

ABSTRACT

Aliftha Salma Shafira (18102077), 2022 - REDESIGN AIVON WEB USING FIGMA (Case Study : PT Aivon Mediatama/ Batavianet).

The *website* is one of the most widely used internet services or can be said to be the most popular so that many users have the wrong perception about the *website* and the internet. The usefulness of the *website* in business or industry is as a medium for delivering information, a place to display products, being able to attract customers widely, the business looks professional, the business becomes more efficient, and saves money. Web Aivon is the official company *website* of PT Aivon Mediatama or Batavianet which functions as a company profile, sales of products, services, and those owned by the company. The design of the *website* is one of the most important criteria or factors of a good *website*, with an attractive design that will please a visitor, and an attractive appearance will certainly make visitors feel at home for long. The *website* of PT Aivon Mediatama has been used for a long time and some things that need to be adjusted and added to attract and complement the development of the company must of course be done as well as the addition of a new menu. Redesigning or redesigning the appearance of the Aivon *website* so that it fits the company's needs is one way to solve this problem. The redesign of the Aivon *website* was carried out using the Figma software.

Keywords: *Website*, Redesign, Figma