoted by Rescentify. Through the website, consumers can access detailed information about products, available fragrance variants, product benefits, and an easy and integrated ordering process.

The Rescentify website is designed with various supporting features, including a homepage, product catalog, product descriptions, article pages, and a fragrance recommendation feature (Scent Advisor) that assists consumers in selecting products based on their conditions or preferences. The development of articles in this study is intended to optimize the application of Search Engine Optimization (SEO) techniques and the integration of social media platforms, particularly Instagram, which predominantly features video-based content, in order to improve the visibility of the website (I. B. A. Putra & Darmawan, 2025). The Rescentify website is designed to present a product catalog and offer fragrance recommendations tailored to customer needs, thereby enhancing accessibility (I. Putra et al., 2024). Furthermore, the website is integrated with communication services such as WhatsApp to facilitate direct interaction between consumers and Rescentify. A simple and user-friendly interface design is prioritized to ensure accessibility for a wide range of users.

To improve website visibility in search engines, the development of the Rescentify website also implements Search Engine Optimization (SEO) techniques. The application of SEO aims to make the website more easily discoverable by potential consumers searching for aromatherapy candle products online, thereby increasing the likelihood of user visits and engagement (Clerence, 2024). Integration with social media platforms is also carried out as part of the digital marketing strategy to broaden promotional reach.

Therefore, the development of the Rescentify website becomes a crucial aspect in supporting digital marketing strategies and business information management. The website is expected to serve as an effective marketing medium, enhance consumer trust, and support the sustainability of the Rescentify business amid increasingly competitive market conditions.

2. LITERATURE REVIEW

The rapid advancement of information and communication technology has significantly influenced various sectors, including marketing and business management. Digital marketing has become an essential strategy for businesses to enhance competitiveness and expand market reach through the use of internet-based platforms. Among various digital media, websites play a crucial role as they provide structured, accessible, and comprehensive information that can be accessed anytime and from multiple devices. The use of digital marketing through websites has gained increasing popularity in the promotion of environmentally friendly products. Digital platforms, particularly websites, play a significant role in raising consumer awareness of sustainable products and positively influencing sales performance (Wahyuni & Rojudin, 2021).

In terms of system development, various approaches have been utilized to build effective and user-oriented websites. One of the commonly used methods is the Prototype method, which emphasizes iterative development through continuous interaction between developers and users (Alda, 2023). This method allows early identification of user requirements and provides flexibility for system refinement based on feedback. Previous research indicates that the Prototype method is effective in developing systems that require dynamic interaction, user-centered design, and frequent evaluation, particularly in web-based applications (Kustanto et al., 2024).

By employing the Prototype method, the Rescentify website can be developed as a digital marketing platform that integrates product catalog features, mood-based fragrance

recommendations, SEO techniques, and social media integration, in line with modern digital marketing trends (Wahyuni & Rojudin, 2021). The use of the Prototype method further ensures that the system is developed iteratively based on user requirements, resulting in a website that is functional, user-friendly, and aligned with business objectives. This study contributes to the development of digital marketing platforms, particularly for environmentally friendly products, by combining technological implementation with user-centered design and sustainability-oriented business strategies.

3. METHOD

The Prototype method is a system development approach that emphasizes the creation of an initial model as a means to quickly and accurately understand user requirements. This initial model serves as an interaction medium between developers and users by presenting a visual and functional representation of the system, allowing users to evaluate, provide feedback, and clarify requirements from the early stages of development (Kustanto et al., 2024). Through this approach, the development process becomes more structured, as system requirements can be identified early, and modifications or improvements can be implemented iteratively based on continuous evaluation.

In the development of the Rescentify website, the Prototype method was selected due to its ability to support dynamic marketing needs and information delivery, which require features and interface designs aligned with user expectations. This method facilitates continuous communication and iterative evaluation between developers and users, ensuring that the resulting website is not only functionally effective but also visually appealing, user-friendly, and aligned with Rescentify business objectives.

Furthermore, the stages of website development using the Prototype method consist of several main processes, namely communication, quick planning, quick design, prototype construction, and delivery and feedback, which are described as follows (Wicaksono et al., 2021).

