CHAPTER II

LITERATURE REVIEW

2.1 Information Media

Information is facts, ideas, or data that are shared or communicated. It is essential for systems to work properly and reach their goals. Without a constant flow of important information, a system cannot run smoothly and may eventually fail. In the same way, an organization without access to crucial information will struggle to perform its basic functions, make good decisions, manage its operations, and grow (Nitami, et al., 2021, 8). While media is a form or tool used to assist the learning process as a means of conveying messages or information. The media can include people, equipment, materials, activities, which are utilized as a condition that enables the audience to receive information, knowledge, skills, attitudes, and the content to be delivered (Zahwa, 2022, p. 63). So, when combined, Information media refers to various channels or platforms used to distribute and communicate information to the public. Information media in the society has three points such as function, classification, and types of ownerships.

2.1.1 Function of Information Media

Each of information media used for a different purpose on daily life. According to Syahputra & Sabri (2023, p.67) it generally served in seven distinct functions. These functions encompass various roles that media play in society, each contributing to the dissemination and impact of information. The list of these functions is presented in the following statement.

1. Providing Information

   In order to satisfy their curiosity, clear perplexity, and feel of belonging in the role of the world. Information provide knowledge and it is a privilege to be owned. However, they need to keep in mind that Information provided can be opinionated, objective, subjective, primary and secondary. For that reason, information media has an obligation to

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give trustworthy and accurate news. It has a key role in delivering factual updates and opinions on various topics to help people stay aware of what's happening around them.

2. Forming a Public Opinion

The way information is presented in the media can impact public policy and shape people's perceptions on various topics. It can sway voting decisions, shift attitudes, and modify behaviors. This can happen by utilizing various formats like editorials and articles. Therefore, it is essential for media organizations to ensure they provide fair and impartial viewpoints.

3. Providing Entertainment Media

Media outlets, through a variety of programming including dramas, films, music, and sports, can provide people joy and foster a sense of community. It is crucial for this entertainment role to offer leisure and enjoyment to the community. It increases the enjoyment and fun of the audience's free time.

4. Strengthening Cultural Identity

Promoting and maintaining a community's distinctive values, customs, and narratives is a responsibility of the media. Through showcasing a range of cultural manifestations, the media connects people to their ancestry. Additionally, it teaches others about various cultures, promoting tolerance and mutual respect. Over time, media contributes to the preservation and enhancement of a culture by mirroring the language, artwork, and historical narratives of a community. Media organizations have the power to promote cultural variety and inspire individuals to fortify their sense of national identity through their content.

5. Controlling Power

The media has a role in monitoring and challenging those in authority, such as governments, corporations, or other powerful entities. By reporting on their actions, the media helps prevent abuse of power, corruption, and misconduct. This watchdog role is essential for keeping society informed and ensuring transparency and accountability from those in control. It is as a checkpoints for power by providing coverage of public policies and government actions. Media institutions can also conduct investigations into acts of corruption and human rights violations, bringing justice to the society.

6. Protecting Press Freedom

Media comes to ensure journalists reporting news without being controlled or punished by the government or others. It share simportant information with the public, hold powerful people accountable, and promote openness in society. Organizations and laws work to defend this right, especially in places where it's at risk.

In conclusion, the function of information media extends beyond merely transmitting data; it serves as a powerful tool for shaping public opinion, educating societies, and fostering cultural exchange. By facilitating communication across diverse platforms, information media bridges gaps between individuals and communities, while also promoting transparency and awareness. Its evolving role continues to adapt to technological advancements, further enhancing its ability to inform, influence, and connect people globally.

2.1.2 Classification of information Media

Information media can be classified into various categories based on their format, mode of delivery, and the audience they target. These classifications help to differentiate between traditional forms such as print and broadcast media, and modern digital platforms like social media and online news outlets. By organizing information media into distinct types, it can be better understand how they function, how they influence public discourse, and how

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they adapt to the ever-changing technological landscape. There are three classifications divided according to the form of media (Akbarjonovna, 2024, p. 13-14). The statements are as follows.

