

ABSTRAK

Penelitian ini bertujuan untuk merancang media promosi online berbasis *Google Sites* pada Azizah Songket Prabumulih. Permasalahan yang dihadapi adalah promosi yang masih terbatas melalui media sosial seperti *Instagram* dan *Facebook*, sehingga kurang optimal dalam menjangkau konsumen secara luas. Perancangan *website* dilakukan untuk membantu memperluas pasar, menyampaikan informasi produk secara lengkap, serta meningkatkan daya saing usaha. Metode yang digunakan adalah *Research and Development* dengan pendekatan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Website dirancang menggunakan platform *Google Sites* karena kemudahan akses, efisiensi biaya, dan kompatibilitas dengan berbagai perangkat. Hasil uji coba menunjukkan *website* mampu meningkatkan kenyamanan dalam mengakses informasi produk serta memperkuat citra usaha secara digital. Dengan adanya *Google Sites*, diharapkan Azizah Songket dapat memaksimalkan media promosi yang lebih terstruktur dan menarik.

Kata Kunci: Google Sites, Website Promosi, Promosi Online

ABSTRACT

This study aims to design online promotional media based on Google Sites for Azizah Songket Prabumulih. The problem faced is the limited promotional efforts through social media platforms such as Instagram and Facebook, which are less effective in reaching a broader audience. The website is developed to help expand the market, deliver complete product information, and improve the business's competitiveness. The method used is Research and Development with the ADDIE approach (Analysis, Design, Development, Implementation, Evaluation). The website is designed using the Google Sites platform due to its ease of access, cost efficiency, and compatibility with various devices. The trial results show that the website can enhance convenience in accessing product information and strengthen the business's digital image. With the implementation of Google Sites, it is expected that Azizah Songket can optimize its promotional media in a more structured and appealing manner.

Keywords: Google Sites, Promotional Website, Online Promotion