

ABSTRAK

Nike Laundry merupakan usaha mikro di bidang jasa pencucian pakaian yang berlokasi di Jalan Lingkar Selatan, Desa Sungai Pinang, Kecamatan Rambutan, Kabupaten Banyuasin, Provinsi Sumatera Selatan. Berdasarkan hasil observasi dan wawancara yang dilakukan pada April 2026, ditemukan bahwa Nike Laundry belum memiliki media informasi digital yang terstruktur. Usaha ini belum terdaftar di Google Maps, belum memiliki website resmi, dan akun Instagram yang dimiliki jarang diperbarui. Kondisi ini menyebabkan calon pelanggan kesulitan menemukan informasi layanan, tarif, dan lokasi usaha secara mandiri. Oleh karena itu, penelitian ini bertujuan untuk merancang media informasi berbasis Google Sites pada UMKM Nike Laundry sebagai pusat informasi layanan dan tarif yang sistematis, transparan, dan profesional. Metode yang digunakan adalah model ADDIE (Analysis, Design, Development, Implementation, dan Evaluation). Teknik pengumpulan data dilakukan melalui observasi, wawancara semi-terstruktur dengan key informant, dan dokumentasi. Hasil penelitian menunjukkan bahwa media informasi berbasis Google Sites berhasil dirancang dan dipublikasikan, memuat enam jenis layanan utama beserta struktur tarifnya secara lengkap, serta terintegrasi dengan Google Maps melalui Google Business Profile.

Kata Kunci: *Media Informasi, Google Sites, Google Maps, UMKM, Digitalisasi Usaha Mikro, ADDIE*

ABSTRACT

Nike Laundry is a micro-enterprise in the laundry service sector located on Jalan Lingkar Selatan, Sungai Pinang Village, Rambutan District, Banyuasin Regency, South Sumatra Province. Based on observations and interviews conducted in April 2026, it was found that Nike Laundry does not yet have a structured digital information medium. The business is not registered on Google Maps, has no official website, and its Instagram account is rarely updated. This condition makes it difficult for prospective customers to independently find service information, pricing, and business location. Therefore, this research aims to design a Google Sites-based information medium for Nike Laundry MSME as a systematic, transparent, and professional center for service and pricing information. The method used is the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation). Data collection techniques were carried out through observation, semi-structured interviews with key informants, and documentation. The research results show that the Google Sites-based information medium was successfully designed and published, containing six main service types along with their complete pricing structures, and integrated with Google Maps through Google Business Profile.

Keywords: Information Medium, Google Sites, Google Maps, MSME, Micro-Enterprise Digitalization, ADDIE