1. Print Media

Print media refers to traditional forms of information media that are published and distributed in printed formats. This includes newspapers, magazines, brochures, flyers, books, and other printed publications. Print media has historically been one of the main ways people accessed news, information, and entertainment. Although digital media has grown significantly, print media continues to play a role, especially in providing analysis, local news coverage, and materials for those who prefer reading in a physical format.

2. Broadcast Media

Broadcast media refers to forms of mass communication that transmit audio and visual content to a wide audience through electronic means. This includes television, radio, and online streaming services. Broadcast media is characterized by its ability to reach large numbers of people simultaneously, often in real-time. Television broadcasts deliver news, entertainment, sports, and educational programs, while radio broadcasts provide music, talk shows, and news updates. Unlike print media, which requires physical distribution, broadcast media relies on electromagnetic signals, making it more immediate and accessible to a global audience.

3. New Media

New Age Media refers to modern forms of communication and content delivery that leverage digital technology and the internet. Unlike traditional media, such as newspapers, television, or radio, New Age Media includes platforms like social media, streaming services, blogs, podcasts, and mobile apps. It can be accessed through mobile phones, computers, Internet, Electronic Books. These new forms of media offer

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greater interactivity, personalization, and the ability for users to create and share content instantly across the globe. They also enable targeted advertising, real-time feedback, and a shift from passive consumption to more active participation from audiences.

The classification of information media provides a structured framework for understanding how information is distributed and consumed across different platforms. By categorizing media into traditional, digital, and social forms, it is better to appreciate the nuances of each type, including their distinct characteristics, reach, and impact on society. As technology continues to evolve, so too will the classifications, reflecting the dynamic nature of information dissemination in this increasingly connected world.

2.1.3 Ownership of Information Media

Media ownership is divided by how medias operate and influence the public. Information media ownership leads the understanding to who is in control of the flow, distribution, and accessibility in the information world for modern society. Ownership can significantly influence the content, bias, and reach of media outlets, shaping public opinion and the overall media landscape. Whether in the hands of private corporations, government entities, or independent organizations, the ownership structures of information media play a pivotal role in determining the diversity, transparency, and objectivity of the information presented to the public. Here are some ownership of media in Indonesia according to Masduki and D'Haenens (2020, p. 2239-2259).

1. Government Ownership

    Government funded and controlled media organizations are referred to as government owned media in Indonesia. Direct funding, state bank loans, and other financial support systems fall under this category. Government policies often have an impact on the editorial content on this media, which can jeopardize journalistic freedom. As a result, these media channels might struggle to compete with private ones, which are often linked to the ruling class. TVRI (Televisi Republik

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Indonesia) is a prominent instance of state-owned media in Indonesia. It is financed by the government and functions to further government goals and programs. Radio Republik Indonesia (RRI) and other regional radio and television channels are run by local governments. However, concerns have been raised about the quality and objectivity of content produced by these outlets, as they may not fully engage with critical perspectives or alternative viewpoints.

2. Private Ownership

In Indonesia, the media landscape is dominated by private ownership, with many media outlets held by individuals or corporations. This ownership structure promotes a wide variety of viewpoints and material, fostering healthy competition within the sector. Private ownership can take many different forms, such as corporate ownership, in which one organization owns several outlets in diverse media. Pikiran Rakyat was one of Indonesia's earliest privately owned newspapers, having been established in 1950. The rise of private broadcasting began with the deregulation of the media industry in the late 1990s, leading to an explosion of privately owned radio and television stations. Kompas Gramedia, which owns television networks like Kompas TV and newspapers like Kompas and Jakarta Post, is one of the major participants in the private sector. This sector's advantage lies in its ability to critique government actions and policies without fear of retribution.

3. Chain Ownership

Chain ownership refers to media organizations that are owned by a single entity or individual across multiple platforms. In Indonesia, this pattern is prevalent in both the print and broadcast sectors, where major media groups own various outlets within the same medium. An example of chain ownership is MNC Group, which owns several television channels, including RCTI, MNCTV, and GTV, as well as a range of radio stations. This consolidation allows for synergies in

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operations and content production but can also raise concerns about monopolistic practices and reduced diversity in media voices.

