

ABSTRACT

WEBSITE DESIGN AND COMPANY PROFILE OF KREALOKA BRAND AND DESIGN CLINIC

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The WRAP program is part of the MBKM program planned by the government to provide students with the opportunity to learn from projects directly, Telkom University itself has a WRAP internship program with Krealoka which is one of the WRAP program containers. Krealoka is a studio under the auspices of the Faculty of Creative Industries, Telkom University which focuses on carrying out design activities, both for industrial needs and community needs, community service activities, research projects, etc. It has been running for one year Krealoka does not yet have information media and print media. Therefore, the design of this website and company profile has the aim of providing brand awareness and easy access to information about Krealoka. The analysis methods used in this design include observation, literature study, and interviews. after obtaining data and analyzing it, it can be concluded that website and print media in the form of company profiles can help increase brand awareness.

Keywords: Website, Company Profile, Brand awareness.