

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Website**

A website is a digital platform that can be accessed via the internet and used as a virtual place where individuals, businesses or organizations can be present in the online realm (Roberts, 2024). Roberts states that these digital platforms make it possible to share information, sell products or services, and contact people around the world. There are various types and categories of websites that have specific goals and characteristics.

##### **2.1.1 User Interface**

User Interface (UI) is a visual display on the first page of a website or application that contains menus or information on the website or application, and aims to make users feel comfortable when opening a website or application (Coding Studio, 2023). UI refers to the screens, buttons, toggles, icons, and other visual elements that you interact with when using a website, app, or other electronic device (Coursera, 2024).

##### **1) Website Anatomy**

The website anatomy consists of various elements that impact and contribute towards the experience of the user (Yalanska, 2021). When designing a web page, the designer has to decide what elements should be included to function effectively. The common elements in a website include a header, CTA button, hero section, footer, menu, and progress indicator.

The header is the top part of a website that people see when they first enter. The header is important because it presents important information and lets the user quickly navigate the website.

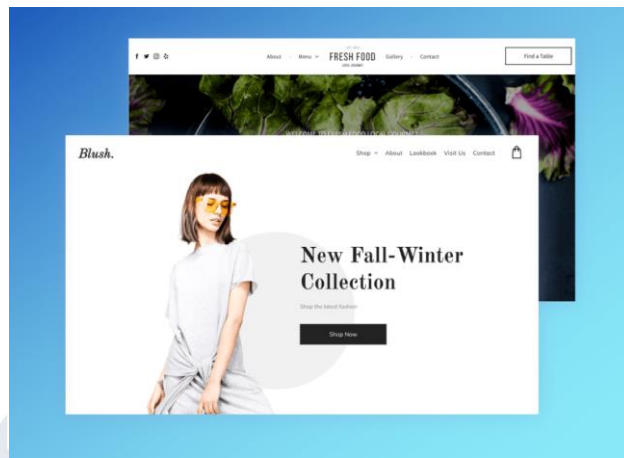


Figure 2.1 Header

Source: <https://blog.duda.co/11-tips-designing-great-website-headers>

The CTA button is a UI element that encourages users to complete a certain action. A CTA button needs to be engaging and noticeable so users can quickly respond. A CTA button is usually bold, with a microcopy call-to-action such as “Learn more” or “Buy it now”.

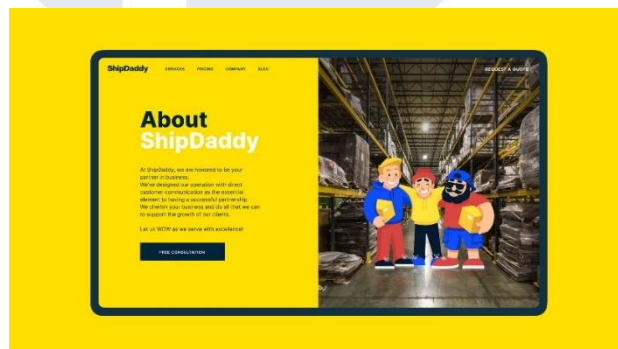


Figure 2.2 CTA Button

Source: <https://blog.tubikstudio.com/anatomy-of-web-page/>

The hero section is the top part of a website that users see first before scrolling down. A hero section needs to have a strong impact to catch the viewer’s attention, thereby creating a connection that leads them to want to engage more.



Figure 2.3 Hero Section

Source: <https://www.awebco.com/blog/hero-section/>

The footer is located on the bottom of the website that marks the end of the page. A footer is used for navigation, containing useful information and links that the user could be interested in looking up.

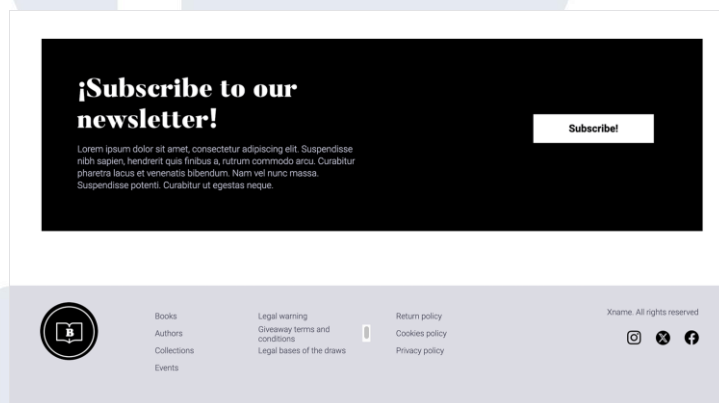


Figure 2.4 Footer

Source: <https://www.justinmind.com/ui-design/website-footer>

The menu is the core navigation tool that gives users options for what action they want to complete. There are several different types of menus, with the most common one being the classic horizontal menu that is usually located in the header.