4. Cross media Ownership

When a company owns print, radio, and television as well as other media outlets, it is said to have cross-media ownership. In Indonesia, this ownership structure is getting more and more popular since it enables businesses to distribute their content across several channels. One of the best examples is the Media Group, which owns print and television media like Media Indonesia and media like Metro TV. Cross-ownership has the potential to improve audience reach and content distribution, but if one business owns numerous content channels, it may also result in conflicts of interest.

5. Conglomerate

Conglomerate ownership in Indonesia refers to a situation where a media organization is part of a larger business group that may include various unrelated enterprises. This ownership model allows for significant financial backing but can raise ethical concerns about impartial reporting. One example is the Sinarmas Group, which has interests in agriculture, finance, and real estate, while also owning Kompas Gramedia. Owners may utilize their media outlets to promote their other business interests or influence public perception, potentially compromising journalistic integrity.

6. Joint Ownership

Joint ownership structures in Indonesia involve a partnership between government entities and private individuals or organizations. This model is relatively rare but can lead to unique collaborations that blend public service with commercial interests. A notable instance is the partnership between local governments and community organizations in regional broadcasting. Such collaborations aim to serve local interests while ensuring a level of accountability to the public. However, the

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effectiveness of this ownership model can be hindered by varying levels of commitment from the parties involved.

7. Individual Ownership

Individual citizens' ownership of media gives regular people the ability to direct and produce media, fostering a diversity of viewpoints and voices in the media. This democratization fosters local content that reflects community issues and interests, encouraging civic engagement and active participation in public discourse (Sukmayadi, 2019, p. 57-60). Advances in digital technology have made it easier for people to create and share media, but challenges like funding, regulations, and competition with big companies still remain. Ultimately, encouraging citizen ownership of media can lead to a more informed and engaged society, enhancing accountability and representation in media narratives.

The narratives, viewpoints, and priorities that are conveyed to the public are shaped to varying degrees by the ownership of information media. The concentration of ownership can have a big impact on content, editorial choices, and even public opinion in the media, regardless of whether it is owned by governments, private companies, or independent organizations. As the landscape of media ownership continues to shift, it remains necessary to analyze the consequences for diversity, transparency, and the democratic flow of information in society.

2.2 Website

A website is a collection of interlinked web pages, typically hosted on a single domain or subdomain, and is accessible through the internet. Websites can serve various purposes such as providing information, selling products, offering services, or even serving as online communities. They are made up of HTML or HyperText Markup Language for structure, CSS or Cascading Style Sheets for styling, and often JavaScript for interactive elements. Website's content can be divided into two types which are static and dynamic. The static website provides content that are unchanged, while the dynamic websites provide a changing content based on user interaction, time, etc. A website is accessed using a web browser by entering its URL or Uniform Resource Locator, such as www.example.com (Sonny & Rizki, 2021, p. 53). Website has 5 distinct points including function, clasification, design principles, design elements, user interface, and user experience.

2.2.1 Function of Website

Vu, K.L., Proctor R.W., and Hung Y (2021, p. 1016-1017) Elaborate website goal as a the function for user. They stated that website serve primarily as information-sharing platforms, giving users access to news articles, instructional materials, and resources on a variety of subjects. For instance, blogs and tutorials like Amazon and eBay has a great deal of websites that are made with e-commerce in mind, enabling customers to access merchandise, make purchases, and handle payments all online (Chaturvedi & Vijaykarthigeyan, 2022, p. 447-448). Furthermore, websites are essential for promoting brands since they help companies create an online identity and presence by exhibiting their goods, services, and core values in an effort to draw in and keep clients.

Photographers and designers are examples of creative professions who utilize websites to showcase their portfolios to prospective employers or clients. Through forums, chat rooms, and contact forms, websites also enable networking and communication between people and organizations. Creating, editing, and managing digital contents made possible by the integration of content management systems (CMS) into several website. This contents is frequently found on blogs and news sites.

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Another essential feature of websites is customer support, which provides tools like live chat, FAQs, and help centers to help consumers with questions about goods and services. As shown in forums and social networking sites, many websites promote community formation by enabling people with similar interests to communicate and work together. In addition, they function as instruments for generating leads, gathering visitor data via forms or calls to action to support companies in their advertising campaigns.

