

**WEBSITE DESIGN FOR
GERAKAN MENGAJAR DESA**



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NUSANTARA

Final Project

Ellen Viola Sugiharto

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**VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ARTS AND DESIGN
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2024**

**WEBSITE DESIGN FOR
GERAKAN MENGAJAR DESA**



Final Project

Proposed to Fulfill one of the requirements
to obtain the title of
Bachelor's of Design (S.Ds.)

Ellen Viola Sugiharto

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**VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ARTS AND DESIGN
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG**

2024

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PREFACE

First and foremost, the author gives praise to the Lord for giving me the guidance and wisdom to complete this final project report. Furthermore, the author would like to thank the university for providing the necessary resources and unwavering support. Reflecting on my study abroad experience in 2023, I am driven to utilise my creative skills and make a meaningful contribution to the education sector through this final project.

This final project report would not have been possible without the invaluable help and support of those who have been a part of this journey. Therefore, the author would like to express deep appreciation to:

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The author acknowledges the challenging experience encountered throughout the completion of this final project, from conducting research to writing the report. Thus, the author welcomes any inputs or feedback for further enhancement. Despite the final project report being far from perfect, the author aspires for it to become a valuable resource for the academic community and the readers, as well as to encourage further contributions in related fields.

Tangerang, 10 June 2024



Ellen Viola Sugiharto

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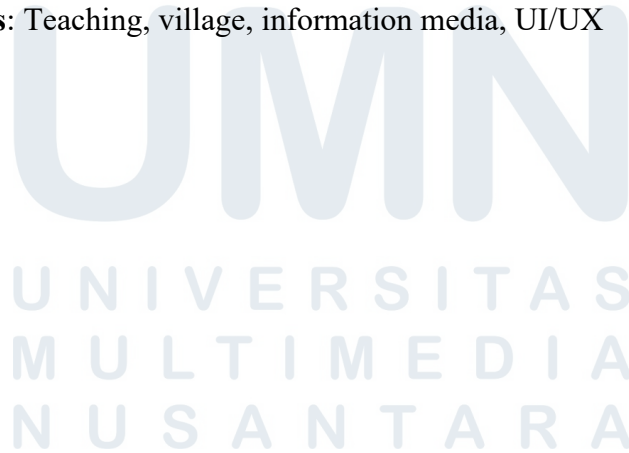
WEBSITE DESIGN FOR GERAKAN MENGAJAR DESA

(Ellen Viola Sugiharto)

ABSTRACT

Education inequality between villages and urban areas remains an issue to be solved. A non-governmental organisation, called Gerakan Mengajar Desa (GMD), was formed to address education disparities in villages. As it works towards serving more villages in Indonesia, the organisation encounters challenges, such as limited funding sources and the absence of any established partnerships. Meanwhile, GMD continues to use social media as its main platform to accommodate information, where the visibility of the content is inadequate. The author uses mixed methods for the research, which involves collecting data qualitatively and quantitatively. Qualitative studies show that users struggle to find relevant information on the current platform, resulting in a lack of interest in participating. That being said, the author senses an urgency to design a website for Gerakan Mengajar Desa with the aims of helping the users find relevant information efficiently as well as helping the organisation engage potential partnerships. For the designs, the author uses the 5-stage Design Thinking method and the theory of visual design in UI/UX.

Keywords: Teaching, village, information media, UI/UX



PERANCANGAN WEBSITE
GERAKAN MENGAJAR DESA

(Ellen Viola Sugiharto)

ABSTRAK

Ketimpangan pendidikan antara wilayah pedesaan dan perkotaan masih menjadi isu yang belum terselesaikan. Sebuah organisasi non pemerintah, bernama Gerakan Mengajar Desa, dibentuk untuk menyelesaikan ketimpangan pendidikan di desa. Dalam mencapai tujuannya untuk menjangkau lebih banyak desa, GMD dihadapkan oleh tantangan, seperti pendanaan yang terbatas, serta GMD yang belum memiliki kemitraan. Sementara itu, GMD masih menggunakan media sosial sebagai platform utama untuk menampung informasi, di mana visibilitas konten terbatas. Penulis menggunakan metode gabungan untuk melakukan penelitian, yang mana mencakup mengumpulkan data secara kualitatif dan kuantitatif. Studi kualitatif menunjukkan bahwa pengguna kesulitan dalam menemukan informasi yang relevan pada platform yang digunakan GMD sekarang. Oleh karena itu, penulis memberi solusi berupa perancangan situs web untuk Gerakan Mengajar Desa dengan tujuan membantu pengguna mencari informasi yang relevan dengan lebih efisien serta membantu organisasi untuk menarik kemitraan. Untuk perancangannya, penulis menggunakan metode 5-stage Design Thinking dan teori desain visual pada UI/UX.

