

ABSTRACT

REDESIGN PROTOTYPE WEBSITE AS A PROMOTION MEDIA FOR GAIA DESIGNKU

Marriage is a physical and mental bond between a man and a woman as husband and wife with the aim of forming a family. Aspects that must be prepared include wedding costs, wedding date, wedding concept, wedding venue, documentation, make-up, wedding dress, wedding organizer, and wedding entertainment. Gaia Designku is a wedding dress rental vendor located in Bandung city. Promotional media that Gaia Designku already has include YouTube, Instagram, and website. The development of digital media is very rapid at this time, therefore there are several things that are important for wedding vendor owners to have a website including, by having a website a business can be easily exposed on search engines such as Google. Therefore it can be concluded that website has a good impact on a company. The problem with the website owned by Gaia Designku is that the selection of layout is not good, the selection of colors and visual assets is not appropriate. The hope of this research is that Gaia Designku can reach the appropriate target market and facilitate the process of information and communication. The methods used include observation method, interview method, questionnaire method, and literature study method. The data is analyzed using website theory and visual communication design so as to produce several works such as website, lookbooks, and several supporting media.

Keywords: Wedding, Website, Communication, Promotion, Information