A lot of websites offer games, movies, streaming services, and interactive content in order to primarily satisfy its users' desire for amusement. Education-related websites offer courses, training materials, and other resources, making education more accessible to a larger audience such as Coursera and Khan AcademyConference, webinar, and workshop websites promote their events by providing details, registration options, and updates. Nonprofit organizations' websites are used for social activism, goal-sharing, fundraising, and volunteer recruitment. Finally, a number of websites use analytics and tracking software to monitor visitor activity. These tools provide information that helps with marketing and commercial decisions. Depending on its objectives and the demands of its audience, any website may combine a few of these features, making them adaptable tools in the digital world.

2.2.2 Clasification of Website

Websites can be divided into a number of categories according to Gali, Istodor, and Fränti (2017) depending on their function, style, and content emphasis. The first classification is personal websites to highlight their accomplishment, interests, and experiences which include portfolios such as Wix and Card Co. Websites for portfolios enable people especially those in the creative industries to showcase their talents and body of work. The second classification is community websites where it serves as a place for users with similar interests to connect and communicate. In here, people create their own account and share their stories, interests, and hobbies. his type of website is commonly known as a blog, such as WordPress, Medium, Tumblr, and Weebly.

On this classification also has a branch of a mix in community and personal websites for example Linked In, Pinterest, Deviant Art, and Behance.

The third classification is corporate or business websites that provide information to customers and clients, offering vital information and streamlining transactions, for example Gojek, Ventella, and Sasa Inti. It highlight a company's goods and services and contribute to its brand identity. In this classification, there is also e-commerce websites, like Shopee and Tokopedia which are made for online buying and selling. The fourth classification is entertainment websites that concentrate on offering media material like films, games, and music, educational websites provide learning resources for instructors, students, and lifelong learners.

The fifth classification is government and non-profit websites, which regularly update current affairs and provide content in multimedia formats. These websites offer information and services from government or philanthropic organizations that focus on public service. They serve as tools and resources for the public, such as tax filing, public health information, and access to government programs. Websites for non-governmental organizations (NGOs) focus on spreading awareness, promoting causes, and reaching out to people by encouraging volunteering or donations. Examples include RRI for government-related content and organizations like Greenpeace or the Red Cross for NGO initiatives.

2.2.3 Design Principles in Website

Design principles in website development serve as the foundation for creating visually appealing, user-friendly, and functional websites. The Principles of Beautiful Web Design (2020) by Jason Beaird and James George, covers similar principles for aesthetic and functional web design. These principles guide the structure, layout, and overall aesthetic of a site to ensure it meets both the needs of users and the goals of the business. Key elements such as balance, hierarchy, contrast, and consistency play a crucial role in enhancing the user experience, while responsive design ensures accessibility across

different devices. By adhering to these principles, designers can create websites that are not only attractive but also intuitive and effective in engaging visitors.

1. Balance

    Balance is defined as the distribution of visual elements placed evenly within a composition. The harmony of a design can be seen in the balance among all its visual elements. Balance consists of three types which is symmetry, asymmetry, and radial. Symmetry is a condition where visual weight is evenly distributed with similar elements, also known as reflective symmetry. Asymmetry is a condition where visual weight is distributed unevenly, without any element mirroring the other side. Radial balance, on the other hand, is where visual weight is arranged around a central point in both horizontal and vertical directions.

2. Unity

    Unity or which associated well as harmony of consistency is a principle that describes how well-coordinated a design is when all of its components come together to provide a cohesive whole. To support readability and brand identification, visual components such as fonts, colors, and artwork used in website design should be consistent throughout. Unity makes sure that all of the website's pages feel related to one another, providing users with a smooth navigation experience. Using a unified grid system, repeating visual patterns, and implementing the same design concepts throughout all areas are some ways that designers accomplish unity. In addition to making an interface look better, a unified design builds user trust by offering a dependable and seamless experience.

3. Hirearchy

Visual hierarchy sets components in order of importance so that people may quickly determine what is most significant. The user's eye is guided by this approach, ensuring that headlines, buttons, and calls to action receive the majority of their attention initially. In order to make more important elements stand out, hierarchy can be created utilizing size, color, contrast, and placement. A huge, bold headline, for instance, will inevitably grab attention before smaller text or less noticeable features. Well-executed hierarchy guarantees consumers can easily browse a website, quickly discover what they're looking for, and understand the relevance of each area.