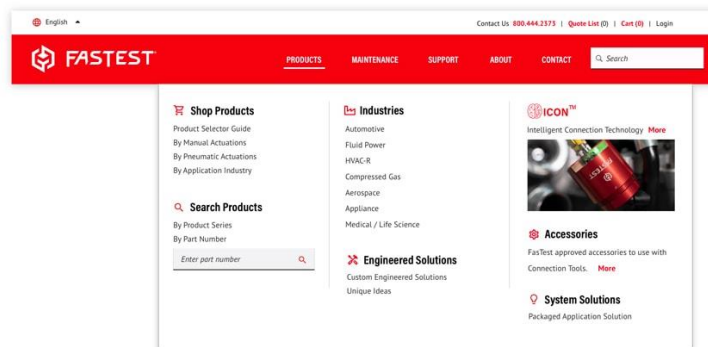


Figure 2.5 Menu

Source: <https://www.windmillstrategy.com/whats-the-best-strategy-for-your...>

The progress indicator or progress bar is a visual element that lets users know at what point they are currently. This gives users an estimate of how much time they need to complete an action.



Figure 2.6 Progress Indicator

Source: <https://www.justinmind.com/ui-design/progress-bars>

These elements are essential to a web page. Each element has an impact and contributes to improving the user experience. The elements should be placed in a deliberate and harmonious way to achieve the goals behind the website.

## 2) Principles of Design

Principles of design are the guidelines that designers take into consideration in order to make good design (Interaction Design Foundation, 2016). Designers can choose which principles to implement in order to create the desired effect. Chapman (2024) explains that although there isn't a consensus on what the definite list of these principles are, but there are ones that commonly appear.

Contrast is done to make elements stand out by creating a difference between them. If there isn't enough contrast, it would be difficult to differentiate elements, such as reading text.

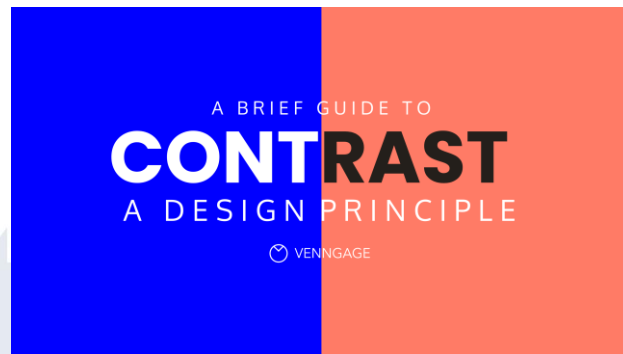


Figure 2.7 Contrast

Source: <https://venngage.com/blog/design-principle-contrast/>

All visual elements have a visual weight. Heavy elements draw the viewer's eye, while lighter elements stand out less. The placement of these elements can create a feeling of balance. Balance can be either symmetrical or asymmetrical.

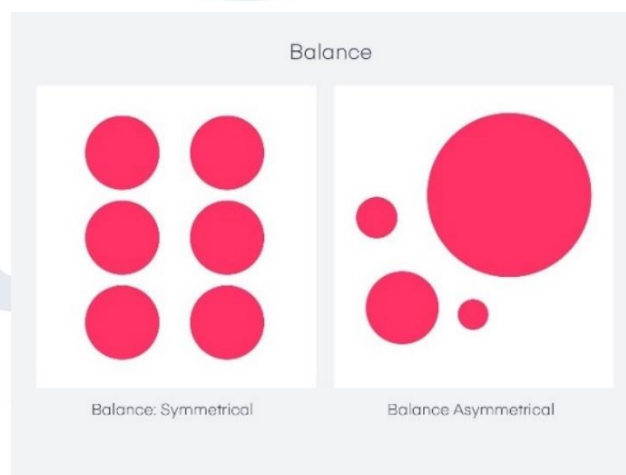


Figure 2.8 Balance

Source: <https://www.invisionapp.com/defined/principles-of-design>

Emphasis is done to make certain parts of the design stand out. The important parts of a design are emphasized while the less important parts are deemphasized. This can also be used to hide certain elements by making them less noticeable.

