

**WEBSITE DESIGN REGARDING AUTHORITATIVE
PARENTING FOR PARENTS**



FINAL PROJECT REPORT

Valenshia Hannah Hutama
00000055223

STUDY PROGRAMME VISUAL COMMUNICATION DESIGN
FACULTY OF ARTS & DESIGN
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025

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

Valenshia Hannah Hutama

00000055223

**STUDY PROGRAMME VISUAL COMMUNICATION DESIGN
FACULTY OF ARTS & DESIGN
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025**

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Full Name : Valenshia Hannah Utama
Student ID Number : 00000055223
Study Programme : Visual Communication Design

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PARENTING FOR PARENTS**

By

Full Name : Valenshia Hannah Hutama
Student ID Number : 00000055223
Study Programme : Visual Communication Design
Faculty : Arts and Design

Has been tested on Tuesday, 7 January 2025

At 09.45 until 10.30 WIB and stated

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Chairman


Dr. Ratna Cahaya, S.Sos., M.Ds.
0324087506/023899

Examiner


Fonita Theresia Yoliando, S.Ds., M.A.
0311099302/043487

Advisor


Christina Flora, S.Ds., M.M.
0305049703/074901

Head of Visual Communication Design Study Programme


Fonita Theresia Yoliando, S.Ds., M.A.
0311099302/043487

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I, the undersigned below:

Full Name : Valenshia Hannah Utama
Student ID Number : 00000055223
Study Programme : Visual Communication Design
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FOREWORD

With the grace of God, the author was able to complete the final project report with the title of "Website Design Regarding Authoritative Parenting for Parents".

The completion of this final project report cannot be separated from the support of several parties, to whom the author would like to express her deepest gratitude to:

1. Dr. Andrey Andoko, M.A., as the Rector of Multimedia Nusantara University.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Ds., as the Dean of the Faculty of Art and Design, Multimedia Nusantara University.
3. Fonita Theresia Yoliando, S.Ds., M.A., as the Head of Visual Communication Design Study Programme, Multimedia Nusantara University.
4. Christina Flora, S.Ds., M. M., as the Advisor who provides guidance, direction, and motivation for the completion of this final project.
5. My family who have provided material and moral support, so that the author can complete this final project.

The author realizes that this report is far from perfect and hopes for feedback and criticism to improve. The author hopes that this final project can be helpful for the wider community, both for the author, the subject being researched, and the reader.

Tangerang, 17 December 2024



(Valenshia Hannah Utama)

WEBSITE DESIGN REGARDING AUTHORITATIVE PARENTING FOR PARENTS

(Valenshia Hannah Hutama)

ABSTRACT

The final project of Website Design Regarding Authoritative Parenting for Parents is motivated by authoritative parenting, which is widely regarded by research as the best parenting style. However, media information regarding authoritative parenting in Indonesia is still very limited. The aim of the research is to design an interactive website about authoritative parenting that can help teach and guide parents in their journey of raising children. The research theories used are UI/UX, website elements, website principles, and parenting styles. The design method used is Design Thinking. The research methodology used was interviews and questionnaires. Based on the research that has been carried out, the author can conclude that a website regarding authoritative parenting needs to be created to disseminate information.

Keywords: authoritative parenting, website, UI/UX



PERANCANGAN WEBSITE TENTANG AUTHORITATIVE PARENTING UNTUK ORANG TUA

(Valenshia Hannah Utama)

ABSTRAK (Bahasa Indonesia)

Tugas Akhir Perancangan Website Tentang Authoritative Parenting untuk Orang Tua dilatarbelakangi oleh authoritative parenting yang dikenal secara luas oleh penelitian sebagai pola asuh terbaik. Tetapi, media informasi mengenai authoritative parenting di Indonesia masih sangat terbatas. Tujuan penelitian adalah untuk membuat perancangan website interaktif mengenai authoritative parenting yang dapat membantu mengajar dan membimbing orang tua dalam perjalanan mengasuh anak. Teori penelitian yang digunakan adalah UI/UX, elemen website, prinsip website, dan parenting styles. Metode Perancangan yang digunakan adalah Design Thinking. Metodologi penelitian yang digunakan adalah wawancara dan kuesioner. Berdasarkan penelitian yang telah dilakukan, Author dapat menyimpulkan bahwa website mengenai authoritative parenting perlu dibuat untuk menyebarkan informasi.

