

ABSTRACT

Business digitalization is a process where changes occur in communication, interaction and everything related to changes in business processes in companies which are usually done manually to digital. At this time technology is increasing rapidly and companies have begun to digitize their business processes so that everything is done efficiently, especially in the field of selling goods. Furthermore, with this research we aim to find out the right design thinking method to get results from website-based digitalization at the CV.Gunungsari Endah company.

This research was conducted to digitize the business to companies engaged in the Tea sector, this is because companies that still use business processes that are still manual and then change their business to digital.

This study uses primary and secondary data using the design thinking method. Design thinking is an iterative process of trying to understand the user, questioning assumptions, and redefining problems in an effort to determine alternative strategies and solutions that may not be immediately apparent at the initial level of understanding. The design thinking process consists of 5 stages, namely empathize, define, ideate, prototyping, and test.

In designing the CV.Gunungsari Endah website, the design thinking method is used to design websites based on the needs of consumers and companies. The stages in design thinking can be done repeatedly to get the best results for the user. There are many opportunities and benefits to be gained from improving digitalization business processes for companies. The resulting solution for CV.Gunungsari Endah can also be used for other tea companies by digitizing a website-based business.

Keyword: Business Digitalization, Design thinking, Business Process, Website, Tea.