

## **ABSTRAK**

### **Perancangan Website Baseline Advertising**

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Along with the development of information and computer technology, particularly in engineering and internet applications are characterized by the increasing number of people who use the internet. Internet as one of the fastest alternative media, effective and efficient in presenting information that is global. The Internet can serve as a promotional media products and services offered. Baseline Advertising is an advertising publishing services company with segmentation on print and electronic media with national and local coverage in all regions of Indonesia. These companies do not have a website as a promotional media at this time, therefore the designer had the idea to design websites Baseline Advertising. Website created using Macromedia Dreamweaver for website design, Adobe Photoshop for graphic design and mysql as its database.

By creating this website, is expected to help expand the network of the company's business through website promotion media.

**Key words:** Internet, Promotion, Website Company

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