

ABSTRAK

Penelitian ini bertujuan merancang media promosi *online* berbasis *Google Sites* untuk Tujuan Kopi. Permasalahan muncul akibat kurang efektifnya promosi melalui media sosial seperti *Instagram* dan *Tiktok*. *Website* dirancang untuk memperluas jangkauan pasar, menyampaikan informasi secara lengkap, dan meningkatkan daya saing usaha. Metode yang digunakan adalah *Research and Development* dengan pendekatan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Pengumpulan data dilakukan melalui wawancara langsung dan studi pustaka. *Website* dirancang menggunakan *platform Google Sites* karena kemudahan penggunaan, efisiensi biaya, dan kompatibilitas lintas perangkat. *Website* berhasil dibangun dengan fitur beranda, cerita kami, menu, galeri, lokasi, dan karir. Hasil uji coba menunjukkan *website* meningkatkan akses informasi dan kenyamanan pelanggan. Penggunaan *Google Sites* memudahkan pengelolaan konten dan memperbaiki kelemahan promosi sebelumnya yang terbatas di media sosial. *Feedback* pengguna menyatakan *website* membantu memperkuat branding Tujuan Kopi. Perancangan *website* sebagai media promosi efektif meningkatkan visibilitas Tujuan Kopi. *Google Sites* terbukti mudah diakses, efisien, dan mampu menampilkan informasi secara lengkap. Disarankan untuk mengelola konten secara konsisten, memperbarui informasi menu dan promosi, serta mengoptimalkan integrasi dengan media sosial untuk menjangkau lebih banyak pelanggan.

Kata Kunci: Google Sites, Website Promosi, Promosi Online

ABSTRAC

This research aims to design a Google Sites-based online promotional medium for Tujuan Kopi. Problems arose from the ineffectiveness of promotions through social media platforms such as Instagram and TikTok. The website was designed to expand market reach, convey comprehensive information, and increase business competitiveness. The method used was Research and Development with the ADDIE (Analysis, Design, Development, Implementation, Evaluation) approach. Data collection was conducted through direct interviews and literature review. The website was designed using the Google Sites platform due to its ease of use, cost-efficiency, and cross-device compatibility. The website was successfully built with features such as a homepage, our story, menu, gallery, location, and careers. Trial results showed the website improved information access and customer convenience. Using Google Sites facilitated content management and addressed the previous weakness of limited social media promotions. User feedback indicated that the website helped strengthen Tujuan Kopi's branding. Designing the website as a promotional medium effectively increased Tujuan Kopi's visibility. Google Sites proved to be easily accessible, efficient, and capable of displaying comprehensive information. Consistent content management, updating menu and promotional information, and optimizing integration with social media to reach more customers are recommended.

Keywords: Google Sites, Promotional Website, Online Promotion