

ABSTRAK

Perkembangan teknologi digital mendorong perusahaan untuk memanfaatkan media promosi yang lebih efektif. CV. Delta Al Qodr masih memiliki keterbatasan dalam kegiatan promosi sehingga diperlukan media promosi berbasis *website* untuk menyampaikan informasi perusahaan. Penelitian ini bertujuan untuk merancang media promosi berbasis *website* pada CV. Delta Al Qodr menggunakan metode *Research and Development R&D* dengan model ADDIE yang meliputi tahap *Analysis, Design, Development, Implementation*, dan *Evaluation*. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi, dan studi pustaka. Hasil penelitian menunjukkan bahwa media promosi berbasis *website* berhasil dirancang sesuai kebutuhan perusahaan dan dapat membantu meningkatkan jangkauan promosi serta citra profesional CV. Delta Al Qodr.

Kata Kunci: *Website, Media Promosi, ADDIE, CV. Delta Al Qodr.*

ABSTRACT

The development of digital technology encourages companies to utilize more effective promotional media. CV. Delta Al Qodr still has limitations in its promotional activities, making a website-based promotional media necessary to deliver company information. This study aims to design a website-based promotional media for CV. Delta Al Qodr using the Research and Development R&D method with the ADDIE model, consisting of Analysis, Design, Development, Implementation, and Evaluation stages. Data were collected through observation, interviews, documentation, and literature studies. The results showed that the website-based promotional media was successfully developed according to the company's needs and can help improve promotional reach and enhance the professional image of CV. Delta Al Qodr.

Keywords: Website, Promotional Media, ADDIE, CV. Delta Al Qodr.