

ABSTRACT

The use of information and communication technology is currently experiencing rapid development, in the business field its use can be to share information on various platforms, one of which is a website, by creating a website brand can provide detailed and valid information, this step can be used by new brands such as SCW Audio, SCW Audio is a guitar pedal-making boutique brand based in Jakarta, in using SCW Audio's promotional media it still lacks to convey detailed information about their brand and products. This study aims to create promotional media that can be used according to the needs of the business and target market with media that can provide complete information. The research was conducted qualitatively, data collection to be used in the form of observations, interviews, quantitative questionnaires and bibliography. The orientation of the website design for SCW Audio as a medium that functions to provide brand information and product explanations issued by SCW Audio is in accordance with the company's identity and can increase the existence and services provided.

Keywords : Promotion Media, Marketing, Website, SCW Audio.