

**WEBSITE DESIGN ABOUT EARLY ONSET ALLERGIES
FOR NEW PARENTS**



FINAL PROJECT REPORT

Ivana Gunawan
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**VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ART AND DESIGN
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025**

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**Submitted as One of the Requirements to Obtain a Bachelor's Degree in
Visual Communication Design**

Ivana Gunawan

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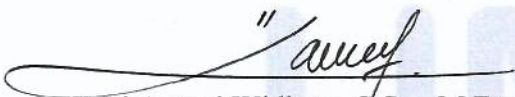
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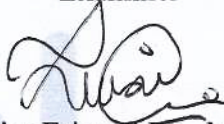
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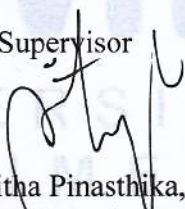
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FOREWORD

I express my gratitude to God Almighty for His blessings, grace, and gifts, that I was able to complete this final assignment which is one of the requirements to obtain a Bachelor of Design degree at *Universitas Multimedia Nusantara*.

I say thanks to the following:

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7. My family who has provided material and moral support, so that the author can complete this final assignment.
8. The interviewees who were willing to take the time and provide new knowledge to the author in interviews.

I hope that this scientific work is compiled with the aim of providing understanding and contribution in the field of Visual Communication Design, as well as an effort to implement the knowledge that I have obtained during my studies.

Tangerang, 16th June 2025



Ivana Gunawan

WEBSITE DESIGN ABOUT EARLY ONSET ALLERGIES FOR NEW PARENTS

Ivana Gunawan

ABSTRACT

Allergies are conditions in which the immune system reacts abnormally to typically harmless foreign substances. These substances, referred to as allergens, may come in many different forms, such as food, medication, or even something in the environment. Early Onset Allergies specifically refer to allergic reactions that manifest in infants, young toddlers and children. Recent studies, academic journals, and healthcare reports have documented a rising prevalence of allergies worldwide, with current estimates suggesting that allergies affect 30% to 40% of the general population and up to 15% to 20% of infants. In this final project, it is found that majority of parents, about 57.9%, have misconceptions about allergies overall, with parents often misdiagnosing allergies as either measles, eczema, or the common cold, and thus making medical treatment ineffective as it does not focus on the source of the problem. Additionally, in interviews with the target audience, there are mentions of the difficulties of finding information targeted towards parents. Available information is often scattered across multiple platforms, complicating parents' efforts to find clear, consistent, and reliable guidance, with parents having to resort to consulting different doctors online and offline alike. Therefore, this design aims to provide an informative media in which new parents can learn more about early onset allergies. This design uses both quantitative methods, such as questionnaires, and qualitative methods, such as interviews, literature reviews and reference studies. The author use the five-phase design model according to Tim Brown, following the steps Empathize, Define, Ideate, Prototype and Testing. The beta test was carried out via questionnaires sent directly to the target audience, with the results being that majority of the target audience gave positive feedback. However, there are several criticisms regarding certain aspects of the layout, copywriting, and consistency of the illustrations and design style of the website.

Keywords: website design, allergies, children

PERANCANGAN WEBSITE TENTANG ALERGI DINI UNTUK ORANG TUA BARU

Ivana Gunawan

ABSTRAK (Indonesia)

Alergi adalah kondisi di mana sistem imun bereaksi secara abnormal terhadap zat asing yang biasanya tidak berbahaya. Zat-zat ini, yang disebut alergen, dapat muncul dalam berbagai bentuk, seperti makanan, obat-obatan, atau bahkan sesuatu di lingkungan. Alergi Dini adalah reaksi alergi yang muncul pada bayi, balita dan anak-anak. Dari penelitian terkini, jurnal akademis, dan laporan perawatan kesehatan telah mendokumentasikan peningkatan prevalensi alergi di seluruh dunia, dengan perkiraan terkini menunjukkan bahwa alergi memengaruhi 30% hingga 40% dari populasi umum dan sekitar 15% ke 20% adalah bayi. Dalam proyek akhir ini, ditemukan bahwa mayoritas orang tua, sekitar 57,9%, memiliki kesalahpahaman tentang alergi secara keseluruhan, dengan orang tua sering salah mendiagnosis alergi sebagai campak, eksim, atau flu biasa, dan dengan demikian membuat perawatan medis tidak efektif karena tidak berfokus pada sumber masalahnya. Selain itu, dalam wawancara dengan target pasar, disebutkan ada kesulitan menemukan informasi yang ditujukan kepada orang tua. Informasi yang tersedia sering kali tersebar di berbagai platform, sehingga menyulitkan orang tua untuk mencari panduan yang jelas, konsisten, dan dapat diandalkan, karena orang tua harus berkonsultasi dengan banyak dokter baik secara online maupun offline. Oleh karena itu, desain ini bertujuan untuk menyediakan media informatif yang dapat digunakan oleh orang tua baru untuk mempelajari lebih lanjut tentang alergi dini. Desain ini menggunakan metode kuantitatif, seperti kuesioner, dan metode kualitatif, seperti wawancara, tinjauan pustaka, dan studi referensi. Penulis menggunakan model desain lima fase menurut Tim Brown, mengikuti langkah-langkah Empathize, Define, Ideate, Prototype, dan Testing. Uji beta dilakukan melalui kuesioner yang dikirim langsung ke audiens target, dengan hasil bahwa mayoritas audiens target memberikan umpan balik positif. Namun, ada beberapa kritik mengenai aspek-aspek tertentu dari tata letak, copywriting, dan konsistensi ilustrasi dan gaya desain situs web.

Kata kunci: desain website, alergi, anak-anak

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