

ABSTRACT

WEBSITE PROTOTYPE AS A DIGITAL BASED MEDIA PROMOTION AT PT FEI FAN INTERNATIONAL

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Tourism has become a major sector of world's economic development including Indonesia. The contributions of tourism in Indonesia have increased annually. Pandemic sped up the digital transformation economy in Indonesia, where people have been using technology for daily basis. Business owners have made a lot of innovations in response to the changing. PT Fei Fan International is one of a company in the tourism sector that needs an innovation to respond to the changing in the industry. However, they still have no media that can support companies in responding to the changes. The data collection process used in-depth interview techniques, observation, and also distributed questionnaires and reviewed related literature studies. Then analyzed the data using matrix analysis, SWOT analysis, visual analysis, and comparison matrix. The output is to design the company prototype website and media promotions that will help the company to respond to the interaction changes from conventional to digital. The website and promotional media will feature company's products and services.

Keywords: Website, Promotion Media, Tour & Travel.