

## ABSTRACT

# PERANCANGAN WEBSITE COMPANY PROFILE CV.CUP10INDO MENGGUNAKAN METODE DESIGN THINKING

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*In this digital era, the website has become something that a business person must have. Not only as an information medium, the website can also be used to support the company's business. CV. CUP10INDO is a company that is just starting out in the field of exporting local products. Just like other business people, CV.CUP10INDO certainly needs media to convey information both on products to be exported and information about company profiles. In export activities, it is certain to rely on valid information because export activities involve many parties. Due to the lack of valid information about existing products, some consumers have canceled their orders. So that this incident does not happen again, it is necessary to make a company profile website which will be very profitable for CV.CUP10INDO because information will be quickly and precisely conveyed to consumers. Researchers use the Design thinking method to design a company profile website because of the thinking process of this method. is human centered design which means centered on the user itself. After the website has been created, it is necessary to test whether the web is feasible or not. At the web testing stage the researcher uses moderate remote usability testing and uses SUS as a benchmark which gets a score the final value is 78 and gets a good grade, which means the web is acceptable.*

**Keyword:** *Technological development , Digital Era , Company Profile, Website, Customers, Design Thinking*