
Website Layout Design of Kurnia Advertising as a Promotion Media in the City of Malang

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ABSTRACT

Layout is the basic framework that must be built in a design work. In this Kurnia Advertising promotional website, the power of layout in displaying information is dominated by white which gives the impression of a clean and simple design. Other elements use dominant colors of yellow, black and orange which are intended to give a cheerful and elegant feel. Product photos and detailed product information are presented on the website to provide more complete information to users. The ease of accessing the website and complete information are the strengths of this website to attract consumers to be interested in buying services from Kurnia Advertising. Tests carried out by distributing google forms to measure the effectiveness of website design and content were carried out on 50 respondents. The test results show that the website is quite effective in providing information to users with a simple design. In addition, the development of a website that is used as a promotional medium aims to make it easier for users to get information through features and the addition of a complex but structured menu so that the information conveyed can be more optimal.

Keywords: website, layout, promotion media, user interface

INTRODUCTION

The design and layout of a website help determine the response of its users. The first impression of a website visitor is the display of the website, starting from layout and positioning, choice of color as well as design theme. Considering how widely used websites are these days, websites are very common for people to use, which means they have plenty of comparison between websites, and they will know if a website is user friendly enough and easy to use or instead too confusing to use for its users (Herman Suyanto, 2009).

The need for rapid and accurate information can make a marketing effort to become more developed. This coupled with a correct use of technology can really boost the work that is started. This condition forces an entrepreneur to have their own sales information system that is fast and reachable with ease of access (Taufik Ginanjar, 2014). Information Technology nowadays has developed at a very fast pace in various aspects of human's life. Internet usage is very useful in very different fields and all levels of society, particularly in web technology. Smartphones have become something that everyone must have these days, since people currently really want to use smartphones for communication and information.

Kurnia Advertising was founded in 1996 and is in the field of service. The office of Kurnia Advertising is located on Jalan Raya Gadang 315/8, Sukun, Malang. In a month, Kurnia Advertising can receive 200 to 400 orders of gordon for graduations. For now, Kurnia Advertising only uses promotional media through social media such as whatsapp, instagram and facebook.

The problem that arises is that the lack of information about Kurnia Advertising products leads to people, especially younger ones, who know of it from social media don't fully understand that information. From this condition, it is necessary to create an online-based information system design. This system is done by using a website that presents information or company profile of Kurnia Advertising with the aim of expanding the information and market segment. In addition, by having this online information system, consumers can access whenever and wherever as long as they are connected through an internet connection.

RESEARCH METHOD

In order to support this research several methodologies are used, such as:

1. Literature Study
2. Observation
3. Interview
4. Data Analysis
5. Design
6. Testing

The testing done here is the functionality design that aims to know whether the design built can function according to design without any error. In addition, validation testing is also done by spreading questionnaires to the target audience that aims to market and develop the product through the web to be more known by people.

RESULT AND DISCUSSION

The website design of Kurnia Advertising is made by applying modern concept with an elegant and cheery atmosphere. This promotional media concept delivers an illustration of a collage of photos of products by Kurnia Advertising. The design is made simple by considering beauty aspects, so that it will look more interesting when seen by a website visitor (Aulia et al., 2014). This shows that a simple or minimalistic website design by presenting several menu, such as:

1. Home
2. Profile
3. Product
4. Contact Us
5. Login Admin

Website design also shows a visual picture as an appeal (Jubilee Enterprise, 2018). This whole concept applies the SWOT analysis in design planning. The elaboration of the SWOT analysis application is explained in the Table 1 here:

N o	Analysis	Analysis Result	Design Application
1	<i>Strength (S)</i>	Kurnia Advertising produces unique products that are made conventionally and can't be bought in a store or ordered in a factory.	This promotional media design is filled with company profile, as well as photos of activities and products from Kurnia Advertising.
2	<i>Weakness (W)</i>	The low number of promotional media so that there aren't enough people	The website design as this promotional media is hoped to be able to give further

		who knows about Kurnia Advertising	information, as well as reach a wider range of people
3	<i>Opportunities (O)</i>	How wide the unreached market segment is a pretty big opportunity for work expansion	Creating the plan for promotional media such as website design, using two languages, which is Indonesian and English, that can directly be understood by all people inside or outside the country as long as they have an internet connection
4	<i>Threats(T)</i>	The increase of similar home industries, along with the vigorous promotion from similar companies.	Using unique design with its own characteristic to ensure that Kurnia Advertising has its own appeal among the general public






Table 1. Kurnia Advertising SWOT Analysis

The web design of Kurnia Advertising can be divided into two types which are: front end planning for users and back-end planning for admin. In this research there's more focus on the front-end planning. Front End planning discusses the layout and website design as presented toward users. HTML and CSS are used in designing this web layout, supported by pictures worked on using Photoshop (Anhar, 2010).

