

ABSTRACT

Intense competition in the industrial era 4.0, and advances in information technology have had a great influence on all industrial sectors today, including the domestic clothing industry. Utilization of information technology in the company is important to make the company can continue to compete. CV. Cipta Master Pradana is a clothing manufacturer located in Bandung, but until now CV. Cipta Master Pradana does not yet have a qualified information media. This research was conducted to design a website that can be used by CV. Cipta Master Pradana as a medium of information in accordance with the needs of the company and the target market. The research method used in designing CV. Cipta Master Pradana website is qualitative, while the data collection methods used are literature study, observation, and interviews. It can be concluded from the results of the study, that the website was chosen as the company's online information medium, in order to achieve the company's goal of expanding the market on an even larger scale.

Keyword: Website, Information Media, CV. Cipta Master Pradana