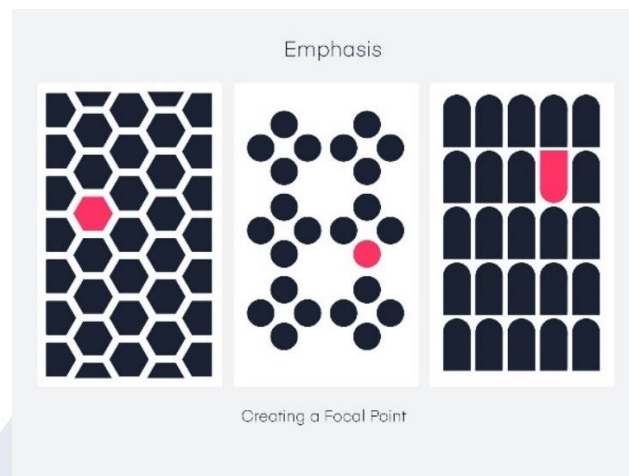


Figure 2.9 Emphasis

Source: <https://www.invisionapp.com/defined/principles-of-design>

Proportion is the perceived size of an element in relation to one another. Proportion is done to show which part of a design is more important. Larger elements are more important, while smaller elements are less important.

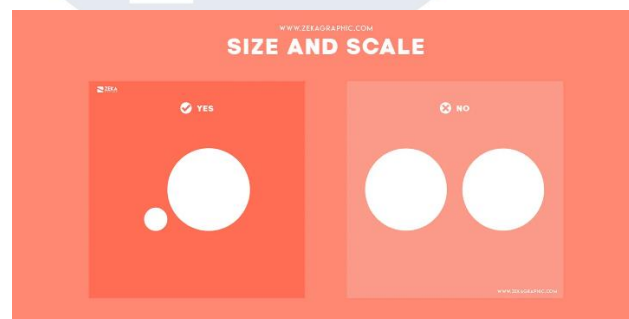


Figure 2.10 Proportion

Source: <https://www.zekagraphic.com/visual-hierarchy-graphic-design...>

Hierarchy is the order of which elements are rated in terms of importance. Hierarchy helps viewers process the contents of a design. An example of the use of hierarchy is in titles, headings, and body text. The title should stand out most, then the heading and the body text.

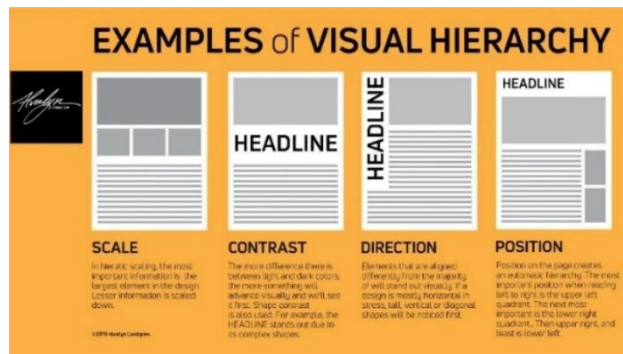


Figure 2.11 Hierarchy

Source: <https://alvalyn.com/capture-attention-with-visual-hierarchy/>

Repetition is used to reinforce an idea and unify a design that has a lot of different elements. Repetition can be done by repeating the same colors, typefaces, shapes, or other elements of a design. Repetition can create unity in the design.



Figure 2.12 Repetition

Source: <https://digitalsynopsis.com/design/principles-of-design/>

Patterns is a repetition of multiple different design elements. Patterns can also refer to similarity in how something is designed, such as common elements in a design like a navigation bar on top of a website.



Figure 2.13 Pattern

Source: <https://digitalsynopsis.com/design/principles-of-design/>

White space or negative space is the area in a design that does not have any design elements. White space gives elements of a design room and highlight specific parts of a design.

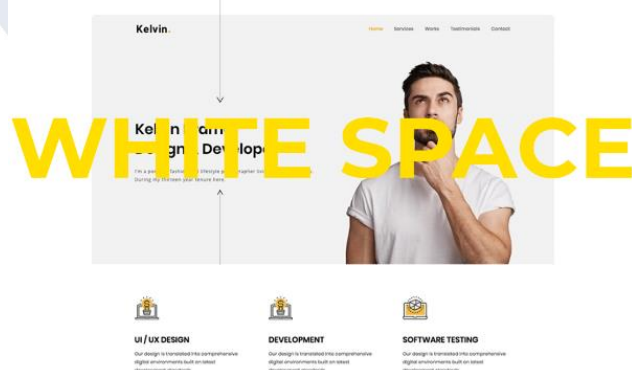


Figure 2.14 White Space

Source: <https://medium.com/design-bootcamp/white-space-in-design...>

Variety is used to create visual interest in a design. A design without variety can seem monotonous and cause viewers to lose interest. Variety can be implemented through color, typography, images, shapes, and other design elements.