The front-end planning for Kurnia Advertising web user starts from designing the intro page which presents the opening page of the website. The panel button menu is available on the right side of the layout, which is used to move to the other page. Next is the home page, which has a function to show quick information about products. The profile page presents information about the profile of front end pengguna web Kurnia Advertising. The profile page is filled with the owner's name, address, and product type. The product page function to present product photos of Kurnia Advertising. The presence of product photos in this page is hoped to attract website followers to order a product from Kurnia Advertising. The contact page presents contact information which is phone number, email address and various social media addresses (Rahmat Hidayat, 2010).

Visual Aesthetic Elements

Kurnia Advertising website design uses several aesthetic visuals which consists of color, illustration and typography. The color used in planning the website design for Kurnia Advertising promotional media uses relatively dominant color such as yellow, black and orange (Kusnadi, 2018). This is meant to give an elegant and cheery atmosphere. The choice of color is shown on Table 2.

No	Color	Color Composition	Explanation
1.		C= 0% M= 0% Y= 0% K= 0% R= 246% G= 216% B= 66%	The color yellow symbolizes optimism, hope, happiness, relaxation, which is also adapted with the base color used by Kurnia Advertising as a characteristic color that can raise a happy feeling.
2.		C= 0% M= 60% Y= 80% K= 0% R= 0% G= 0% B= 0%	Orange color symbolizes energy, passion, balance, cheerfulness, and warmth. The use of this color is hoped to present a positive energy for consumers who know about Kurnia Advertising
3.		C= 0% M= 0% Y= 0% K= 0% R= 43% G= 167% B= 193%	Blue color symbolizes struggle, activeness, determination, energy, aggressiveness, love, warmth, calmness, and trust. The use of the color blue will cause a calm and energetic feeling.
4.		C= 40% M= 0% Y= 100% K= 0% R= 0% G= 0% B= 0%	Green symbolizes nature, health, harmony, freshness, luck and pride. The use of the color green gives a natural feeling
5.		C= 100% M= 100% Y= 100% K= 100% R= 0% G= 0% B= 0%	Black is related to elegance and class, having a traditional meaning of sadness, fear and death, but when used properly and correctly, the color black can promote diversity, and the clarity of the purpose and intent that want to be delivered.

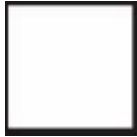
6.		<p>C= 0% M= 0% Y= 0% K= 0% R= 0% G= 0% B= 0%</p>	<p>The color white symbolizes innocence, birth, and good behavior. In the color spectrum, white is the combination of all colors. Neutrality and conservative behavior is accepted widely. Simplicity and soft quality make it an ideal color.</p>
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Table 2. Color use in Kurnia Adv. Website Design

The illustration used in this website design presents a mix of illustration from photos as well as production activity from Kurnia Advertising that will be made and composed using computer graphic technique, while also using a flat user interface design style.

The font type choice needs to be considered properly since different font design can have its own style and characteristic. This consideration is made based on function and visual appearance as well as the aim of the promotional media used. The typography used in this website design planning is the San Serif type (Anggraini S et al., 2018).



Figure 1. Font Josefin-sans
 Source: author's document

The reason why the josefin-sans font is used is because this font type is simple in shape and is a good standard to be read easily by the audience. Furthermore, this font type has a large size that is easy to catch when readers are looking at the website design of Kurnia Advertising, meaning if the reader wants

to come back to the intro page, they can remember the button position very easily (Mulyana et al., 2019).

Layout Design

In designing Kurnia Advertising website, a responsive layout type is used because the layout web display will flow following the screen size used by the web visitors. In general, this website is divided into 3 parts which are header, content and footer. In each page the same header will be used, which is the logo of Kurnia Advertising and the menu button. The content in each page can vary according to what menu is on display, whereas the footer in each page is the same which consists of Menu Bar, icon Instagram, icon Gmail, and Copyright.(Dorst, 2015)

A. layout Design of Header and Footer



Figure 2. Layout Header dan Footer
Source: author's document

In the header, the left side is filled with the picture of Kurnia ADV company logo which functions to show website ownership and as the identity of the website itself. In the menu bar there are five main menus which are Home, About Us, Product, Contact, and Login. Furthermore, the footer consists of Instagram icon, Gmail icon, and Copyright.