Kata kunci: Mengajar, desa, media informasi, UI/UX

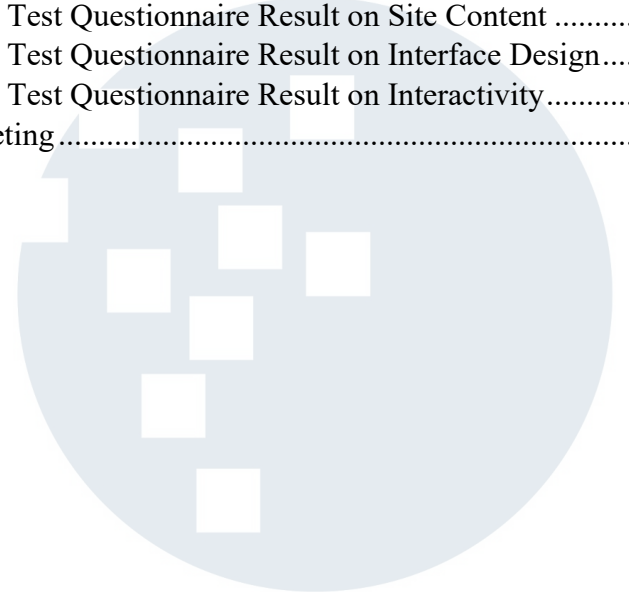
TABLE OF CONTENT

| | |
|--|------|
| NO PLAGIARISM STATEMENT | ii |
| APPROVAL PAGE | iii |
| ENDORSEMENT PAGE | iv |
| APPROVAL OF PUBLICATION | v |
| PREFACE | vi |
| ABSTRACT | viii |
| ABSTRAK | ix |
| TABLE OF CONTENT | x |
| LIST OF TABLE | xii |
| LIST OF PICTURE | xiii |
| LIST OF APPENDIX | xvi |
| CHAPTER I INTRODUCTION | 1 |
| 1.1 Background | 1 |
| 1.2 Problem Statement | 2 |
| 1.3 Scope of Problem | 3 |
| 1.4 Goal of Final Project | 4 |
| 1.5 Benefits of Final Project | 5 |
| CHAPTER II LITERATURE REVIEW | 6 |
| 2.1 Visual Design | 6 |
| 2.1.1 Design Element | 6 |
| 2.1.2 Colour Theory | 11 |
| 2.1.3 Design Principle | 17 |
| 2.2 Interactive Information Media | 24 |
| 2.2.1 Heuristics Theory | 25 |
| 2.2.2 Website | 32 |
| 2.3 Non-Governmental Organisation | 34 |
| 2.3.1 Organisational Structure | 35 |
| 2.3.2 Organisational Role | 37 |
| 2.3.3 Funding Source | 38 |
| 2.4 Gerakan Mengajar Desa | 40 |
| 2.4.1 Work Program | 41 |

| | | |
|---------------------|--|------------|
| 2.4.2 | Funding Source | 41 |
| CHAPTER III | RESEARCH AND DESIGN METHODOLOGY | 42 |
| 3.1 | Research Methodology | 42 |
| 3.1.1 | Qualitative Research | 42 |
| 3.1.2 | Quantitative Research | 52 |
| 3.2 | Design Methodology | 55 |
| CHAPTER IV | DESIGN STRATEGY AND ANALYSIS | 57 |
| 4.1 | Design Strategy | 57 |
| 4.1.1 | Empathise | 57 |
| 4.1.2 | Define | 58 |
| 4.1.3 | Ideate | 62 |
| 4.1.4 | Prototype | 88 |
| 4.1.5 | Test | 91 |
| 4.2 | Design Analysis | 98 |
| 4.2.1 | Homepage (<i>Beranda</i>) | 98 |
| 4.2.2 | Work Program (<i>Program Kerja</i>)..... | 100 |
| 4.2.3 | Partnerships (<i>Jadi Mitra</i>) | 101 |
| 4.2.4 | About Us (<i>Siapa Kami</i>) | 102 |
| 4.2.5 | Contact..... | 103 |
| 4.3 | Budgeting..... | 104 |
| CHAPTER V | CLOSING..... | 106 |
| 5.1 | Conclusion..... | 106 |
| 5.2 | Suggestion..... | 107 |
| BIBLIOGRAPHY | | 108 |
| APPENDIX | | xvi |