4. Contrast

To create contrast, it is possible to use contrasting components to highlight specific areas of a website, such as light and dark colors, large and little things, or thick and thin lines. Effective contrast not only aids reading but also helps accentuate crucial text or calls to action. For example, a bright button on a dark background will draw the user's eye and increase the likelihood that they will click. In order to keep content readable and understandable for all users, including those with visual impairments, contrast is also crucial for accessibility and enhancing visual appeal.

5. Rhythm

To create a sense of flow, site designers use visual elements like spacing, patterns, and repeating shapes to establish rhythm. Much like rhythm in music, it helps guide visitors through the website in a clear and consistent way. For example, evenly spacing elements or repeating specific colors can create a rhythmic flow that makes the website feel more streamlined and user-friendly. This approach provides users with a sense of continuity and predictability, enhancing their overall experience.

6. Alignment

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The arrangement of elements so that they coincide along a common edge or axis is referred to as alignment. The website appears cleaner and more professional when everything is aligned properly, which also brings order to the page. Designers guarantee that the customer may effortlessly peruse and comprehend stuff without experiencing overload by arranging text, graphics, and buttons in a consistent manner. A website that has misaligned pieces may appear messy, unprofessional, and confused. Proper alignment improves usability by simplifying the design and making it easier for visitors to follow the page's visual flow.

7. Proximity

Grouping comparable items together to establish a clear link between them is known as proximity. Users automatically recognize a connection between items when they are positioned adjacent to one other. Proximity is a tool used by designers to arrange content so that consumers can process information more quickly. For instance, a button next to a text box signifies that the button is for submitting data from that form. Designers prevent clutter and facilitate efficient site navigation by ensuring appropriate proximity, which results in a more efficient and productive user experience.

These design concepts works to create a website that is not only visually appealing but also extremely useful and easy to browse for users. By drawing attention to key areas of the website and streamlining interactions, a well-utilized design can also assist minimize user frustation. Consequently, this enhances user satisfaction by boosting interaction and motivating consumers to connect with the site more. These guidelines produce a well-balanced design that satisfies user requirements and corporate objectives by taking into account both visual appeal and functionality.

2.2.4 Design Elements in Website

It's essential to understand the function that design components serve as the foundation of an engaging user experience when referring to website development. Together, these components layout, typography, color scheme, and imagery guide users, arouse feelings, and produce an intuitive flow. When every aesthetic and functional element of a website is purposefully crafted, even infrequent visitors can become devoted patrons. With the correct arrangement, a website's usability and visual attractiveness can be greatly improved, from the thoughtful positioning of call-to-action buttons to the smooth incorporation of responsive design.

1. Color

Using color in designs is often one of the most challenging aspects of graphic design to perfect, as it can be highly subjective. According to the book of Color Psychology: for UX, Design, and Marketing by Alterspark (2020), there are three emotional domain approaches that can be applied in design: arousal, pleasure, and control. Several studies have demonstrated the connection between colors and these three emotional domains.
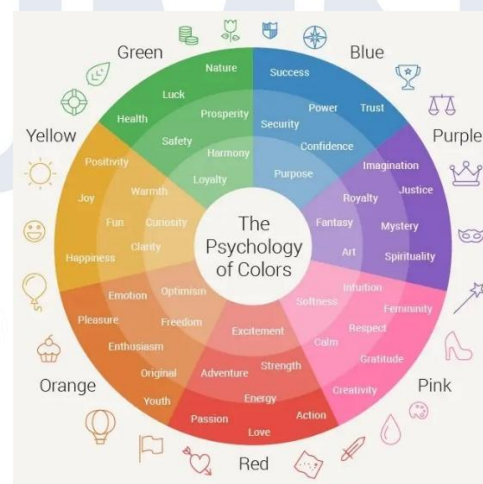
Picture 2. 1 The Psychology of Colors
Source : Keane (2024)

