

ABSTRACT

Tourism is a strategic sector that plays an important role in driving national economic growth, including in Kuningan Regency, which is rich in natural and cultural tourism potential. One of the standout destinations is Sarae Lands, a mountain-themed tourist site offering a unique experience. However, the lack of easily accessible information and limited digital promotion strategies have resulted in suboptimal visitor numbers to Sarae Lands. This study aims to design a website prototype as a digital promotional and informational medium to enhance the attractiveness and marketing reach of Sarae Lands. The research was conducted using a qualitative method with data collected through direct on-site observation, interviews with management, and literature studies from relevant references. The final result is a website prototype that presents complete information, including location, facilities, ticket prices, visual galleries, and event agendas, equipped with a ticket booking feature. The website is designed with intuitive navigation, a modern visual interface, and responsive layout across various devices. The discussion shows that the presence of this website can strengthen a professional image, expand promotional reach, and simplify information access for potential tourists.

Keyword: Tourism, prototype, website design, informational media, digital promotion.