B. The layout design of user main page

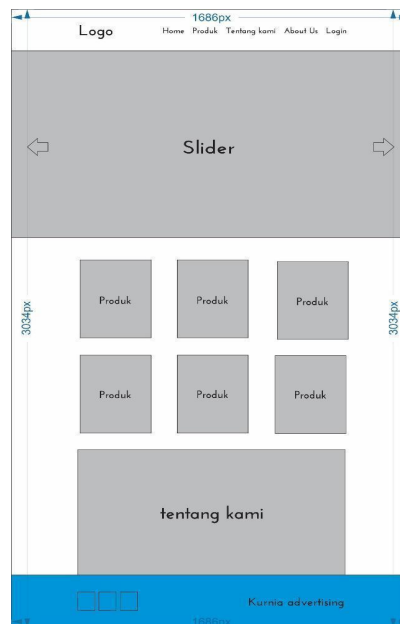


Figure 3. Main page layout for user
Source: author's document

This user page consists of a slider that displays several top products from Kurnia Advertising. Halaman ini juga menampilkan sejarah dari Kurnia Advertising. The font uses the josefin - sans with the size 20px. The website's basic color is white (Herman Suyanto, 2009).

C. Product Menu Layout Design

The product page consists of products created by Kurnia Advertising along with explanations for each product. This page is one of the most important parts of the *website*, since it's on this page that website visitors can visually see the product result on Kurnia Advertising. By giving an explanation for product detail, the user can know the profile of the product chosen.

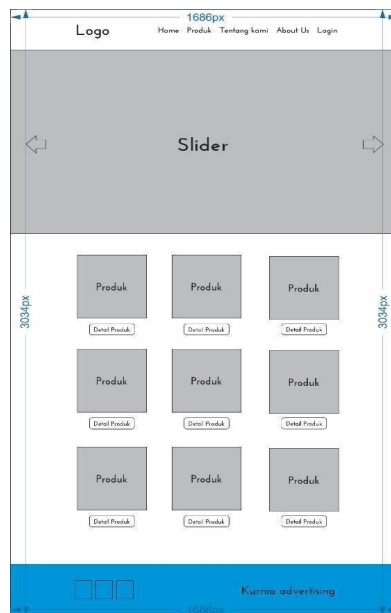


Figure 4 Product Page Layout
Source: author's document

This page displays product photo and name, with a button with the words product detail that will direct to the product detail page when clicked. The picture size on the product page is 360px x 300px.

D. Product Detail Page Layout Design

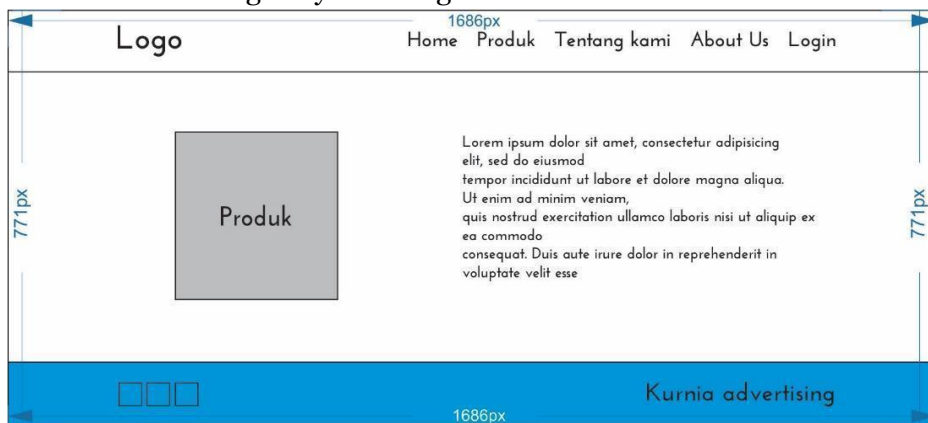


Figure 5. Product Detail Layout Page
Source: author's document

In this page the chosen product is shown alongside the detail of the product that was clicked. The product picture size is 540px x 600px.

E. Contact us Page Layout Design



Figure 6. Layout Halaman contact us
Source: author's document

In this page it shows the office and phone number of Kurnia Advertising, with a background behind the contact us

Creating Kurnia Advertising Website Layout

Creating the website layout is done using a graphic processor software Corel Draw X8, whereas the picture of the product and other materials are processed using Photoshop. The layout and picture made by the graphic processor software are then used in the website design. The website display is made using the language of HTML and CSS. The layout creation process is shown on figure 7.