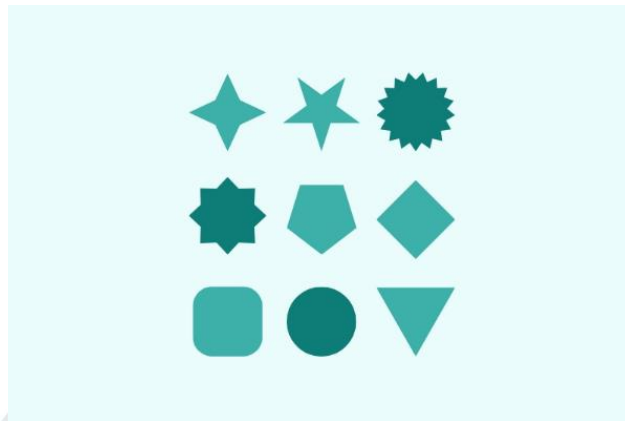


Figure 2.15 Variety

Source: <https://din-studio.com/basic-principles-of-graphic-design/>

Unity is how well the elements of a design work together. Unity helps with clarity and cohesion in a design, as well as making designs appear organized and of higher quality.

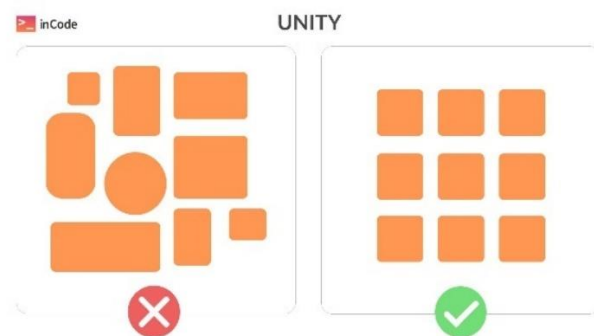


Figure 2.16 Unity

Source: <https://incode-systems.com/blog/design-harmony-principles-interfaces>

The principles of design are important in creating good design. Without it, it is difficult to create something that both looks good and creates an optimal user experience. Understanding and implementing the principles of design is vital to the success of any design project.

### 3) Color Theory

Color theory is the study of how colors work together and how they affect people's emotions and perceptions (Interaction Design Foundation, 2016). The color wheel is made up of three groups, which are primary, secondary, and tertiary colors. The primary colors are red,

yellow, and blue. They cannot be created by mixing other colors together. The secondary colors are green, orange, and purple. They are formed from combining the primary colors with each other. The tertiary colors are formed from combining primary colors with secondary colors.



Figure 2.17 Color Wheel

Source: <https://sarahrenaclark.com/advanced-color-theory-ryb-vs-cmy/>

Designers use color schemes to determine what combination of colors they would use in their design (Interaction Design Foundation, 2016). There are six common color schemes based on the color wheel. A monochromatic color scheme uses a single color in the color wheel. An analogous color scheme uses three colors next to each other. A complementary color scheme consists of two colors on opposite sides to each other. A triadic color scheme consists of three colors with equal distance to each other. A tetradic color scheme consists of two complementary pairs separated by one section.

## Color Schemes 101

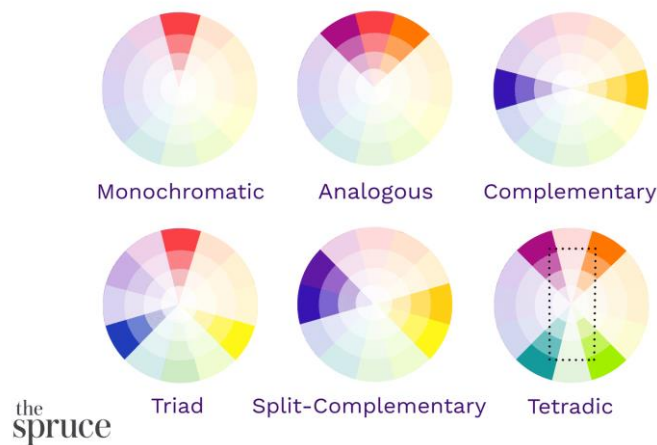


Figure 2.18 Color Schemes

Source: <https://www.thespruce.com/easy-color-schemes-from-color-wheel...>

Color psychology is the study of how colors can affect people's emotions and behaviors (Kramer, 2020). The associations people have towards colors is influenced by personal taste, upbringing, and culture. There are common associations to the different colors. Red is commonly associated with passion, action, energy, and danger. Yellow is commonly associated with joy, hope, playfulness, spontaneity, and positivity. Blue is commonly associated with calm and trustworthiness.

