

ABSTRACT

Along with the rapid development of digital media and the increasing growth of the business industry in the field of interior design consulting services, the potential for competition in this industry is getting higher. Analogous Design is a company engaged in interior design consulting services located in DKI Jakarta and has been established since 2004. Analogous Design until now has not used digital media as promotional media and only uses conventional media as the main promotional media. One of the problems found in this study is the lack of information about Analogous Design on the Internet, therefore this study aims to produce website as a medium of information and promotional media so that it can be known by the wider community. The data collection process is carried out using qualitative and quantitative methods, namely by observation, questionnaires, literature studies, and interviews with Analogous Design, consumers who have used the services of interior design consultants, and experts in the field of website. The data obtained is then analyzed so that it helps to design a website as a promotional media for Analogous Design in order to achieve the expected goals and solve problems that exist in Analogous Design. Therefore, the design results obtained in this study are the website as the main media, and also supporting media consisting of business cards, banners, feeds Instagram E-posters which serve to provide information about Analogous design companies so that they are better known by the wider community. and can also be easily found on the Internet.

Keywords: Website Design, Online Promotion Media, Interior Design Consultant