

ABSTRACT

West Lampung Regency possesses significant potential as a leading producer of premium robusta coffee, yet this potential remains underdeveloped due to a lack of information and promotional media. The West Lampung Coffee School, as an agro-tourism and education center, faces the same challenge due to the absence of a representative digital channel to reach a wider audience. This research aims to design a website prototype that functions as a primary medium for information and education to address this issue. The design process utilized the Basic Design Process approach, encompassing data collection through observation, interviews, and literature review, as well as data analysis using SWOT and User Personas. The final result is an informative website prototype featuring a natural and professional visual concept. The website presents structured information regarding class programs, the uniqueness of local coffee, and an authentic activity gallery to build a strong narrative. Through this prototype, it is expected that the West Lampung Coffee School can enhance its digital visibility, expand its educational reach, and strengthen its image as a leading coffee tourism destination.

Keywords: *website design, prototype, coffee school, West Lampung, UI, information media.*