LIST OF TABLE

| | |
|--|-----|
| Table 3.1 SWOT Analysis of the Social Media of GMD | 48 |
| Table 3.2 SWOT Analysis of the Website of Indonesia Mengajar..... | 50 |
| Table 4.1 Card-sort Results..... | 67 |
| Table 4.2 Content Writing Strategy | 70 |
| Table 4.3 Illustration-making Process..... | 80 |
| Table 4.4 Alpha Test Questionnaire Result on Site Content | 92 |
| Table 4.5 Alpha Test Questionnaire Result on Interface Design..... | 93 |
| Table 4.6 Alpha Test Questionnaire Result on Interactivity..... | 94 |
| Table 4.7 Budgeting | 104 |



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LIST OF PICTURE

| | |
|---|----|
| Picture 2.1 Line | 6 |
| Picture 2.2 Horizontal Line in Web Design | 7 |
| Picture 2.3 Shape..... | 7 |
| Picture 2.4 Organic Shapes in Web Design | 8 |
| Picture 2.5 Colour | 9 |
| Picture 2.6 60-30-10 Rule | 9 |
| Picture 2.7 Contrast Ratio | 10 |
| Picture 2.8 Texture | 11 |
| Picture 2.9 Textured Logo in Web Design..... | 11 |
| Picture 2.10 Colour Wheel..... | 12 |
| Picture 2.11 Colour System..... | 12 |
| Picture 2.12 Colour Schemes | 13 |
| Picture 2.13 Monochromatic Colour Scheme in Web Design | 14 |
| Picture 2.14 Implementation of Analogous Colour Scheme..... | 14 |
| Picture 2.15 Complementary Colour Scheme in Web Design..... | 15 |
| Picture 2.16 Triadic Colour Scheme in Web Design | 15 |
| Picture 2.17 Implementation of Tetradic Colour Scheme..... | 16 |
| Picture 2.18 Scale..... | 17 |
| Picture 2.19 Size Variations in Typefaces | 18 |
| Picture 2.20 Visual Hierarchy | 19 |
| Picture 2.21 Symmetrical Balance in Web Design | 19 |
| Picture 2.22 Asymmetrical Balance in Web Design..... | 20 |
| Picture 2.23 Contrast in Buttons | 20 |
| Picture 2.24 Simplicity | 21 |
| Picture 2.25 Similarity | 22 |
| Picture 2.26 Proximity | 22 |
| Picture 2.27 Closure | 23 |
| Picture 2.28 Continuity | 23 |
| Picture 2.29 Symmetry..... | 24 |
| Picture 2.30 Visibility of System Status | 25 |
| Picture 2.31 Match between System and the real world | 26 |
| Picture 2.32 User Control and Freedom..... | 26 |
| Picture 2.33 Consistency and Standards | 27 |
| Picture 2.34 Error Prevention..... | 28 |
| Picture 2.35 Recognition Rather than Recall | 28 |
| Picture 2.36 Flexibility and Efficiency of Use..... | 29 |
| Picture 2.37 Aesthetic and Minimalist Design..... | 30 |
| Picture 2.38 Help Users Recognise, Diagnose, and Recover from Errors..... | 31 |
| Picture 2.39 Proactive Help..... | 31 |
| Picture 2.40 Reactive Help..... | 32 |
| Picture 2.41 Website Anatomy | 33 |

