

CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the design results, it can be concluded that Holymoly Parfum as a local perfume MSME has good sales potential, the main problems lie in the lack of brand identity, limited product information, and low user trust due to the absence of a website. Through the Design Thinking approach, a website UI/UX design was produced that focuses on intuitive, professional, and informative aspects. This website is designed as an information and promotion center by displaying product catalogs, scent descriptions, and supporting features such as testimonials and recommendations. With this design, it is hoped that Holymoly Parfum can increase brand awareness, credibility, and competitiveness in the local perfume market.

5.2 Saran

Suggestions based on this design include: Holymoly Parfum should implement the website design effectively to optimize its use as a branding and sales tool. Further development is needed, including integration of a direct purchasing system, personalized perfume recommendation features, and website performance optimization for greater responsiveness and faster access. Future research is expected to delve deeper into the impact of websites on increased sales and user behavior, further contributing to the development of UI/UX for MSMEs..