

ABSTRAK

The demand for organic products continues to rise as public awareness of health and environmental sustainability grows. This presents a significant opportunity for organic MSMEs (Micro, Small, and Medium Enterprises) in Purwokerto to develop. However, many of these businesses still face challenges in utilizing digital promotional media effectively. A lack of marketing strategy and limited access to technology have resulted in their products remaining relatively unknown. To address this issue, the BIORAMA digital catalog was designed as a promotional medium featuring information and visuals from five organic MSMEs in Purwokerto. This design aims to help local businesses expand their market reach through a modern, user-friendly, and visually appealing promotional platform. This study employs a descriptive qualitative method with data collected through interviews, observation, and documentation. SWOT analysis is used to identify the strengths, weaknesses, opportunities, and threats of the design process. The final output includes the BIORAMA digital catalog as the main media, supported by promotional items such as posters, tear-off flyers, tote bags, t-shirts, and stickers. This visual solution is expected to support the promotion of organic MSMEs in Purwokerto to a broader audience.

Kata kunci : *Digital catalog, Organic MSMEs, Promotion, Information media*