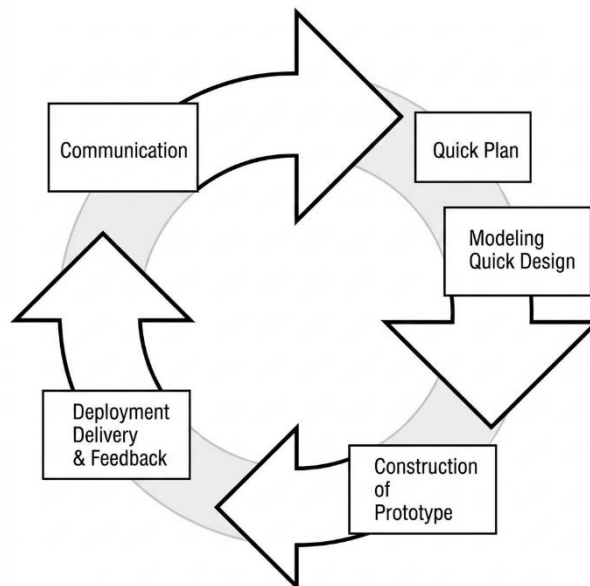


Figure 1. Prototype method (Ichwani et al., 2021)

The communication stage aims to identify the needs and challenges faced by Rescentify in delivering information and marketing its products. At this stage, discussions are conducted to gather information regarding the website's objectives, target users, types of content to be presented, and the required features. The output of this stage is a list of functional and non-functional requirements, including a product catalog, product descriptions, a fragrance recommendation feature (Scent Advisor), articles, and contact integration via WhatsApp.

The quick planning stage involves developing an initial plan for website development based on the results of the previous communication phase. This planning includes defining the system scope, website page structure, and prioritization of features to be developed. The purpose of this stage is to provide an overview of the development workflow, ensuring that the website development process is structured and efficient.

The quick design stage focuses on the initial design of the website's interface and structure. At this stage, interface prototypes are created, including the layout of the homepage, product catalog page, product detail page, article page, and contact page. The design emphasizes ease of navigation, clarity of information, and a simple visual appearance to ensure usability for a wide range of users.

The prototype construction stage involves building a website prototype based on the previously developed design. This prototype presents the core functionality and main structure of the Rescentify website, including page navigation, product information display, and key interaction features. The prototype serves as an initial model that can be tested and evaluated before further development.

The delivery and feedback stage involves presenting the Rescentify website prototype to users for testing and evaluation. Before the website is officially deployed, the system is tested using the black-box testing method to ensure that all functions operate correctly and that no errors or deficiencies are present.

Black-box testing is conducted by evaluating each feature based on user-provided inputs and analyzing the resulting outputs generated by the system. The results of this testing process are used to assess the alignment between the website's functionality and the predefined design and requirements. Furthermore, feedback and suggestions obtained from Rescentify are used as a basis for refining and improving both the interface and functionality of the website. This evaluation process may be conducted iteratively until the website is deemed ready for use as a digital information and marketing platform (Alda, 2023).

In order to improve website visibility, Search Engine Optimization (SEO) techniques were implemented during the development process. The SEO implementation in this study focuses on on-page optimization techniques, including the use of relevant keywords related to aromatherapy candles and environmentally friendly products, optimization of title tags and meta descriptions.

Content optimization is also performed through the development of article pages that provide informative and relevant content to users. These articles are designed to address user needs while incorporating targeted keywords to improve search visibility. Additionally, internal linking is applied to connect articles with product pages, enhancing user navigation and increasing page engagement. Furthermore, image optimization techniques, such as the use of descriptive alt text, are implemented to improve accessibility and support search engine indexing. Off-page SEO is supported through integration with social media platforms, particularly Instagram, to increase external traffic and enhance the online presence of the Rescentify website.

4. RESULT AND DISCUSSION

This study discusses the development of the Rescentify website as a medium for information dissemination and digital marketing using the Prototype method. This method consists of several stages, namely communication, quick planning, quick design, prototype construction, and delivery and feedback, which are carried out iteratively based on user input. The implementation of the Prototype method results in a website that is functional, user-friendly, and aligned with Rescentify marketing needs.

