

# PERANCANGAN WEBSITE SEBAGAI MEDIA DIGITAL MARKETING KEVIN JATI ABADI FURNITURE

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## ABSTRAK

Website merupakan media digital marketing yang berkembang pesat saat ini dan dibutuhkan berbagai perusahaan untuk promosi. Perancangan website dipilih berdasarkan riset yang telah dilakukan terhadap beberapa perusahaan sejenis. Disamping website, terdapat beberapa media pendukung yaitu Instagram, Youtube, media cetak seperti poster dan flyer serta booth pameran dan souvenir untuk menunjang penjualan.

Perancangan Website ini menggunakan jenis website dinamis, yang artinya dapat berubah dan di perbaharui sesuai keinginan perusahaan. Dalam perancangan website ini mengusung tema elegan, minimalis dan modern. Berisi berbagai produk dari Kevin Jati Abadi Furniture Jepara yang meliputi *Living Room, Bed Room, Dining Room* serta *Other Product*. Untuk layout website Kevin Jati Abadi Furniture Jepara menggunakan tampilan layout yang *responsive*. Tampilan layout ini mengikuti ukuran layar pada monitor yang digunakan.

*Kata Kunci: Furniture, Mebel, Kayu Jati*

## ABSTRACT

*Website is a digital marketing media that is growing rapidly at this time and is needed by various companies for promotion. The design website was chosen based on research that has been done on several similar companies. In addition, the website also has several supporting media, namely Instagram, Youtube, print media such as posters and flyers as well as exhibition booths and souvenirs to support sales.*

*This website design uses a dynamic website type, which means that it can change and be updated according to the company's wishes. In designing this website, the theme is elegant, minimalist and modern. Contains various products from Kevin Jati Abadi Furniture Jepara which includes Living Room, Bed Room, Dining Room and Other Products. For website layout Kevin Jati Abadi Furniture Jepara uses a responsive layout display. This display layout follows the screen size on the monitor used*

*Keywords: Furniture, Furniture, Teak Wood*

