

ABSTRACT

DESIGN OF USER INTERFACE WEBSITE FOR COFFEE SHOP KOPIOLOGY MAKASSAR

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Usaha Kecil Menengah (UKM) are business activities that provide goods/services carried out by individuals or privately owned business entities. (Law No. 20 of 2008). Through data from the Ministry of Cooperatives and UKMs, the Ministry of Tourism and Creative Economy, and the Central Statistics Agency, it is stated that in 2019 there were 65.4 million registered businesses that will continue to grow rapidly. This causes high competition between business actors which causes every business to be able to stand out from one another. Coffee Shop Kopiology is a small and medium business that is engaged in the culinary field based in Makassar City. In 2021, Coffee Shop Kopiology has just carried out a rebranding starting from the visual aspect and the infrastructure of the place which is a new first step for Kopiology in entering the world of the culinary industry. During the growth period, Kopiology had several kinds of obstacles, one of which was the lack of exposure to introduce this Kopiology to all circles, especially outside the region. The User Interface design of website aims to help Kopiology in developing its business. This website's User Interface design aims to assist Kopiology in developing its business. The purpose of this final project research is to produce an informative and effective website design about Kopiology with the aim of increasing brand awareness of Coffee Shop Kopiology, this research concludes that website design for Coffee Shop Kopiology is very necessary to inform things about Kopiology and reach the target wider market.

Keywords: UMKM, Coffee Shop Kopiology, Website