## *ABSTRACT*

### *CREATING A BUSINESS WEBSITE FOR CV ACR TEKNIK MAKASSAR*

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*Innovation is a process that creates something new for a company to function effectively and efficiently. Therefore, a company must possess the ability to generate evaluative assessments and innovative ideas while enhancing employee performance to ensure customer satisfaction. Based on the mentioned explanation, the main focus of this research pertains to the development of the business website for CV ACR Teknik. The objectives of this study include the creation of a business website for CV ACR Teknik.*

*Using a qualitative methodology, this research involves various stages such as interviews, observations, and document analysis in the process of developing the business website.*

*The study successfully created a business website powered by the WordPress platform. This website is designed to provide an optimal user experience through responsive design and various features, including organizational structure, workflow, employee profiles, portfolio showcase, offered services, contact information, and email details. The implementation of the waterfall method in constructing the business website for CV ACR Teknik Makassar can be concluded as providing clarity by designing an informative, visually appealing, and user-friendly website. This approach enables CV ACR Teknik to harness the benefits of existing in a digital world, facilitating the attainment of desired objectives.*



***Keywords:*** *Website Development, Innovation, CV ACR Teknik Makassar.*


*Translated by:*

***The AgencyES***
*Language Institute*
*File No.: S1-162*