

Kata Kunci : *Website, User Interface, Responsive, Desain*

ABSTRACT

IMPLEMENTATION OF RESPONSIVE WEBSITE DESIGN AS A PROMOTIONAL MEDIA IN GYM SEHAT

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Financial technology has emerged along with people's lifestyles, which are currently heavily dominated by the use of technology in their daily lives. The website design developed is as a promotional medium for managers to promote their business on electronic media. At present the media in the form of a website in a company is very important because it can give a positive image to the client and can be used to facilitate business promotion activities. Today's information technology is increasingly rapidly giving rise to various aspects of activities that can be carried out. One of them is the promotion aspect. To make it easier for customers to know the products and services provided. The purpose of making a website design is to make visitors more comfortable in using the website, as well as to improve visual quality. The results of the design will make the website look more modern and will make users more comfortable with the current design style.

Keywords: Website, User Interface, Responsive, Desain