Kata Kunci: authoritative parenting, website, UI/UX



TABLE OF CONTENTS

TITLE PAGE	i
STATEMENT OF NO PLAGIARISM	ii
FINAL PROJECT APPROVAL	iii
FOREWORD.....	v
ABSTRACT	vi
ABSTRAK (Bahasa Indonesia)	vii
TABLE OF CONTENTS.....	viii
LIST OF TABLES	x
LIST OF FIGURES	xii
APPENDIX LIST	xiv
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Statement.....	2
1.3 Scope of Problem.....	2
1.4 Goals of Final Project	3
1.5 Benefits of Final Project	3
CHAPTER II LITERATURE REVIEW	4
2.1 Website	4
2.1.1 User Interface	4
2.1.2 User Experience.....	15
2.2 Parenting Styles.....	20
2.2.1 Authoritative Parenting.....	20
2.2.2 Authoritarian Parenting.....	21
2.2.3 Permissive Parenting	22
2.2.4 Neglectful Parenting.....	23
2.3 Relevant Research.....	23
CHAPTER III RESEARCH METHODOLOGY	25
3.1 Subject of Design	25
3.2 Methods and Procedures of Design	26
3.3 Techniques and Procedures of Design.....	28
3.3.1 Interview	28

3.3.2 Questionnaire.....	30
3.3.3 Existing Studies	32
3.3.4 Reference Studies	32
CHAPTER IV DESIGN RESULTS AND DISCUSSION	33
4.1 Design Results.....	33
4.1.1 Empathize	33
4.1.2 Define.....	60
4.1.3 Ideate	65
4.1.4 Prototype.....	75
4.1.5 Test	81
4.1.6 Alpha Test Design Revision.....	86
4.1.7 Secondary Media Design	89
4.2 Design Discussion	92
4.2.1 Beta Test Analysis	92
4.2.2 Beta Test Design Revision	97
4.2.3 Website Design Layout Analysis.....	101
4.2.4 Website Design Illustration Analysis.....	101
4.2.5 Website Design Typography Analysis.....	102
4.2.6 Instagram Feeds Analysis.....	103
4.2.7 Merchandise Design Analysis.....	104
4.2.8 Budget.....	106
CHAPTER V CLOSING.....	107
5.1 Conclusion.....	107
5.2 Suggestions.....	107
BIBLIOGRAPHY	110
APPENDIX	114

LIST OF TABLES

Table 2.1 Relevant Research.....	23
Table 4.1 Questionnaire Question 1.....	41
Table 4.2 Questionnaire Question 2.....	42
Table 4.3 Questionnaire Question 3.....	42
Table 4.4 Questionnaire Question 4.....	43
Table 4.5 Questionnaire Question 5.....	43
Table 4.6 Questionnaire Question 6.....	44
Table 4.7 Questionnaire Question 7.....	44
Table 4.8 Questionnaire Question 8.....	45
Table 4.9 Questionnaire Question 9.....	45
Table 4.10 Questionnaire Question 10.....	46
Table 4.11 Questionnaire Question 11.....	46
Table 4.12 Questionnaire Question 12.....	47
Table 4.13 Questionnaire Question 13.....	47
Table 4.14 Questionnaire Question 14.....	48
Table 4.15 Questionnaire Question 15.....	48
Table 4.16 Questionnaire Question 16.....	49
Table 4.17 Questionnaire Question 17.....	49
Table 4.18 Questionnaire Question 18.....	50
Table 4.19 Questionnaire Question 19.....	50
Table 4.20 Questionnaire Question 20.....	51
Table 4.21 Questionnaire Question 21.....	51
Table 4.22 Questionnaire Question 22.....	52
Table 4.23 Questionnaire Question 23.....	52
Table 4.24 Questionnaire Question 24.....	53
Table 4.25 Questionnaire Question 25.....	53
Table 4.26 Questionnaire Question 26.....	54
Table 4.27 Questionnaire Question 27.....	54
Table 4.28 Questionnaire Question 28.....	55
Table 4.29 Siloam Hospitals Website SWOT Analysis.....	57
Table 4.30 Illustration Process.....	70
Table 4.31 Alpha Test Question 1.....	81
Table 4.32 Alpha Test Question 2.....	82
Table 4.33 Alpha Test Question 3.....	82
Table 4.34 Alpha Test Question 4.....	83
Table 4.35 Alpha Test Question 5.....	83
Table 4.36 Alpha Test Question 6.....	83
Table 4.37 Alpha Test Question 7.....	84
Table 4.38 Alpha Test Question 8.....	84
Table 4.39 Alpha Test Question 9.....	85
Table 4.40 Alpha Test Question 10.....	85

Table 4.41 Alpha Test Question 11.....	85
Table 4.42 Alpha Test Question 12.....	86
Table 4.43 Beta Test Question 1.....	92
Table 4.44 Beta Test Question 2.....	93
Table 4.45 Beta Test Question 3.....	93
Table 4.46 Beta Test Question 4.....	94
Table 4.47 Beta Test Question 5.....	94
Table 4.48 Beta Test Question 6.....	94
Table 4.49 Beta Test Question 7.....	95
Table 4.50 Beta Test Question 8.....	95
Table 4.51 Beta Test Question 9.....	96
Table 4.52 Beta Test Question 10.....	96
Table 4.53 Beta Test Question 11.....	96
Table 4.54 Beta Test Question 12.....	97
Table 4.55 Budget.....	106



