

ABSTRACT

The rapid advancement of digital technology has had a significant impact on various sectors, including the printing industry. The transition from print to digital media has caused many printing companies to experience a decline in revenue and necessitated adaptation to shifting consumer behavior. CV Bahagia Print, a printing company based in Sukabumi, faces similar challenges due to its limited ability to adapt to digital transformation. Data were collected through interviews, observations, questionnaires, and a review of relevant literature. The data were then analyzed using matrix analysis, SWOT analysis, and the design thinking approach. This study aims to design a website as a strategic solution to enhance the company's marketing performance and expand its audience reach. By leveraging digital features and a design approach aligned with the company's brand identity, the website design is expected to support CV Bahagia Print in remaining competitive and relevant in an increasingly digital business environment.

Keywords: *Printing Industry, Website Design, Digital Transformation, Design Thinking*