

ABSTRACT

This study aims to design the inaugural website for PT Pesona Galuh Sejahtera, a company engaged in the distribution of medical equipment located in Ciamis, West Java. In the context of rapid developments in information technology and the high internet penetration in Indonesia, having a website is a strategic instrument to support marketing activities, build corporate image, and expand market reach digitally. The main problem faced by the company is the absence of a digital platform, which leads to limited access to product information, minimal interaction with potential customers, and low customer service efficiency. This study employs a descriptive qualitative approach with data collection methods including interviews, observations, and documentation. The website design process consists of several stages, including the creation of mockups, user interface (UI) and user experience (UX) design using Figma software, and prototype validation through user feedback collection. The outcome of this research is an informative and interactive website design that includes pages such as company profile, product information, partnerships, and contact. The website is expected to function as an effective digital communication medium and support the company's promotional strategy in the era of digital transformation, particularly in the medical equipment distribution sector.

Keywords: (website design, medical equipment distribution, digital marketing, UI/UX, digital transformation.)