

ABSTRAK

Penelitian ini bertujuan merancang media promosi online menggunakan *Google Sites* untuk Serenata Kopi and Space. Permasalahan muncul akibat kurang efektifnya promosi melalui media sosial seperti Instagram dan Tiktok. *Website* dirancang untuk memperluas jangkua 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, kontak kami, 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 Serenata Kopi and Space. Perancangan website sebagai media promosi efektif meningkatkan visibilitas Serenata Kopi and Space. *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.

Keyword : *Google Sites, Website, Promosi Online*

ABSTRAC

This study aims to design online promotional media using Google Sites for Serenata Kopi and Space. Problems arise due to the ineffectiveness of promotions through social media 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 approach (Analysis, Design, Development, Implementation, Evaluation). Data collection was conducted through direct interviews and literature studies. 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 the homepage, our story, menu, contact us, and careers. Trial results showed that the website improved information access and customer convenience. The use of Google Sites facilitated content management and addressed the weakness of previous promotions that were limited to social media. User feedback stated that the website helped strengthen Serenata Kopi and Space's branding. Website design as an effective promotional medium increased Serenata Kopi and Space's visibility. Google Sites proved to be easily accessible, efficient, and capable of displaying comprehensive information. It is recommended to manage content consistently, update information and promotional menus, and optimize integration with social media to reach more customers.

Keywords: Google Sites, Website, Online Promotion