

ABSTRACT

Weldphotograph is a photography studio that provides on-call photography services and can be hired to come to an event that the client is holding, especially events around weddings. This research is focused on growing brand awareness of the weldphotograph studio in the eyes of prospective clients with a wider target audience, this can be achieved by creating a website that informs about the prices, services, and portfolio of the Weldphotograph studio, the data collection method used in the research. this is a mixed method, with the method of observation, interviews, questionnaires, and literature study. Analysis of the data used is matrix analysis and matrix of conclusions. The purpose of this final project is to produce an informative website design about Weldphotograph, with the aim of increasing brand awareness of Weldphotograph studio. This research concludes that website design for Weldphotograph photography studio is very necessary to be able to provide essential information about Weldphotograph and can reach a wider target market.

Keyword: *User Interface, User Experience, Website, Photography*