

ABSTRAK

Penelitian ini bertujuan merancang *website company profile* untuk Pempek Jimmy Devaten Palembang, usaha kuliner khas Palembang yang telah berdiri sejak tahun 2003. Sebelum penelitian dilakukan, usaha belum memiliki media informasi digital yang terpusat sehingga informasi mengenai usaha tersebar di berbagai platform dan sebagian sudah tidak akurat, seperti alamat lama yang masih beredar di internet. Metode yang digunakan adalah *Research and Development* (R&D) dengan model pengembangan ADDIE yang terdiri atas lima tahap, yaitu Analysis, Design, Development, Implementation, dan Evaluation. *Website* dikembangkan menggunakan platform Wix karena kemudahan penggunaannya tanpa memerlukan keahlian pemrograman. *Website* terdiri atas lima halaman utama, yaitu Beranda, Profil, Menu, Galeri, dan Legalitas, serta dilengkapi fitur pendukung berupa formulir pemesanan WhatsForm, Google Maps, kontak usaha, dan tautan media sosial. Berdasarkan hasil evaluasi kuesioner terhadap 30 responden, sebesar 64,4% menyatakan Sangat Setuju dan 30,7% menyatakan Setuju terhadap seluruh aspek yang dinilai tanpa satu pun jawaban negatif, sehingga website dinyatakan layak digunakan sebagai media informasi digital resmi Pempek Jimmy Devaten Palembang.

Kata Kunci: *Website; Company profile; UMKM; Wix; ADDIE*

ABSTRACT

This research aims to design a company profile website for Pempek Jimmy Devaten Palembang, a traditional Palembang culinary business that has been established since 2003. Prior to this research, the business had no centralized digital information medium, causing information to be scattered across various platforms with some being inaccurate, such as outdated addresses still circulating on the internet. The method used was Research and Development (R&D) with the ADDIE development model consisting of five stages: Analysis, Design, Development, Implementation, and Evaluation. The website was developed using the Wix platform due to its ease of use without requiring programming expertise. The website consists of five main pages, namely Home, Profile, Menu, Gallery, and Legality, supported by additional features including a WhatsForm ordering form, Google Maps integration, business contact information, and social media links. Based on a questionnaire evaluation of 30 respondents, 64.4% stated Strongly Agree and 30.7% stated Agree across all aspects evaluated, with no negative responses recorded, so the website is declared suitable as the official digital information medium for Pempek Jimmy Devaten Palembang.

Keywords: Website; Company profile; SMEs; Wix; ADDIE