

ABSTRACT

WEBSITE DESIGN FOR MSMEs COMMUNITY UNDER THE AUSPICES OF IKATAN AHLI BOGA (IKABOGA)

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Work Ready Programs (WRAP) Internship Program is part of the MBKM program which is practically oriented in the form of an apprenticeship program. The author carried out WRAP Internship activities for one year at the Krealoka Brand and Design Clinic, a studio under the auspices of the Faculty of Creative Industries (FIK) Telkom University. Many projects have been carried out during the WRAP period. The project that is the focus of this final project is Interactive Media Design for the IKABOGA MSME Community. IKABOGA itself is a community or organization that has been established since 1987 and has become the single forum for Indonesian Culinary Experts. Currently, the IKABOGA UMKM community still does not have a media to distribute information about UMKM under its auspices. This causes difficulties for the audience to find the information they are looking for. Therefore, the purpose of creating an interactive media website for the IKABOGA UMKM Community is to make it easier for the public to find information related to the IKABOGA UMKM Community. The method used in designing this Final Project is using observation, literature study, and interview methods. The observation method is carried out by observing and similar works to see visualisation style references in terms of things requested and needed by clients in the process of designing website interactive media. The literature study method is carried out by reading some of the literature related to design matters. The interview method was conducted with IKABOGA, experts in the field of websites, as well as with users (prospective users). The data obtained from the method used will be analysed and become a support in carrying out Website Interactive Media Design for the IKABOGA MSME Community. The media that will be produced from the design of this Final Project is made in the form of a website prototype in figma which can be a forum for distributing information related to the products and services offered by IKABOGA.

Keywords: WRAP, MSME, Website design.