A. Communication

Based on the system requirements analysis conducted during the communication stage of the Prototype method, several requirements were identified that must be fulfilled by the Rescentify website to function optimally as a medium for information delivery and

marketing of aromatherapy candle products. These requirements consist of functional requirements related to the main services and features of the website, as well as non-functional requirements related to system quality, performance, and characteristics. The details of the functional and non-functional requirements of the Rescentify website are presented in the following table.

Table 1. Functional Requirements

No	Functional Requirements	Description
1	Product catalog	The website displays a structured list of available aromatherapy candle products to ensure easy access for users.
2	Product details	The website provides a product detail page containing complete information such as product name, fragrance type, description, and benefits.
3	Candle search base on mood	The website provides a search or recommendation feature for aromatherapy candles based on the user's mood or specific conditions.
4	About Us Page	The website provides information about Rescentify, including its business concept and values, to build user trust.
5	Website Navigation	The website provides clear menus and navigation to facilitate user movement between pages.
6	Content Management	The website enables dynamic management of product data and information so that content can be updated easily.

Table 2. Non Functional Requirements

No	Non Functional Requirements	Description
1	Usability	The website has a simple, intuitive, and user-friendly interface that can be easily used by a wide range of users.
2	Performance	The website is capable of delivering fast and stable response times when accessed by users.
3	Compatibility	The website can be accessed across various devices and browsers without issues.
4	Maintainability	The website is developed with a well-structured and organized codebase, making it easy to maintain and further develop.
5	Availability	The website is accessible at any time as long as it is connected to the internet.
6	Visual Design	The website has an attractive and simple visual design that aligns with the characteristics of aromatherapy candle products.

B. Quick Plan

At the Quick Plan stage, the system user flow is designed to determine the navigation structure and user interactions. Therefore, the following section presents the user flow of the Rescentify website, which is used to illustrate the navigation flow and user interactions in utilizing features such as the product catalog, product search, and ordering system.

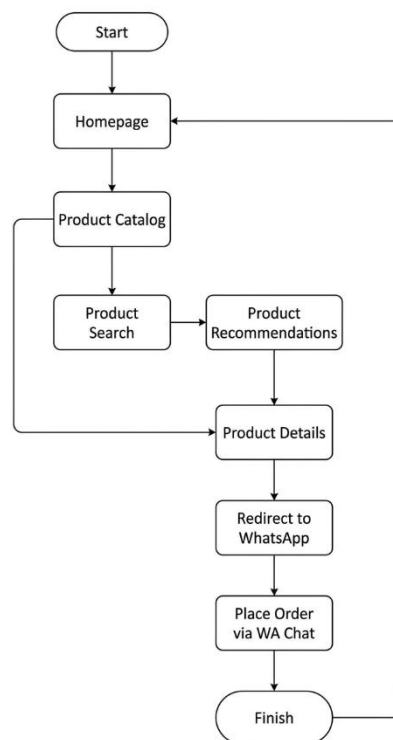


Figure 2. User flow website Rescentify

C. Quick Design

At the Quick Design stage, the user interface design of the Rescentify website focuses on ease of navigation and clarity of information presentation. During this stage, interface designs (UI) are developed for the homepage, product catalog, product detail page, about us page, and search feature, with the aim of enabling users to access information and utilize the main website features intuitively. The following figure presents the user interface design that has been developed.