LIST OF FIGURES

Figure 2.1 Header.....	5
Figure 2.2 CTA Button	5
Figure 2.3 Hero Section	6
Figure 2.4 Footer.....	6
Figure 2.5 Menu.....	7
Figure 2.6 Progress Indicator	7
Figure 2.7 Contrast.....	8
Figure 2.8 Balance	8
Figure 2.9 Emphasis.....	9
Figure 2.10 Proportion	9
Figure 2.11 Hierarchy	10
Figure 2.12 Repetition.....	10
Figure 2.13 Pattern.....	11
Figure 2.14 White Space	11
Figure 2.15 Variety	12
Figure 2.16 Unity	12
Figure 2.17 Color Wheel.....	13
Figure 2.18 Color Schemes	14
Figure 2.19 Color Psychology	14
Figure 2.20 Persona.....	15
Figure 2.21 User Journey Map.....	16
Figure 2.22 Information Architecture	17
Figure 2.23 User Flow	18
Figure 2.24 Wireframe	18
Figure 2.25 Grid Structures.....	19
Figure 2.26 Prototype.....	19
Figure 4.1 Interview with Psychologist Arief Liang.....	36
Figure 4.2 Interview with Parent Enywarty	38
Figure 4.3 Interview with Parent Titin Widyawati	40
Figure 4.4 Siloam Hospitals Website.....	57
Figure 4.5 Parents Website	58
Figure 4.6 16 Personalities Website.....	59
Figure 4.7 User Persona 1	60
Figure 4.8 User Persona 2	61
Figure 4.9 User Persona 3	61
Figure 4.10 User Journey	62
Figure 4.11 Information Architecture	63
Figure 4.12 User Flow 1	64
Figure 4.13 User Flow 2	64
Figure 4.14 Mind Mapping	65
Figure 4.15 Big Idea Alternatives	66

Figure 4.16 Moodboard.....	66
Figure 4.17 Stylescape Alternatives.....	67
Figure 4.18 Stylescape	68
Figure 4.19 Color Palette	68
Figure 4.20 Typography.....	69
Figure 4.21 Bicarakan.id Logo.....	73
Figure 4.22 Buttons.....	74
Figure 4.23 Icons.....	74
Figure 4.24 Navigation Bar.....	75
Figure 4.25 Footer.....	75
Figure 4.26 Sketch	76
Figure 4.27 Low Fidelity Grid	76
Figure 4.28 Wireframe	77
Figure 4.29 High Fidelity Grid 1	78
Figure 4.30 High Fidelity Grid 2	78
Figure 4.31 Website Pages 1.....	79
Figure 4.32 Website Pages 2.....	79
Figure 4.33 Prototyping 1	80
Figure 4.34 Prototyping 2	81
Figure 4.35 Layout Revision.....	87
Figure 4.36 Typeface Revision	87
Figure 4.37 Navigation Bar Revision	87
Figure 4.38 Footer Revision.....	88
Figure 4.39 Test Questions Revision	88
Figure 4.40 Instagram Feeds Design.....	89
Figure 4.41 Notebook Design	90
Figure 4.42 Tote Bag Design	91
Figure 4.43 Tumbler Design	91
Figure 4.44 Decorative Elements Revision.....	98
Figure 4.45 Icons Revision	98
Figure 4.46 Text Revision.....	99
Figure 4.47 Graph Revision	99
Figure 4.48 Test Results Revision	100
Figure 4.49 Interactions Revision	100
Figure 4.50 Home Page.....	101
Figure 4.51 Guide Page.....	102
Figure 4.52 Information Page	102
Figure 4.53 Instagram Feeds	103
Figure 4.54 Notebook	104
Figure 4.55 Tote Bag	105
Figure 4.56 Tumbler	105

APPENDIX LIST

Attachment 1 Turnitin Results	114
Attachment 2 Counseling Form	115
Attachment 3 Non-Disclosure Agreement 1	117
Attachment 4 Non-Disclosure Agreement 2	118
Attachment 5 Non-Disclosure Agreement 3	119
Attachment 6 Consent Form	120
Attachment 7 Interview Transcript 1	121
Attachment 8 Interview Transcript 2	135
Attachment 9 Interview Transcript 3	142
Attachment 10 Questionnaire Results	147
Attachment 11 Alpha Test Results	157
Attachment 12 Beta Test Results	163

