

## **ABSTRACT**

*The website design for the Klinik Kemasan Kabupaten Bandung aims to address the increasing need for digitization of government services, by providing an efficient and easily accessible platform for Small and Medium Industries (IKM). This design was driven by the absence of Klinik Kemasan's webpage, causing difficulties for SMEs to access the services offered by Klinik Kemasan, which include packaging consultations, Home Industry Food Production Certification (SPP-IRT), halal certification, nutritional value information, and Intellectual Property Rights registration. (IPR). Using a User Centered Design (UCD) approach, these pages are designed to meet the specific needs and preferences of their users, ensuring a user-friendly interface and effective functionality. Insights gathered from interviews with stakeholders such as Disperdagin officials, Klinik Kemasan staff, web UI designers, and IKM partners emphasize the importance of this digital platform in overcoming operational challenges such as geographical barriers and limited access to information. This proposed page features comprehensive service descriptions, online application forms, and educational materials with a responsive design that can be accessed across devices. This initiative not only improves the service delivery process but also strengthens the competitiveness of SME products in local and international markets. It is hoped that the Packaging Clinic page can become an important resource in supporting the growth and development of small and medium industries in Bandung Regency.*

**Keywords:** *Web Design, Klinik Kemasan, Bandung Regency SMEs*