

ABSTRACT

WEBSITE DESIGN FOR THE SAUDAGAR

SOMEAH SME COMMUNITY

By :

Rivanda Putra Wirawan

1601174344

The PSBB policy that is enforced and extended has an impact in the form of uncertain economic unrest in the community. This impact was felt by the MSME community of Merchant Someah from Bojongsoang, Bandung Regency, which caused all community activities to stop. As a result, some routine activities that are often carried out such as mentoring and discussion seminars on business do not run and even some of its members stop the production process. The method used in this design is in the form of a questionnaire that will be distributed to respondents from the target market community and qualitatively in the form of a comparison matrix. The results of this design are in the form of a website as a medium of information related to the community company profile, the products offered by members to how to become a reseller of the Someah Merchant SME community. In conclusion, the results of this design can help run community activities and expand information for target communities regarding the SME community of Merchant Someah.

Keyword: Website, Media of Promotion, Community of SME