

## ABSTRAK

UMKM Kampung Sunan (Sulam Angkinan) Palembang merupakan usaha kerajinan khas Sumatera Selatan yang memiliki nilai budaya dan ekonomi. Namun, penyampaian informasi dan promosi yang dilakukan masih terbatas pada bazar, pameran, serta media sosial sehingga informasi mengenai profil usaha, sejarah, dan produk belum tersaji secara lengkap dan terstruktur. Penelitian ini bertujuan untuk merancang media informasi dan promosi berbasis *Website* yang dapat membantu UMKM Kampung Sunan dalam menyebarluaskan informasi serta meningkatkan efektivitas promosi. Metode yang digunakan adalah *Research and Development (R&D)* dengan model pengembangan *ADDIE* yang meliputi tahap *Analysis, Design, Development, Implementation, dan Evaluation*. Pengumpulan data dilakukan melalui Observasi, Wawancara, Dokumentasi, dan Studi Pustaka. *Website* dikembangkan menggunakan *Platform Wix* dengan memanfaatkan fitur *drag and drop* sehingga mudah dirancang dan dikelola. Hasil penelitian menunjukkan bahwa *Website* yang dibuat mampu menyajikan informasi mengenai profil UMKM, sejarah sulam angkinan, katalog produk, dan kontak pemesanan secara terintegrasi dalam satu *Platform* yang mudah diakses melalui berbagai perangkat. Berdasarkan hasil Implementasi dan Evaluasi, *Website* dinilai dapat mendukung kegiatan promosi dan penyebaran informasi secara lebih efektif dibandingkan media yang digunakan sebelumnya. Dengan demikian, *Website* dapat menjadi solusi untuk memperluas jangkauan pemasaran serta meningkatkan akses informasi bagi masyarakat.

Kata Kunci: *Website Wix, Media Informasi, Promosi, UMKM, Sulam Angkinan.*

## **ABSTRACT**

*Kampung Sunan (Sulam Angkinan) Palembang MSME is a handicraft business that produces traditional Angkinan embroidery, one of the cultural heritages of South Sumatra with significant cultural and economic value. However, its information dissemination and promotional activities have been limited to bazaars, exhibitions, and social media platforms, resulting in incomplete and unstructured delivery of information regarding the business profile, history, and products. This study aims to design a Website based information and promotion media to support Kampung Sunan MSME in disseminating information and improving promotional effectiveness. The research employed the Research and Development (R&D) method using the ADDIE development model, which consists of Analysis, Design, Development, Implementation, and Evaluation stages. Data were collected through observation, interviews, documentation, and literature studies. The Website was developed using the Wix platform with drag-and-drop features, making it easier to design and manage without requiring complex programming skills. The results indicate that the developed Website is capable of presenting information about the MSME profile, the history of Angkinan embroidery, product catalogs, and contact information in an integrated platform that is easily accessible through various devices. Based on the implementation and evaluation results, the Website proved to be more effective in supporting promotional activities and information dissemination compared to the previously used media. Therefore, the Website can serve as an effective solution to expand marketing reach and improve public access to information.*

*Keywords: Website Wix, Information Media, Promotion, MSME, Angkinan Embroidery.*