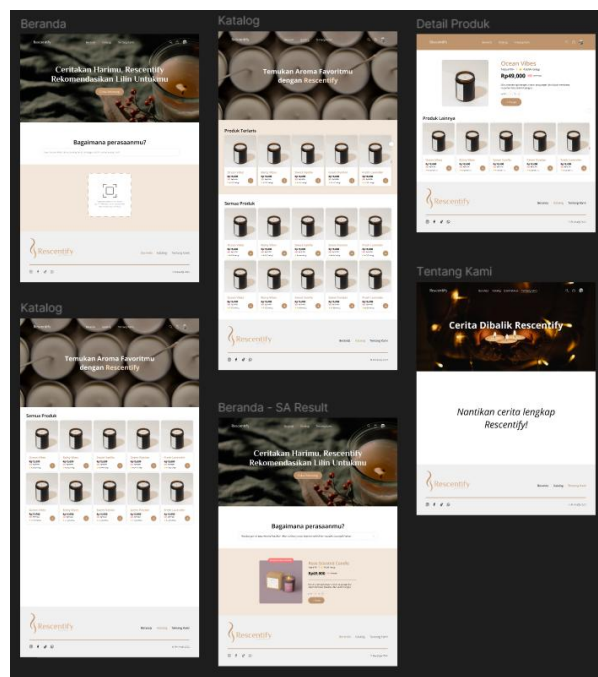


Figure 3. User interface (UI) design of the website

D. Prototype Construction

At the Prototype Construction stage, the user interface design and system flow developed during the Quick Design stage are implemented into the Rescentify website. The development process is carried out using the Laravel framework to build a structured and maintainable web system. At this stage, all main components of the website are realized to provide basic functionality in accordance with the defined requirements.

The resulting website prototype has implemented several key features, including the homepage, product catalog, product detail page, about us page, and a product search feature based on user needs or mood. Each page is developed in accordance with the previously designed UI, ensuring consistency in both visual appearance and navigation flow throughout the website.

The homepage functions as the central navigation hub that directs users to the main features of the website. The product catalog page displays a structured list of aromatherapy candle products, while the product detail page provides more comprehensive product information. The search feature enables users to find products that match specific moods, whereas the about us page is used to present information about Rescentify and its business concept. The following section presents the implementation results.



Figure 4. Homepage



Figure 5. Mood based product recommendation page



Figure 6. Product catalog page

E. Delivery and Feedback

The Delivery and Feedback stage represents the final phase in the development of the Rescentify website, in which the developed prototype is delivered for testing and evaluation. At this stage, the website is tested to ensure that all features function in accordance with the requirements and design established in the previous stages. System testing is conducted using the Black Box Testing method, which focuses on evaluating system functionality by observing the outputs generated from given inputs, without considering the internal structure of the program code. This testing aims to ensure that each feature of the website operates properly and meets the expected outcomes.

The following section presents the results of functional testing of the Rescentify website using the Black Box Testing method.

Table 3. Black Box Testing Result

No	Feature	Test Scenario	Expected Result	Result	Status
1	Homepage	Accessing the main website page	The homepage is displayed properly	Successful	Valid
2	Product catalog	Selecting the product catalog page	The list of products is displayed completely	Successful	Valid
3	Product details	Selecting a product from the catalog	Detailed product information is displayed	Successful	Valid
4	Product search (mood based)	Selecting a specific mood category	The system displays product recommendations based on the selected mood	Successful	Valid
5	Product ordering	Redirect order to the Whatsapp	The system successfully redirects users to WhatsApp	Successful	Valid
6	About us page	Accessing the about us page	Rescentify profile information is displayed	Successful	Valid
7	Website navigation	Navigating between website pages	Navigation runs smoothly	Successful	Valid

Based on the Black Box Testing results presented in Table 3, all tested features were successfully executed without errors. Total of 7 test scenarios were conducted, and all of them achieved successful outcomes, resulting in a 100% success rate. This indicates that the system is highly reliable and functions in accordance with the predefined requirements. In addition to functional testing, user interaction data was analyzed to evaluate the performance and effectiveness of the Rescentify website.

