

ABSTRACT

Information technology is one form of technological development that is developing rapidly in this era of globalization, especially a technology called a website. The use of promotion on internet media is motivated by the increasing number of internet users today. Based on the results of interviews and observations that have been made, the problem has been found, namely the lack of brand awareness of Bjorka Parfume so that it is less well known in the community and also Bjorka Parfume does not yet have a website as a promotional medium. By using qualitative methods with data collection techniques such as interviews, observations, questionnaires, and literature studies, as well as analyzing data using a comparison matrix method to get the results of the design concept. It is hoped that the design of this final project can produce a website as a promotional medium for the Bjorka Parfume brand, which is useful for increasing Bjorka Parfume's brand awareness so that it can be known in the wider community.

Keywords: Website, Media Promotion, Brand Awareness