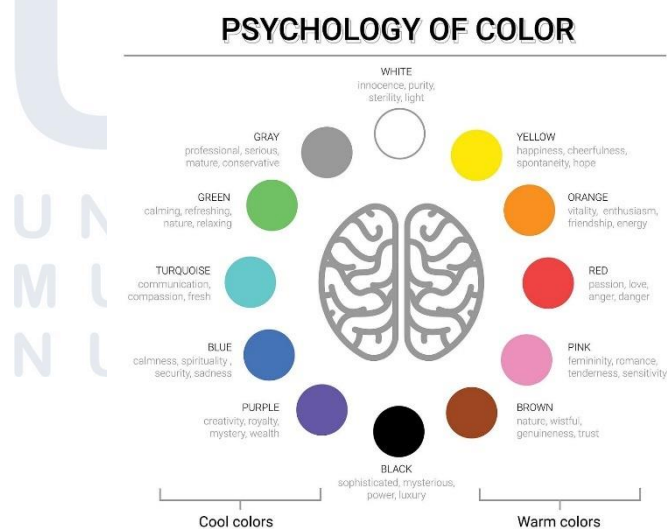


Figure 2.19 Color Psychology

Source: <https://medium.com/@amanvyawahare8/the-fascinating-world-of...>

Colors affect people's emotions and perceptions (Interaction Design Foundation, 2016). Color theory is a tool for designers to help them choose the right colors for their projects. This lets designers pick colors that work well together and convey the right feeling in their work.

### 2.1.2 User Experience

User Experience (UX) refers to the entire interaction people have with a product, including how people feel about the interaction (Coursera, 2024). The Interaction Design Foundation (2016) defines UX design as the process design teams use to create products that provide meaningful and relevant experiences to users. UX design involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.

#### 1) Persona

Personas are the essence of real people that has been simplified. Personas are used to build empathy with target users and see the world through their eyes. Personas are created from observations of real people, and designers should take care not to include their own assumptions about users because the designer needs to clearly define the users' needs to create the design's functionality.

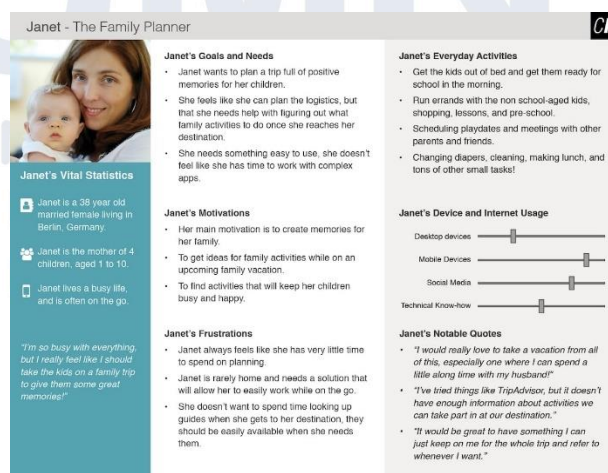


Figure 2.20 Persona

Source: <https://careerfoundry.com/en/blog/ux-design/how-to-define-a-user...>

There is a process to creating an effective persona. Some of the steps are collecting data on target users, determining the qualities and differences between users, determining the number of personas, describing each persona, creating several situations or scenarios for the persona, and finally making adjustments throughout the process.

## 2) User Journey Map

A journey map is a visualization of the process that a person goes through in order to accomplish a goal (Gibbons, 2018). The journey map can be customized depending on the situation, but there are five key components, which are the actor, scenarios and expectations, journey phases, actions, mindsets, and emotions, and opportunities.

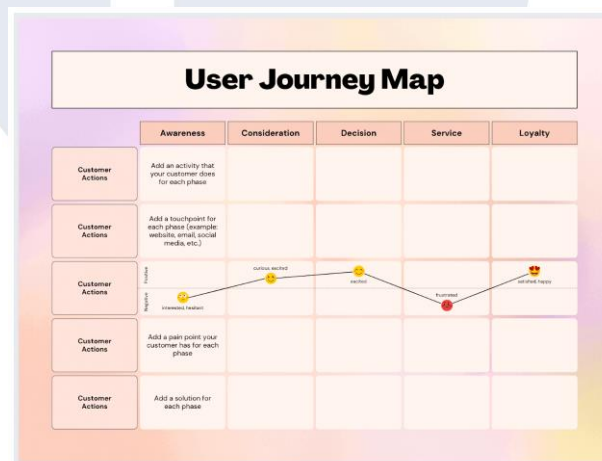


Figure 2.21 User Journey Map

Source: <https://www.uxdesigninstitute.com/blog/design-a-customer-journey...>

There are six steps to creating a journey map (Stevens, 2023). First is choosing a journey map template or creating your own. Second is defining your persona and scenario. Third is outlining key stages, touchpoints, and actions. Fourth is filling the user's thoughts, emotions, and pain points. Fifth is identifying opportunities. Sixth is defining action points and next steps.

