

ABTRACT

DESIGNING WEBSITE VISUALS TO STRENGTHEN TEKOTOK'S PROMOTION

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The Indonesian animation industry has shown significant potential in recent years. However, many local Intellectual Property (IP) still lack digital platforms capable of effectively managing information and promotion. One such IP is Tekotok, a local animated series known for its simple visual style and satirical social commentary. So far, Tekotok has relied solely on social media, which has limitations in delivering structured and sustainable information. Based on this issue, this study aims to design a visual website that serves as an information hub and a promotional tool for the Tekotok IP. The method used is Design Thinking, which involves the stages of empathize, define, ideate and prototype. Data were collected through literature studies, observation, interviews, and questionnaires. The result of this design process is a website visual that aligns with the characteristics of Tekotok, featuring organized content, interactive features, and appealing visuals consistent with the IP's identity. This website is expected to serve as a solution to strengthen the digital promotion of Tekotok and foster a stronger connection with its audience.

Key words: *promotion, website, animation IP, Tekotok*