

ABSTRACT

Website is one of the digital marketing platforms used to build consumer preferences. SIMA, a sub-brand of PT Tegep Boots Bandung, is present for a business line that focuses on handcrafted products made from genuine leather and recycled materials, SIMA targets the working segment as its main consumers. For a digital marketing platform that aims to increase its brand credibility SIMA has a demand for a website that is effective in conveying brand value, therefore this research aims to design SIMA's website. This website design is a real project that is directly integrated with the Final Project, so that the whole process is not only conceptual, but also realized in the form of a digital platform that can be used directly by the brand. The process of collecting research data was carried out through observation, interviews, literature studies, and distributing questionnaires. The collected data was analyzed using SWOT, Business Model Canvas (BMC), and user persona approaches. The website was designed using the framework provided by the Shopify platform, then adapted to SIMA's visual and functional needs. The final result of this project is the official website of SIMA which can be accessed through www.wearsima.com.

Keywords: Website, Digital Marketing, Brand, Design, SIMA