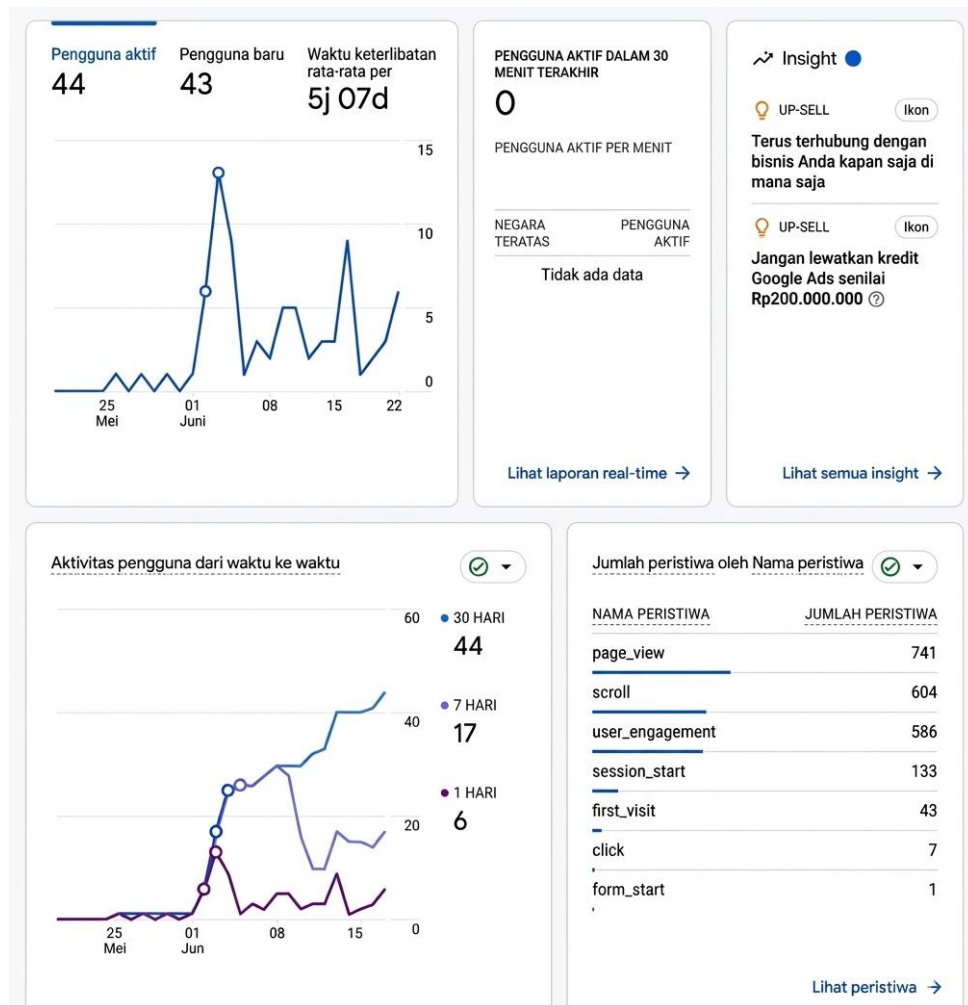


Figure 7. Website Rescentify user data

Based on the collected analytics data, the website recorded 44 active users, with 43 new users, indicating that the platform has successfully reached new audiences. The average user engagement time was 5 minutes and 7 seconds, demonstrating that users actively interact with the website content. Furthermore, the website generated 741 page views, 604 scroll events, and 586 user engagement events, reflecting a high level of user interaction with the content provided. A total of 133 session starts were recorded, indicating consistent user visits and navigation activity. User activity trends also show a positive growth pattern over time. Within a 30-day period, the website recorded 44 users, with 17 users in the last 7 days and 6 users in the last 1 day. This indicates a gradual increase in user activity, suggesting that the website has begun to gain traction and attract consistent traffic over time.

5. CONCLUSION

Based on the development and discussion results, it can be concluded that the implementation of the Prototype method in the development of the Rescentify website has successfully produced a platform that functions as both an information medium and a digital marketing tool for aromatherapy candle products. The Prototype method enables the development process to be carried out in a structured, flexible, and iterative manner through the stages of communication, quick planning, quick design, prototype construction, and delivery and feedback. This approach allows user requirements to be identified early and

implemented effectively, while also accommodating continuous improvements based on user feedback throughout the development process.

The developed Rescentify website incorporates several key features, including a product catalog, detailed product information, mood-based candle search, product ordering, and an about us page. These features are designed to support both informational and transactional aspects of the platform. Furthermore, all features are implemented using a simple and user-friendly interface combined with clear and intuitive navigation, enabling users from various backgrounds to easily access information, explore products, and perform ordering activities efficiently.

The results of system testing using the Black Box Testing method indicate that all website features function as intended and meet the predefined system requirements. Each tested component demonstrates proper functionality in handling user inputs and generating expected outputs, confirming the reliability and stability of the system. These findings indicate that the Rescentify website is ready to be utilized as an effective information and digital marketing platform. In addition, the website is considered capable of enhancing the effectiveness of product information delivery, increasing user engagement, and supporting direct interaction between users and the Rescentify team through integrated communication channels.

