

## **ABSTRACT**

### **WEBSITE IMPLEMENTATION IN BUILDING BRAND IMAGE TO INCREASE CUSTOMER TRUST**

*(Case study: Cleo Barber & Coffee)*

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*Hair plays a significant role in human appearance, prompting many people to change their hairstyle as part of their lifestyle. The growth of hairdressing businesses, especially barbershops, marks a trend of increasing interest in such services. Cleo Barber & Coffee, a haircut service provider, faces constraints with no online reservations and limitations to display product advertisements. Although previous research has developed a barbershop web application, there is an unmet need to enhance features, particularly in displaying advertisements and products. The main focus of this research involves the integration of broader advertising features, the ease of online reservations, and the improvement of Cleo Barber & Coffee's customer experience. The method used in this research uses the prototype method in website creation and development. The results of this research are the development of online queue reservations and the creation of advertising promotions on the website. The results of black box testing show the functionality can run correctly.*

**Keywords: Barbershop, Prototype, Blackbox, Reservation, Advertisement**