

## ***ABSTRACT***

### ***WEBSITE PROTOTYPE DESIGN FOR COFFEE SHOP ET COFFEE BANDUNG***

*By:*

*Irfan Fatur Ananta*

*NIM: 1601184344*

*Increasingly intense competition among MSME business actors has caused many MSMEs to be unable to develop and maintain their businesses. One of the reasons for the failure to maintain the MSME business is business actors who cannot adapt to the market, lack of product/service innovation, ineffective non-digital and digital promotional activities, and good use of the internet. Et Coffee is a small and medium business engaged in the culinary field and based in the city of Bandung. Et Coffee has several kinds of obstacles, one of which is the lack of exposure to introduce the brand and the lack of information media that can build a brand image, this is due to the Instagram media system being less effective in providing information, as well as limited functionality. The research method that will be used is a qualitative method, qualitative methods are used to obtain in-depth results. While the data collection method uses observation, interviews, literature study and collection surveys. The design of this website prototype aims to help Et Coffee in developing its business. The purpose of this final project research is to produce an informative and effective website design about Et Coffee with the aim of building the brand image of the Et Coffee coffee shop, this research results in the conclusion that designing a website for the Et Coffee coffee shop is very necessary for 9 things around Et Kopi and reach a wider target market.*

*Keywords: UMKM, Coffee shop Et Coffee, Website*