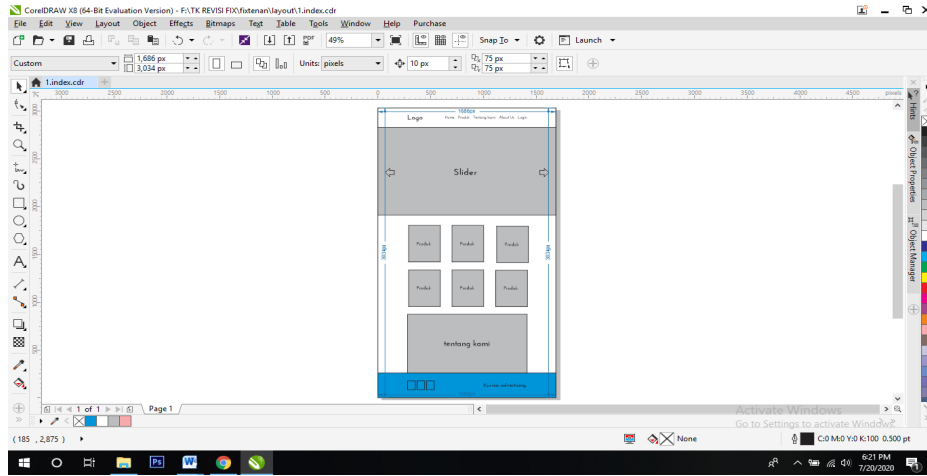


Figure 7. Creating Layout in Corel Draw X8
Source: author's document

Implementation of Index / Home Page

The website index page is the first page loaded when a user put in the URL on the address of the web browser. (Kaban, 2019) Index website Kurnia Advertising. The website index page can be seen on figure 8.

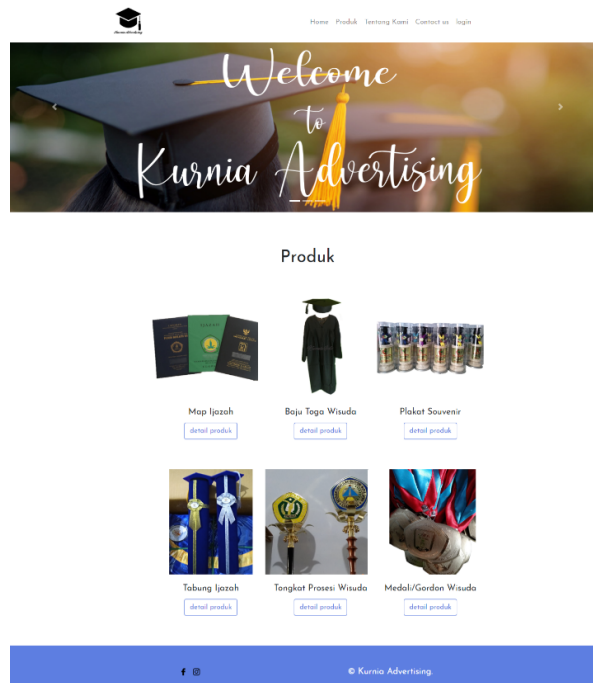


Figure 8. Website Index Page

Source: author's document

Contact us Page Implementation

Contact us is the page that shows several information about Kurnia Advertising such as address and phone number (F. K. Sibero, 2013). The display of the *contact us* page can be seen on figure 9.

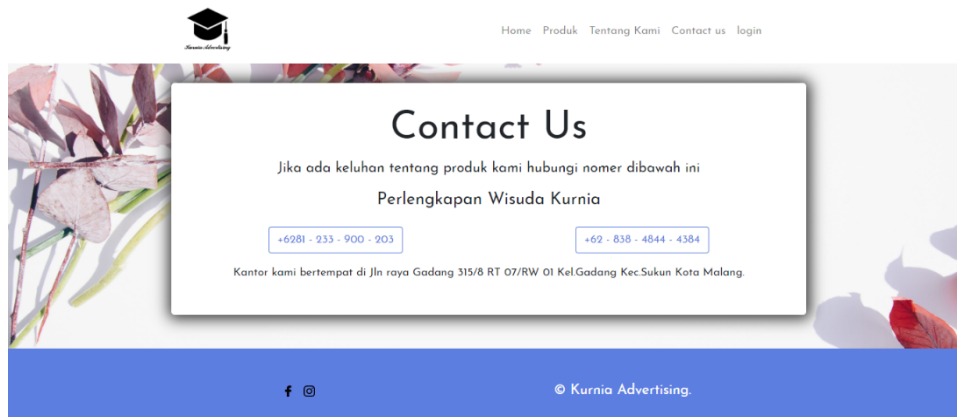


Figure 9. *contact us page*
Source: author's document

CONCLUSION

The website design of Kurnia Advertising in the city of Malang as promotional media is hoped to be a material or reference for the development of website application as a form of promotional media. The website that has been made is able to adjust the display in the form of desktop or mobile form. The simple website design makes it easier for users to find information. The simple design with the predominantly white background gives a clean impression, so that users can easily find the menu and information available on the website. With a white background, the website content can pop up more easily, so the emphasis can be focused more on the content and not the design. The development of website application as promotional media for Kurnia Advertising is recommended to be further enriched by adding the complexity of the interaction facility given to users, in order to provide users with more optimal information with a more maximal benefit.

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