

ABSTRAK

Laporan akhir ini membahas tentang perancangan *website* “Perancangan Website Sebagai Media Informasi dan Promosi Pada PW Cake Muara Enim”. Sebelumnya, usaha ini hanya mengandalkan media sosial sebagai sarana penyampaian informasi, yang dinilai kurang efektif dan belum terstruktur. Tujuan dari perancangan ini adalah untuk menyediakan media informasi digital yang dapat menampilkan profil usaha, katalog produk kue dan *dessert*, lokasi fisik toko, hingga kontak yang terhubung langsung dengan calon pelanggan. Metode yang digunakan dalam perancangan ini adalah metode ADDIE, yang terdiri dari lima tahapan, yaitu: *Analysis*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Hasil dari perancangan ini berupa sebuah *website* dengan fitur utama seperti Beranda, Profil Usaha, Katalog Produk, Lokasi (*Google Maps*), Testimoni, serta FAQ (*Frequently Asked Questions*). *Website* telah diuji menggunakan metode *black-box testing* oleh ahli dan dinyatakan berhasil berfungsi penuh secara konsisten di berbagai perangkat (*desktop*, Android, dan *iPhone*). Selanjutnya, sistem dievaluasi melalui metode wawancara serta rekapitulasi kuesioner kepada 43 responden yang terdiri dari pihak *owner* dan pelanggan. Dari hasil evaluasi, *website* memperoleh respons sangat positif dan dinilai telah memenuhi kebutuhan informasi usaha serta mempermudah proses promosi kepada calon pelanggan. Dengan demikian, *website* ini layak digunakan sebagai media informasi dan promosi resmi bagi PW Cake Muara Enim.

Kata Kunci: Website, Media Informasi, Promosi, ADDIE, PW Cake Muara Enim

ABSTRACT

This final report discusses the design of the website “Website Design as a Medium for Information and Promotion at PW Cake Muara Enim.” Previously, this business relied solely on social media as a means of conveying information, which was deemed ineffective and unstructured. The objective of this design is to provide a digital information platform capable of showcasing the business profile, a catalog of cakes and desserts, the physical store location, and direct contact information for potential customers. The method employed in this design is the ADDIE model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The result of this design is a website with key features such as Home, Business Profile, Product Catalog, Location (Google Maps), Testimonials, and FAQ (Frequently Asked Questions). The website was tested using the black-box testing method by experts and was found to function fully and consistently across various devices (desktop, Android, and iPhone). Subsequently, the system was evaluated through interviews and a questionnaire survey of 43 respondents, consisting of the business owner and customers. Based on the evaluation results, the website received very positive feedback and was deemed to have met the business's information needs while simplifying the promotional process for potential customers. Thus, this website is suitable for use as the official information and promotional platform for PW Cake Muara Enim.

Keywords: Website, PW Cake Muara Enim, Information Media, Promotion ADDIE, Google Sites