

ABSTRACT

Indonesia, as a destination rich in natural and cultural attractions, is increasingly captivating to tourists. The tourism of coffee-producing regions is gaining popularity, especially among those who appreciate high-quality coffee. One of the renowned coffee-producing areas in Indonesia is Pengalengan, a sub-district in West Java. Pengalengan is recognized as a producer of premium-quality coffee, with the "Ambeu Preanger" community formed since 2014 playing a crucial role in advancing coffee farmers' expertise, focusing on quality and flavor. However, the promotional efforts have not yielded the expected results. Therefore, this research is focused on designing a website as a solution. The purpose of this website is to introduce and promote the coffee region, particularly for the partners of the Ambeu Preanger community. This study employs a qualitative descriptive approach. Data is collected through interviews, questionnaires, and literature review. The data is then analyzed using a comparison matrix, referencing multimedia, mobile applications, user interface, user experience, visual design, and design thinking. This approach aids in designing a user interface tailored to the target audience and addressing the existing issues. The hope is that with the presence of this website, it can stimulate the interest of coffee enthusiasts to visit and savor the coffee in the Pangalengan coffee region.

Keywords: *Website, Promotion Media, Coffee community, Ambeu Preanger, Pangalengan*