### 3) Information Architecture

Information architecture (IA) is the process of making information findable and understandable. It includes searching, browsing, categorizing and presenting relevant and contextual information to help people understand their surroundings and find what they're looking for.

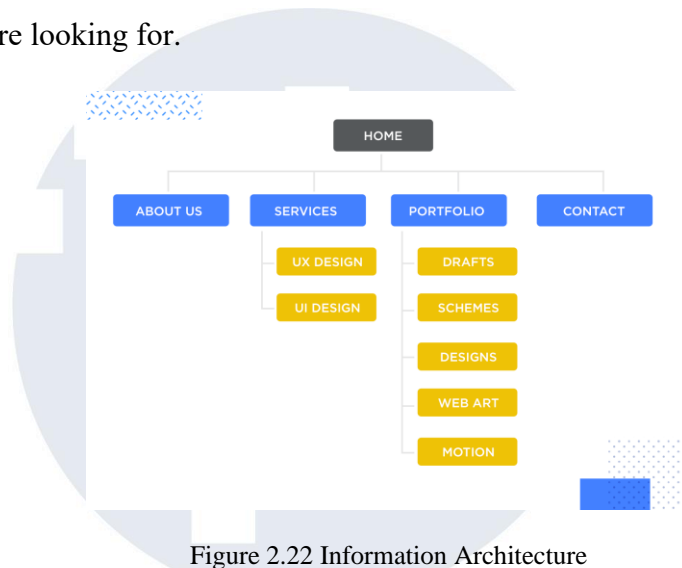


Figure 2.22 Information Architecture

Source: <https://www.justinmind.com/wireframe/information-architecture-ux...>

A sitemap is one of the deliverables of an information architecture. A sitemap is a visual representation of every page on a website (Slickplan, 2024). It shows the hierarchy and relationship between all the pages. A visual sitemap like an organized list or flow chart diagram clearly shows the connections between web pages.

### 4) User Flow

A user flow is a diagram that shows the path a user takes to complete a task while interacting with a product. A user flow focuses on the user's needs and the most efficient way to meet them. Designing a user flow is used to guide users through a website or app smoothly by understanding their journey to create a path that meets their needs.

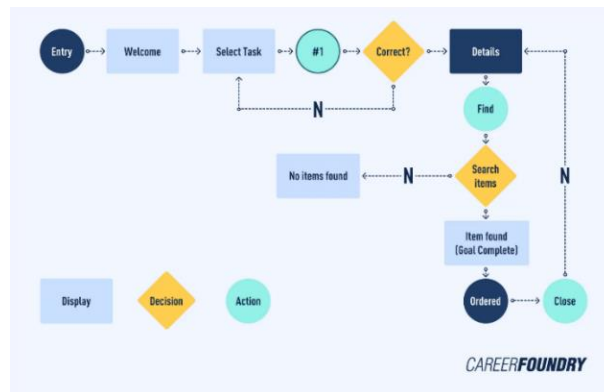


Figure 2.23 User Flow

Source: <https://careerfoundry.com/en/blog/ux-design/what-are-user-flows/>

Designing a user flow requires multiple steps, starting with understanding the user's journey, matching your goals with user aspirations, pinpointing user entry points, crafting the steps to help users complete their tasks, visualizing the user flow, and finally refining the user flow with feedback.

## 5) Wireframe

A wireframe is an early step in UX design that acts as a blueprint for a digital projects (Soegaard, 2023). A wireframe is used to test ideas before creating an expensive prototype. A wireframe visualizes the design's structure, layout, and functionality. It also helps with planning the user experience as the designer would not be distracted by color, graphics, and content.

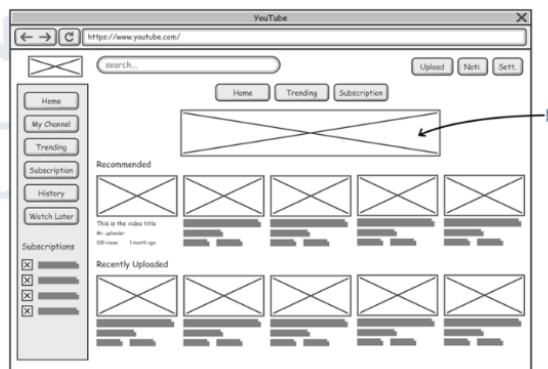


Figure 2.24 Wireframe

Source: <https://www.archimetric.com/what-is-wireframe/>



A grid is a visual made up of columns, gutters, and margins that provide a structure for the layout of elements on a page (Gordon, 2022). The three common grid types that are used in websites and interfaces are the column grid, modular grid, and hierarchical grid.

