# *ABSTRACT*

*The growth of gaming industry in Indonesia has shown a significant increase, creating a high demand for games top up. Although gaming industry's contribution to the domestic gross product is still relatively low compared to other industries, it holds potential for growth. One way to achieve this is by developing a games top up business through a website. PT Maple Digital Creative is a games top up and voucher service provider that currently lack a website as a platform for games top up. Therefore, a website and supporting media are needed to enhance the brand's presence, making it more recognizable to gamers. Data collection methods used in this design include interviews, questionnaires, observations, and literature studies. The observation data were analyzed using comparative matrix analysis. Design process, utilizing design thinking methods, website, and visual communication design, resulted in a responsive website and supporting media for PT Maple Digital Creative, which can improve brand presence and customer reach.*

*Keywords: Games Online, Top Up, Website, User Interface*