

ABSTRACT

In the current era of globalization, the need for the internet is increasing so that the level of internet users in Indonesia is increasing every year. During the 2019-2020 pandemic, the APJII survey showed that 196.71 million people in Indonesia used the internet out of a population of 266.91 million. This situation is a big opportunity for service providers, especially Internet Service Providers (ISPs). Internet Service Provider (ISPs). PT. Alfa Omega Network is an internet service provider based in Cibitung, West Java. The types of services provided include internet services, STB services, and CCTV installation. Marketing activities are carried out by word of mouth, advertising, and promotion. However, due to the lack of information media, many people still do not know about PT. Alpha Omega Network. The purpose of this research is that prospective users can find information and services provided with information media such as website. One of the benefits in website In this way, users can get information on internet services and can determine the services that suit their needs. The method used in the design website is Design Thinking which includes stages Emphatize, Define, Ideate, Prototype, dan Testing. After website has been made, it is necessary to test whether the website is feasible or not. In testing website using using System Usability Scale (SUS) as a benchmark which gets a final score of 79 and gets grade good which mean website which has been made acceptable and get grade B. As well as an increase in new visitors website Nusa Berkah Net after website release regularly online as many as 89 visitors.

Keyword: *design thinking, front-end, internet service provider (ISP), system usability scale (SUS), website.*