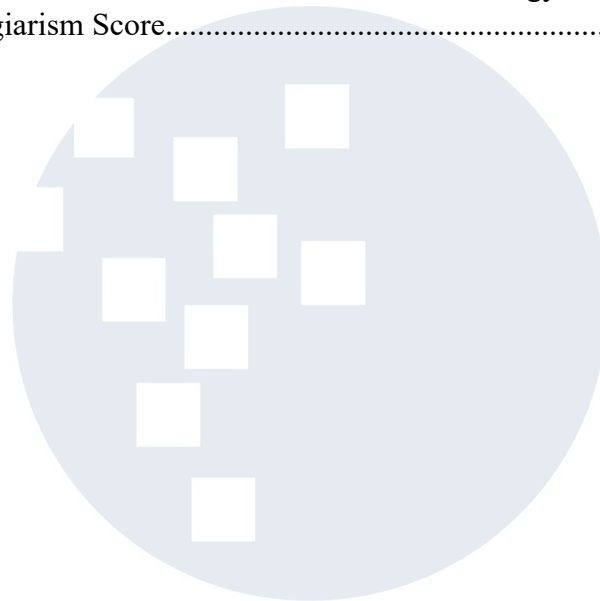
| | |
|--|----|
| Picture 2.42 12-column Grid..... | 34 |
| Picture 2.43 Functional Structure of Royal Commonwealth Society for the Blind | 36 |
| Picture 2.44 Divisional Structure of Save the Children Fund..... | 37 |
| Picture 2.45 Logo of Gerakan Mengajar Desa (GMD)..... | 40 |
| Picture 3.1 Interview with the CEO of Gerakan Mengajar Desa (GMD)..... | 43 |
| Picture 3.2 Interview with the Co-Founder of Gerakan Mengajar Desa (GMD).. | 44 |
| Picture 3.3 Focus Group Discussion (FGD) | 46 |
| Picture 3.4 Social Media of Gerakan Mengajar Desa (GMD)..... | 47 |
| Picture 3.5 Website of Gerakan Indonesia Mengajar..... | 49 |
| Picture 3.6 Website of Ubah Stigma | 51 |
| Picture 3.7 Website of Think Policy | 52 |
| Picture 3.8 Awareness Level Graph..... | 54 |
| Picture 3.9 Participation Interest Graph | 54 |
| Picture 3.10 5-Stage Design Thinking Model..... | 55 |
| Picture 4.1 User Persona 1 | 59 |
| Picture 4.2 User Persona 2 | 60 |
| Picture 4.3 User Journey Map 1 | 61 |
| Picture 4.4 User Journey Map 2..... | 62 |
| Picture 4.5 Mind Map | 63 |
| Picture 4.6 Mood Board | 63 |
| Picture 4.7 Information Map | 64 |
| Picture 4.8 Sitemap | 66 |
| Picture 4.9 Flowchart 1 | 68 |
| Picture 4.10 Flowchart 2 | 69 |
| Picture 4.11 Implementation of Tone..... | 71 |
| Picture 4.12 Style Scape..... | 72 |
| Picture 4.13 Primary Colours | 73 |
| Picture 4.14 Implementation of Primary Colours | 74 |
| Picture 4.15 Secondary Colours | 74 |
| Picture 4.16 Contrast Checker Result | 75 |
| Picture 4.17 Typography | 76 |
| Picture 4.18 Typography Implementation..... | 76 |
| Picture 4.19 Grid | 77 |
| Picture 4.20 Buttons | 77 |
| Picture 4.21 Buttons – Before and After..... | 78 |
| Picture 4.22 Icon Grid and Implementation..... | 78 |
| Picture 4.23 Buttons with Visual Cues | 79 |
| Picture 4.24 Documentations of Program Implementation..... | 81 |
| Picture 4.25 Use of Images and Videos | 82 |
| Picture 4.26 Instagram Feed Design | 83 |
| Picture 4.27 Instagram Story Design | 84 |
| Picture 4.28 Notebook..... | 85 |

| | |
|--|-----|
| Picture 4.29 T-shirt..... | 86 |
| Picture 4.30 Lanyard | 87 |
| Picture 4.31 Low-fidelity Wireframe | 88 |
| Picture 4.32 High-fidelity Wireframe | 89 |
| Picture 4.33 Hover Effect..... | 90 |
| Picture 4.34 Scrolling Animation..... | 90 |
| Picture 4.35 Scrolling Animation..... | 91 |
| Picture 4.36 Beta Test with User 1..... | 95 |
| Picture 4.37 Beta Test with User 2..... | 96 |
| Picture 4.38 Beta Test with User 3..... | 97 |
| Picture 4.39 Hero Banner | 98 |
| Picture 4.40 Data and Work Programs..... | 99 |
| Picture 4.41 Partnership Banner..... | 99 |
| Picture 4.42 Work Program Page..... | 100 |
| Picture 4.43 Work Program Page – Before and After..... | 100 |
| Picture 4.44 Registration Page | 101 |
| Picture 4.45 Partnerships Page - Section 2..... | 101 |
| Picture 4.46 Partnerships Page – Section 1 | 102 |
| Picture 4.47 About Us Page | 102 |
| Picture 4.48 About Us Page – Section 1 | 103 |
| Picture 4.49 Contact Page | 103 |
| Picture 4.50 Footer | 104 |



LIST OF APPENDIX

| | |
|---|--------|
| Appendix A Final Project Guidance Form..... | xvi |
| Appendix B Interview Transcript with the CEO of GMD..... | xviii |
| Appendix C Interview Transcript with the Co-Founder of GMD..... | xxviii |
| Appendix D Online Focus Group Discussion Transcript | xxxiv |
| Appendix E Questionnaire Result of Research Methodology | liv |
| Appendix F Plagiarism Score..... | lv |



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