

ABSTRAK

Penelitian ini bertujuan untuk merancang media promosi dan informasi dengan menggunakan *Google Site* pada bisnis Kafe Kopi Lawas guna mengatasi keterbatasan promosi di media sosial dan meningkatkan efektivitas komunikasi informasi kepada pelanggan secara lebih lengkap dan profesional. Penelitian menggunakan model pendekatan ADDIE yang terdiri dari lima tahap: Analisis, Desain, Pengembangan, Implementasi, dan Evaluasi. Data diperoleh melalui wawancara, observasi langsung, dokumentasi, dan studi pustaka terhadap objek Kafe Kopi Lawas di Palembang. Website yang dikembangkan mencakup halaman Beranda, Tentang Kami, Menu, *Merchandise*, dan Hubungi Kami. Website ini membantu menyajikan informasi secara terstruktur, menarik, dan mudah diakses, serta menjawab kekurangan media sosial dalam hal detail produk dan promosi digital. Website pada *Google Site* terbukti mampu mendukung promosi dan penyampaian informasi yang lebih maksimal. Disarankan Kafe Kopi Lawas terus mengembangkan dan mengembangkan website konten agar dapat meningkatkan daya saing serta menjangkau pelanggan lebih luas di era digital.

Kata Kunci: Google Site, Website, Informasi Digital

ABSTRACT

This research aims to design promotional and information media using Google Site at the Lawas Coffee Cafe business to overcome the limitations of promotion on social media and increase the effectiveness of information communication to customers in a more complete and professional manner. The research uses the ADDIE approach model which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. Data was obtained through interviews, direct observation, documentation, and literature study of the object of Lawas Coffee Cafe in Palembang. The developed website includes Home, About Us, Menu, Merchandise, and Contact Us pages. This website helps present information in a structured, attractive, and easily accessible manner, and answers the shortcomings of social media in terms of product details and digital promotion. The website on Google Site is proven to be able to support the promotion and delivery of more maximum information. It is recommended that Kafe Kopi Lawas continue to develop and develop website content in order to increase competitiveness and reach wider customers in the digital era.

Keywords: Google Site, Website, Digital Information