

ABSTRACT

Seroja Bake is a bakery business based in Bandung and is known for its unique approach in processing its products, namely by adopting the use of local raw materials from Indonesia in every dish or product offered. Although it already has a website as a medium of information, its appearance and function are still relatively simple and do not fully support the needs of digital promotion. This research aims to redesign Seroja Bake's website to be more optimal in conveying information, appear visually appealing, and easily accessible by users. The method used is descriptive qualitative method with data collection techniques in the form of interviews, observations, and documentation studies, and is complemented by comparative analysis of similar competitor websites. The results of this redesign are expected to strengthen Seroja Bake's professional identity on digital platforms and increase user comfort and engagement in accessing information related to available products and services

Keywords : Website, Redesign, Information Media