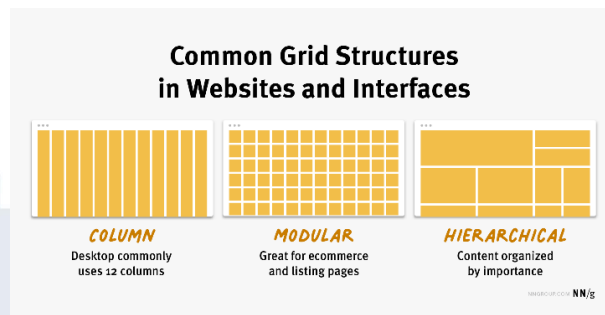


Figure 2.25 Grid Structures

Source: <https://www.nngroup.com/articles/using-grids-in-interface-designs/>

The column grid divides a page into vertical columns. The modular grid has both rows and columns that create squares. The hierarchical grid uses columns, rows, and modules where the important parts take up a larger space on the grid.

## 6) Prototype

A prototype is an early model of a product. Designers create prototypes to test out the design and functionality of the product by letting them test concepts, gather feedback, and create changes on the design. The benefits of creating a prototype are saving time, saving money, and gaining support for the product or design.

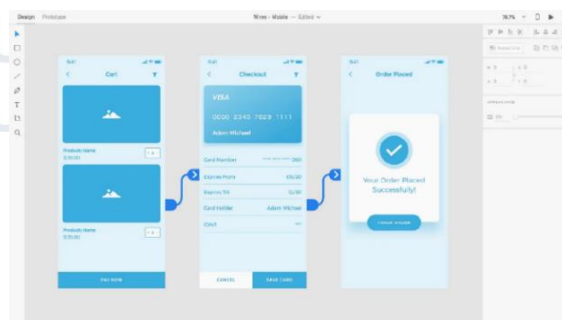


Figure 2.26 Prototype

Source: <https://www.interaction-design.org/literature/topics/prototypes#low...>



Prototypes are differentiated to low-fidelity and high-fidelity. Low-fidelity prototypes are simple and quick to make. High-fidelity prototypes already closely resemble the final product.

## **2.2 Parenting Styles**

Baumrind (1966) used two important parts of parenting to create parenting styles: responsiveness and demandingness. Parents with high responsiveness are sensitive to their children's needs. Parents with high demandingness have high expectations and demands from their children.

Parenting styles are grouped into 4 categories: authoritarian, authoritative, permissive, and neglectful (Sanvictores & Mendez, 2022). Each category takes a unique approach to how parents raise their children. Usually, each parent will fall into one of these categories, but sometimes parents can have some characteristics from other categories.

The Parenting Styles and Dimensions Questionnaire (Robinson et al., 2001) is used to measure the factors of the different parenting styles. The parenting styles have been found to have an association with children's development (Kuppens & Ceulemans, 2018). Authoritative parenting generally has the best outcomes, authoritarian and permissive parenting generally has negative outcomes, while neglectful parenting generally has the worst outcome.

### **2.2.1 Authoritative Parenting**

Authoritative parents usually have a close relationship with their children. They have clear expectations and explain the reasons for taking disciplinary action. Parents allow children to provide input in their decisions. Communication between children and parents goes well. In general, this parenting style provides the healthiest outcomes for children, but it requires a lot of patience and effort from both parents and children. Authoritative parenting has a positive association with children's development, having the best outcomes among the four parenting styles. Children raised by authoritative parents generally show better psychological and social competence, such as in

maturity, resilience, optimism, self-reliance, and self-esteem. In addition, they also generally have higher academic achievements than their peers.

There are four factors that make up authoritative parenting, which are warmth and involvement, reasoning or induction, democratic participation, and good-natured or easygoing. Warmth and involvement is caring about the child's life, being aware of the child's problems and concerns, expressing affection and showing appreciation towards the child, spending quality time together, and being responsive towards the child's feelings and needs. Reasoning or induction is explaining the impact and consequences of the child's behavior, giving reasons why rules should be obeyed, talking about the child's good or bad behavior, and explaining the expectations for the child. Democratic participation is taking the child's desires and preferences into account, allowing the child to give their input into rules, and encouraging the child to express themselves freely. Good natured or easy going is being relaxed, showing patience, joking and playing with the child, and respecting the child's opinions.

