

ABSTRACT

CV. Rizki Bangun is a company engaged in the supply of sandblasting tools and materials without services, focusing on Business-to-Business (B2B) industrial needs in the Kalimantan region. Since its establishment in 1997, the company has relied on conventional marketing strategies such as direct meetings and the distribution of printed brochures. These methods are considered less effective in reaching potential customers outside Kalimantan, especially in today's digital era. This research aims to design a digital medium in the form of a website as a solution to expand the company's marketing reach. The design process was carried out through observation methods, interviews with the company, and literature studies to gather information and references from various relevant sources. The findings were then analyzed using SWOT analysis to determine which elements should be emphasized in the design, including the development of a user persona, perceptual mapping, and a comparison matrix to align the design with user expectations. This aims to address the challenge of limited information and promotion by providing product information in a structured, fast, and easily accessible manner. The website is expected to serve as the initial step in the digital transformation that supports the growth and sustainability of CV. Rizki Bangun's business.

Keywords: B2B, CV. Rizki Bangun, *Digitalization, Media, Website*