

ABSTRACT

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PEMBUATAN PROFIL WEB GUZEL MUSIC SEBAGAI MEDIA PROMOSI DIGITAL

In the rapidly evolving digital era, Guzel Music, a business unit of CV. ARTA GAZINDO, faces the challenge of enhancing its visibility and audience reach. This report details the process of developing a website profile for Guzel Music as a more effective and structured digital promotional medium compared to social media. The project, carried out over two months, involved the practitioner as a web designer responsible for designing and implementing the profile website. The methodology used was the Waterfall approach, covering stages of requirements analysis, UI/UX design, prototype development, implementation, and testing. The final result is a professional, responsive web profile, featuring company information, a service portfolio, and a contact form that facilitates potential clients in accessing Guzel Music's services. This outcome is expected to enhance Guzel Music's appeal in the digital space, positioning it as a premier choice in music entertainment provision.

Keywords: *Guzel Music, Web profile, Digital Promotion, UI/UX Design, Waterfall method, entertainment media*