### **2.2.2 Authoritarian Parenting**

Authoritarian parents usually communicate in one direction, where parents set strict expectations and rules for children that must be followed. The rules given are usually not explained, and children have little or no room for negotiation at all. Authoritarian parents want their children to achieve set standards without making any mistakes. Mistakes usually result in punishment. Authoritarian parents usually do not care for their children emotionally and have high expectations with limited flexibility. Authoritarian parenting has consistently been found to be associated with negative developmental outcomes. Children raised by authoritarian parents generally have difficulties with aggression, delinquent behaviors, depersonalization, and anxiety.

There are four factors that make up authoritarian parenting, which are verbal hostility, corporal punishment, non-reasoning punitive strategies, and directiveness. Verbal hostility is exploding in anger, yelling and shouting

when the child misbehaves, and arguing and disagreeing with the child. Corporal punishment is using physical punishment as a method of discipline, spanking, slapping, grabbing, or shoving the child when they are disobedient or misbehaving, and guiding the child with punishment more than reason. Non-reasoning punitive strategies is punishing the child by taking privileges or leaving them somewhere with little to no explanations, using threats as punishment with little to no justification, disciplining the child without first asking questions, caring more about their own feelings than their child's, and answering the child's questions with "because I said so" or "because I am your parent." Directiveness is telling the child what to do, demanding the child to do things, and scolding or criticizing the child to make them improve and when the child doesn't meet expectations.

### **2.2.3 Permissive Parenting**

Permissive parents are warm and loving, and often have minimal expectations for their children. Permissive parents provide few rules. Communication between parent and child is open, but parents will let the child make his own decisions. Parents do not have many expectations of their children which causes discipline to be rare. Permissive parents act more like friends to their children than parents. Children raised by permissive parents generally have difficulties with anxiety, depression, withdrawn behavior, school misconduct and delinquency. In addition, they may struggle with social skills, self-confidence, self-understanding and active problem coping.

The three factors of permissive parenting are lack of follow-through, ignoring misbehavior, and self-confidence. Lack of follow-through is threatening the child with punishment without actually going through with it, spoiling the child, giving into the child when they make a fuss or cause a commotion, and bribing the child with rewards to be compliant. Ignoring misbehavior is allowing the child to interrupt and annoy others, ignoring bad behavior, and not scolding or criticizing the child when they don't listen. Self-confidence is appearing confident about parenting abilities but is unsure about

how to deal with misbehavior, setting strict and well-established rules but finds it difficult to discipline the child, and fearing that discipline will cause the child to dislike the parent.

#### **2.2.4 Neglectful Parenting**

Neglectful parents give their children a lot of freedom and usually do not interfere with their children's lives, only meeting their children's basic needs. Neglectful parents do not have a particular style of discipline. Parents have limited communication with their children, provide minimal care, and have no expectations for their children. Neglectful parenting has been found to have the worst outcomes for children among the four parenting styles. In comparison to their peers, children raised by neglectful parents generally lack self-regulation and social responsibility, have poor self-reliance and social competence, have poor school competence, exhibit antisocial behavior and delinquency, and have increased anxiety, depression and experience physical symptoms of negative emotions.

### **2.3 Relevant Research**

The author searched for studies that have been done by prior researchers that are relevant to the subject of parenting styles and authoritative parenting to have a more well-rounded foundation for the final project. The author will use the research results and novelties to find similarities and differences between the designs. Four research titles that have been chosen to be studied by the author.

Table 2.1 Relevant Research

No.	Research Title	Author	Research Result	Novelty
1	Perancangan Buku Ilustrasi Pengenalan Pola Asuh Autoritatif Kepada Orang Tua	Pramuditya Taufik	Introduced authoritative parenting to parents	Using a website as the media instead of a book
2	Perancangan Buku Mengenai	Cecilia Carla Clarissa	Changed misconceptions	Providing information

	Hypnoparenting sebagai Metode dalam Mendidik Anak untuk Orang Tua		of parents about hypno parenting	about a broader and more general type of parenting
3	Perancangan Visual Kampanye untuk Mengedukasi Calon Orang Tua di Indonesia tentang Tiger Parenting	Alvyn Edric Ghozal	Informed parents about the negative side of tiger parenting	Providing information about good parenting instead of bad parenting
4	Perancangan Kampanye Sosial Helicopter Parenting bagi Orang Tua dengan Anak Usia 7-9 Tahun	Jasmine Audi Tanaka Utomo	Advised parents to not be overprotective of their children	Providing information about good parenting instead of bad parenting

The first research aims to design a book to introduce authoritative parenting to parents. The second research aims to design a book to change parents' misconceptions about hypno parenting. The third research title aims to design a visual campaign to inform prospective parents about the negative side of tiger parenting. The fourth research aims to design a social campaign to inform parents about helicopter parenting and advise them not to be overprotective. Although the research has some similarities, there are differences in the parenting methods and the media used to convey the information for the research to have novelty.