

ABSTRAK

Penelitian ini bertujuan merancang media promosi online berbasis *Google Sites* untuk Bakso Mandja. Permasalahan muncul akibat kurang efektifnya promosi melalui media sosial seperti *Instagram*, *Facebook* dan *Tiktok* yang mengakibatkan pendapatan Bakso Mandja mengalami fluktuasi. *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 *home*, *about*, menu, testimoni, lokasi, dan pemesanan online. 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 Bakso Mandja. Perancangan *website* sebagai media promosi efektif meningkatkan visibilitas Bakso Mandja. *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

ABSTRACT

This research aims to design online promotion media based on Google Sites for Bakso Mandja. The problem arose due to the lack of effectiveness of promotion through social media such as Instagram, Facebook and Tiktok which resulted in Bakso Mandja's income fluctuating. Websites are designed to expand market reach, convey complete information, and increase business competitiveness. The method used is Research and Development with the ADDIE approach (Analysis, Design, Development, Implementation, Evaluation). Data collection is carried out through direct interviews and literature studies. Websites are designed using the Google Sites platform because of their ease of use, cost efficiency, and cross-device compatibility. The website was successfully built with home, about, menu, testimonial, location, and online ordering features. The test results show that the website increases access to information and customer comfort. The use of Google Sites makes it easier to manage content and fix the weaknesses of limited previous promotions on social media. User feedback states that the website helps strengthen the branding of Bakso Mandja. Website design as a promotional medium effectively increases the visibility of Bakso Mandja. Google Sites is proven to be easy to access, efficient, and able to display complete information. It is recommended to manage content consistently, update menu and promotion information, and optimize integration with social media to reach more customers.

Keywords: Google Sites, Promotion Website, Online Promotion