

ABSTRACT

E-Commerce Website Prototype Design for Leather Craft Sellers at the Sukaregang Leather Center from Garut Regency

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A website is one of the media that can be used by business actors to market their products or services through the internet. Sentra Kulit Sukaregang is one of the shopping tourism centers in Garut that focuses on leather craft products, which have great potential if they can utilize the internet as a promotional medium, one of which is a website. This research is motivated by observational data showing that the utilization of websites by leather craft business actors in Garut is still very ineffective. The researcher designed an e-commerce website with the aim of facilitating prospective consumers and store managers to access information and increase sales transactions of Garut leather crafts. The research methods used were observation, interviews, and literature study using questionnaires as data collection instruments. The research sample consisted of 40 respondents who were active users of e-commerce applications or websites. Data were analyzed using the Design Thinking method. The results of this research are the application of the Design Thinking method on the Sentra Kulit Sukaregang website, which provides convenience for prospective consumers and sellers.

Keywords: Website Design, Design Thinking, E-Commerce, Garut Leather Crafts