

ABSTRAK

Perkembangan teknologi informasi telah mendorong pemanfaatan *Website* sebagai media promosi dan penyampaian informasi yang efektif bagi berbagai instansi, termasuk lembaga pendidikan. *Website* mampu menyajikan informasi secara terpusat, mudah diakses, dan dapat menjangkau masyarakat secara lebih luas dibandingkan media konvensional. Namun, TK IT Uswatunn Hasanah Palembang masih menyampaikan informasi sekolah melalui media sosial dan komunikasi langsung sehingga informasi mengenai profil sekolah, program, jadwal pembelajaran, fasilitas, serta penerimaan peserta didik baru belum tersaji dalam satu media yang terintegrasi. Penelitian ini bertujuan merancang *Website* berbasis *Google Sites* sebagai media promosi dan informasi pada TK IT Uswatunn Hasanah Palembang. Metode yang digunakan adalah *Research and Development (R&D)* dengan model pengembangan *ADDIE* yang terdiri atas tahap *Analysis*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan studi kepustakaan. Hasil penelitian berupa *Website* yang memuat halaman Beranda, Profil, Jadwal Pelajaran, Program, Info Pendaftaran, serta Komentar dan Saran yang dilengkapi dengan berbagai fitur seperti *Google Maps*, tombol *WhatsApp*, *Google Form*, *carousel* gambar, dan tautan media sosial. Berdasarkan hasil evaluasi melalui penyebaran kuesioner kepada responden, *Website* memperoleh penilaian sangat baik dari aspek tampilan, kemudahan penggunaan, kelengkapan informasi, fungsi fitur, serta kepuasan pengguna. Dengan demikian, *Website* berbasis *Google Sites* yang dirancang mampu menjadi media promosi dan informasi yang efektif sehingga dapat memudahkan masyarakat memperoleh informasi sekolah secara cepat, lengkap, dan mudah diakses.

Kata Kunci: *Google Sites*, *Website*, Media Promosi, Media Informasi, *ADDIE*.

ABSTRACT

The rapid Development of information technology has encouraged the use of Websites as effective media for promotion and information dissemination in various institutions, including educational institutions. Websites provide centralized information that is easily accessible and capable of reaching a wider audience compared to conventional media. However, TK IT Uswatunn Hasanah Palembang previously delivered school information through social media and direct communication, causing information regarding the school profile, programs, learning schedules, facilities, and new student admissions to be scattered across different media. This study aimed to Design a Google Sites-based Website as a promotional and information medium for TK IT Uswatunn Hasanah Palembang. 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, and literature study. The result of this study is a Website containing Home, Profile, Learning Schedule, Programs, Admission Information, and Comments and Suggestions pages, supported by features such as Google Maps, WhatsApp buttons, Google Forms, image carousels, and social media links. Based on the questionnaire Evaluation, the Website received very positive assessments in terms of visual appearance, ease of use, information completeness, feature functionality, and user satisfaction. Therefore, the developed Google Sites-based Website serves as an effective promotional and information medium, making school information easier to access, more complete, and readily available to the public.

Keywords: Google Sites, Website, Promotional Media, Information Media, ADDIE Model.