Therefore, the development of the Rescentify website using the Prototype method can be considered an effective solution for supporting digital marketing activities, particularly for small and medium enterprises engaged in environmentally friendly products. The integration of features such as mood-based recommendations, SEO optimization, and social media connectivity further strengthens the website's role in expanding market reach and improving visibility.

In the future, the Rescentify website has the potential to be further enhanced by incorporating additional features and functionalities, such as advanced analytics, personalized user experiences, and expanded integration with other digital platforms, in accordance with evolving user needs and business growth. Continuous development and evaluation are essential to ensure that the platform remains relevant, competitive, and capable of supporting sustainable business practices in an increasingly dynamic digital environment.

6. ACKNOWLEDGEMENT

The author would like to express sincere gratitude to Primakara University for the support and academic environment provided throughout the completion of this research. The author also extends deepest appreciation to the thesis supervisors for their valuable guidance, constructive feedback, and continuous support during the research process, which have significantly contributed to the successful completion of this study.

7. REFERENCES

- Alda, M. (2023). Pengembangan aplikasi pengolahan data siswa berbasis Android menggunakan metode prototyping. *Jurnal Manajemen Informatika (JAMIKA)*, 13(1), 11–23.
- Clerence, V. S. (2024). *Analisis Dan Perancangan Marketplace Toko Bunga Menggunakan Metode Search Engine Optimization Untuk Meningkatkan Visibilitas Dan Penjualan*.
- Ichwani, A., Anwar, N., Karsono, K., & Alrifqi, M. (2021). Sistem Informasi Penjualan Berbasis Website dengan Pendekatan Metode Prototype. *Prosiding Sisfotek*, 5(1), 1–6.
- Khairi, M., Rianto, B., Jalil, M., Juita, H., & Sudeska, E. (2025). Pengaruh teknologi dalam transformasi ekonomi dan bisnis di era digital. *Jurnal Perangkat Lunak*, 7(1), 71–78.
- Kustanto, P., Khalil, R. B., & Noe'man, A. (2024). Penerapan metode prototype dalam perancangan media pembelajaran interaktif. *Journal of Students 'Research in Computer Science*, 5(1), 83–94.

- Morisson, B., & Fikri, A. A. H. S. (2025). Digitalisasi UMKM sebagai strategi meningkatkan daya saing di era ekonomi digital. *E-BISNIS: Jurnal Ilmiah Ekonomi Dan Bisnis*, 18(1), 289–299.
- Muhammad, B. L. S., & Utami, T. L. W. (2023). Penerapan pemasaran digital sebagai media promosi. *UMMagelang Conference Series*, 501–508.
- Nazar, M., & Salsabila, T. (2024). Pemanfaatan Potensi E-Commerce pada Peningkatan Keragaman Bisnis Lokal di Sulawesi Selatan; Perspektif Transformasi Digital. *GIAT Teknologi Untuk Masyarakat*, 3(1), 25–37.
- Putra, I. B. A., & Darmawan, I. M. D. H. (2025). Analisis Strategi Sosial Media Marketing Kopi Kenangan melalui Instagram Feeds. *Scientific Journal of Reflection: Economic, Accounting, Management and Business*, 8(1), 279–287.
- Putra, I., Wijaya, N. Y. A., & Putra, G. J. E. (2024). Digitalisasi Potensi Desa Petak Kaja Melalui Pengelolaan Konten Website Skema: Proyek Bidang Teknologi. *Community Development Journal*, 5(4), 7303–7309.
- Wahyuni, S., & Rojudin, R. (2021). Pemanfaatan Minyak Jelantah dalam Pembuatan Lilin Aromaterapi. *Proceedings UIN Sunan Gunung Djati Bandung*, 1(54), 1–7.
- Wicaksono, M. A., Rudianto, C., & Tanaem, P. F. (2021). Rancang bangun sistem informasi arsip surat menggunakan metode prototype. *Jurnal Teknik Informatika Dan Sistem Informasi*, 7(2), 390–403.
- Zaman, W. K., & Lutfiah, Z. (2025). Dakwah di Platform Digital: Studi Manajerial tentang Penggunaan Media Sosial dan Website untuk Penyebaran Islam. *Da'wah Insights: Journal of Islamic Da'wah*, 2(1), 155–169.