

ABSTRAK

Perkembangan teknologi informasi mendorong pelaku usaha untuk memanfaatkan media digital sebagai sarana penyampaian informasi dan promosi yang lebih efektif. UKM Reza Laundry & Dry Cleaning masih menggunakan media sosial dan komunikasi langsung dalam menyampaikan informasi kepada pelanggan sehingga informasi mengenai profil usaha, layanan, daftar harga, dan promosi belum tersaji secara terpusat. Penelitian ini bertujuan untuk merancang media informasi berbasis Website menggunakan Google Sites pada UKM Reza Laundry & Dry Cleaning. Metode yang digunakan adalah Research and Development (R&D) dengan model pengembangan ADDIE yang terdiri atas tahap Analysis, Design, Development, Implementation, dan Evaluation. Pengumpulan data dilakukan melalui observasi, wawancara, dan studi kepustakaan. Hasil penelitian menunjukkan bahwa Website yang dirancang mampu menyajikan informasi usaha dalam satu platform yang terintegrasi. Berdasarkan hasil pengujian, seluruh fitur dan navigasi Website berfungsi dengan baik sesuai dengan tujuan perancangan. Website yang dihasilkan diharapkan dapat mempermudah pelanggan dalam memperoleh informasi, meningkatkan efektivitas penyampaian informasi dan promosi, serta mendukung digitalisasi UKM Reza Laundry & Dry Cleaning.

Kata Kunci: Website, Google Sites, Media Informasi, Reza Laundry & Dry Cleaning.

ABSTRACT

The advancement of information technology encourages businesses to utilize digital media as a more effective means of information dissemination and promotion. Reza Laundry & Dry Cleaning still relies on social media and direct communication to provide information to customers, resulting in business profile, service details, pricing information, and promotional content not being presented in a centralized platform. This study aims to design a website-based information media using Google Sites for Reza Laundry & Dry Cleaning. The research method employed is Research and Development (R&D) with the ADDIE development model, consisting of the Analysis, Design, Development, Implementation, and Evaluation stages. Data were collected through observation, interviews, and literature review. The results indicate that the developed website is capable of presenting business information through an integrated platform. Based on the testing results, all website features and navigation functions operated properly according to the design objectives. The website is expected to facilitate customer access to information, improve the effectiveness of information dissemination and promotion, and support the digitalization of Reza Laundry & Dry Cleaning.

Keywords: Website, Google Sites, Information Media, Reza Laundry & Dry Cleaning.