

**DESIGNING WEBSITE OF INDONESIAN
BEAUTY PAGEANTS**



FINAL PROJECT REPORT

**Raquel Felicia
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**VISUAL COMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ART AND DESIGN
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025**

**DESIGNING WEBSITE OF INDONESIAN
BEAUTY PAGEANTS**



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**Submitted as a Requirement to Obtain
Bachelor's Degree in Visual Communication Design**

Raquel Felicia

00000055299

**VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ART AND DESIGN**

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

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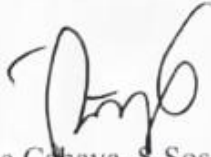
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By

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PREFACE

Greatful praises as well as thanks for the blessings and grace of Almighty God for the completion of the final assignment entitled "Designing Website of Indonesian Beauty Pageant" as a criteria to complete the bachelor's degree in design. The author chose Indonesian beauty pageants as the topic due to personal interest, experience, and knowledge of the field. With many young adults visioned to be Indonesia's golden era, many instrument of the nation needs to be utilize for their preparation. However, through observations, it is discovered that the information about beauty pageant as one of the nation's tools is difficult to access. This situation creates many young adults to be intimidated and discourage on joining beauty pageant. With this problem in mind, the author creates a project aims to share accurate information about definitions, goals, requirements, and related aspects to help future contestants learn better. The result of this project is hoped to indulge curiosity, bravery, and commitment for young adult on joining beauty pageant. Additionally, this project is designed for organizers and fans in developing the best possible for pageant candidates.

Through the process of making this final assignment report, many parties are involved in giving important assistance. Whether emotionally or practically, this final assignment could reach the bset quality and quantity from the help of these parties. Thus, the writer wanted to give a huge thanks to:

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

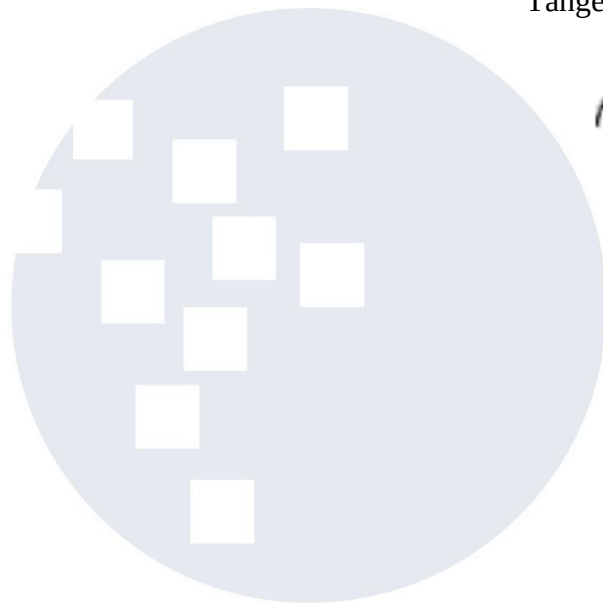
The author realised that the created project is not perfect. But regardless of the flaws, there is a great hope that this scientific work will have an impact on those who

acts as a figure or learner of this paper. With the publication of this project, the author expects young generations of Indonesia, especially aged 18-25 years old, participated more in beauty pageant at their nation.

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DESIGNING WEBSITE OF INDONESIAN BEAUTY PAGEANTS

(Raquel Felicia)

ABSTRACT

A beauty pageant is a reality show competition that empowers men and women by enhancing their talent, intelligence, and appearance. While beauty pageants are well-recognized in Indonesia due to international successes, the limited availability of information has discouraged young adults from exploring their benefits, risking a decline in popularity. This research aims to address this gap by developing a website using the Design Thinking framework by Hasso Plattner, which includes empathize, define, ideate, prototype, and test phases. In the empathize phase, questionnaires and interviews revealed the need for content covering definitions, purposes, and types of beauty pageants. The define phase involved creating personas, focusing on a male and female audience seeking guidance on pursuing pageantry as a career and accessing information to win. On the ideate phase, the author explored design concepts emphasizing elegance with a youthful style, incorporating typography, graphics, and user-friendly yet luxurious color choices. This included creating mind maps, stylescapes, wireframes, and deciding on design elements like photography, buttons, and illustrations. On the prototype phase, the author developed media, including a website, Instagram posts, filters, TikTok reels, and advertisements. For the last phase including alpha and beta tests confirmed the media's suitability for newcomers to beauty pageants in Indonesia. Evaluations that are highlighted for improvement, such as conducting more in-depth research and refining specific design elements. This project demonstrates the potential of digital media in bridging information gaps and promoting participation in beauty pageants.

Keywords: Beauty Pageant, Interactive Design, Information Media

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PERANCANGAN WEBSITE

KONTES KECANTIKAN INDONESIA

(Raquel Felicia)

ABSTRAK (Bahasa Indonesia)

Kontes kecantikan adalah kompetisi yang memberdayakan pria dan wanita dengan meningkatkan bakat, kecerdasan, dan penampilan mereka. Meski dikenal di Indonesia karena keberhasilan peserta di tingkat internasional, minimnya informasi membuat generasi muda enggan mengeksplorasi manfaatnya, sehingga beresiko menurunnya popularitas kontes tersebut. Penelitian ini bertujuan mengatasi kesenjangan informasi melalui situs web menggunakan kerangka Design Thinking dari Hasso Plattner, yang mencakup fase empati, definisi, ideasi, prototipe, dan pengujian. Fase empati dilakukan dengan kuesioner dan wawancara dimana mengungkap kebutuhan konten tentang definisi, tujuan, dan jenis kontes kecantikan. Dalam fase definisi, penulis menghasilkan persona pria dan wanita yang membutuhkan panduan karir di dunia pageant dan informasi untuk meraih kesuksesan. Dalam fase ideasi, penulis mengeksplorasi desain elegan dengan gaya muda melalui tipografi, grafis, dan warna yang ramah pengguna namun mewah. Langkahnya meliputi mind map, stylescape, wireframe, dan penentuan elemen desain seperti fotografi dan ilustrasi. Pada fase prototipe, penulis menghasilkan media berupa situs web, unggahan Instagram, filter, video TikTok, dan iklan. Di fase akhir yang meliputi pengujian alfa dan beta, media-media tersebut dirasa cocok untuk pendatang baru di dunia kontes kecantikan Indonesia oleh target. Evaluasi dari penelitian ini berupa saran penelitian lebih mendalam dan penyempurnaan elemen desain. Proyek ini membuktikan potensi media digital dalam menjembatani kesenjangan informasi dan mendorong partisipasi di kontes kecantikan.

Kata Kunci: Kontes Kecantikan, Desain Interaktif, Media Informasi

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