

ABSTRACT

Website Design for Tryma Creative Production House as Promotion Media for SME

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The development of business people, especially SME in Indonesia is increasing which has an impact on increasing SME competition in Indonesia. This is certainly an opportunity for Tryma Creative as a production house that focuses on social media management to be present as a solution for business people in developing their business through social media. However, the lack of promotional media used by Business to Business model companies has made the existence of Tryma Creative not yet known by SME actors. The data collection process was carried out qualitatively through observation, interviews and comparison matrices as well as collecting data from questionnaires. The result of this design is a website that is used as a promotional medium for the services offered by Tryma Creative. The design of this website is expected to be a solution for Tryma Creative's Production House to maintain its existence, but can be a promotional media regarding the proper use of social media management services, which are not widely known by SME business players, so as to expand Tryma Creative's market reach.

Keywords: Website, Promotional Media, SME