

ABSTRACT

Many local MSMEs have great potential to develop through their innovative products, one of which is Madame Mbois Purwokerto, but is still not well known by the wider community. In this study, the authors raised the topic of Madame Mbois MSME promotion through designing a website user interface design that aims to further introduce its products as a promotional and marketing medium for Madame Mbois. This study uses a qualitative method that is descriptive. Data collection was carried out by means of observation, interviews, documentation, questionnaires, as well as through online media coverage. The results showed that the design of the website's user interface has a good level of convenience, looks more attractive and is informative enough to support the completeness of the website as a promotional medium while facilitating product sales transactions. In this design process, it is necessary to go through several stages, starting with the creation of design ideas, in-depth problem analysis, making wireframes, userflow, prototyping, to application to the media. The selection of supporting media also influences the results of the design in this study.

Keywords: MSME, Promotion, Design, Website User Interface