These approaches provide valuable insight into how color choices can influence user emotions and behaviors, playing a crucial role in enhancing the overall user experience and effectiveness of design. By understanding how colors impact arousal, pleasure, and control, designers can make more informed decisions that align with the emotional response they wish to evoke in their audience. Here are each of the colors known to the world with and each meanings psychologically.

a. Red

This color has a strong association with passion, energy, and excitement since it can increase heart rate based on physiological reactions. It is arousing emotions such as love, lust, and even rage. It works well for marketing campaigns that ask for calls to action or convey a sense of urgency. Its use, however, requires careful consideration considering that it can also indicate danger or caution. Red usually signifies aggression and confidence in design.

b. Blue

The majority of people concur that blue is a calming and steady color. It is widely used in industries like healthcare, technology, and finance due to its dependability and credibility. Lighter blues are often associated with the sky or sea that evoke feelings of serenity, openness, and peace, while darker blues communicate authority, professionalism, and security. In business contexts, blue is often used because it encourages critical thinking and productivity. Although blue is generally associated with positivity, using it too much can suggest emotionlessness or coldness.

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c. Green

The most common associations of green are with growth, renewal, and nature. It evokes feelings of harmony and balance, often symbolizing health, wellness, and environmental consciousness. Lighter greens, which are frequently used to represent vibrancy and renewal, create a bright, lively atmosphere. Darker greens on the other hand are associated with stability, wealth, and affluence. Green is a popular color choice in settings where focus and tranquility are crucial because it is calming to the eyes as well. Because of its connection to nature, brands that support organic products or environmental causes often choose to use it.

d. Yellow

Yellow is a color associated with energy, happiness, and optimism. It is frequently connected to warmth and sunshine and has the ability to inspire and energize. It's a striking hue that can inspire sentiments of joy and inventiveness, which makes it perfect for companies trying to project optimism and creativity. However, because yellow can be so bright, wearing too much of it can cause anxiety or frustration. Similar to road signs, yellow can also denote caution in some situations. It is essential to use it in moderation to prevent overstimulation.

e. Orange

Orange is a vibrant and friendly color that combines the vivacious qualities of red and the hopeful qualities of yellow. It is renowned for its energy, zeal, and support and is frequently connected to enjoyment and inventiveness. The warm color orange is frequently used in branding to imply value, affordability, or accessibility. Because of its lighthearted tone, it works well for brands that cater to younger consumers or for the

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food and entertainment sectors. It has a stimulating effect similar to red, but not as strong. Warmth and adventure are two more emotions that orange can arouse.

f. Purple

Purple has historically been associated with sophistication, luxury, and royalty. It is frequently used by brands trying to project an air of exclusivity and refinement since it communicates wealth, wisdom, and spirituality. Lighter shades like lavender bring about a soothing, romantic, and calming effect, while darker purples are more dramatic and mysterious. Since purple dyes were once costly to make, the color came to be connected with nobility. Purple is a popular color choice for companies in the beauty and creative sectors because of its spiritual and introspective attributes.

g. Black

Black is a color associated with strength, grace, and refinement. It is frequently used to communicate authority and exclusivity in high-end or luxury branding. Black is a common color in business settings because of its simplicity, which is also connected to formality and professionalism. However, depending on the cultural context, the color black can also have negative connotations like death, mourning, or fear. Black can add depth and contrast to a design, enhancing the vibrancy of other colors. Although it is adaptable, it must be used with caution to prevent oppression or gloom.

h. White

White is a colour for technology, healthcare, and minimalist designs because it represents purity, simplicity, and cleanliness. It is frequently used to establish a feeling of space and clarity because it connotes openness, transparency, and fresh starts. White is a versatile color that can convey neutral, positive messages because it is also linked to innocence and peace. But using white excessively can make you feel chilly or empty. White can also signify death or mourning in certain cultural contexts, especially in Eastern customs.

i. Gray

The perfect neutral hue, gray represents professionalism, equilibrium, and pragmatism. It's a favorite in formal and corporate settings since it's frequently seen as timeless and conservative. Darker grays can imply strength and gravity, while lighter grays can suggest serenity and subtle elegance. To avoid a monotonous appearance, gray is frequently combined with more vibrant colors because too much gray can be perceived as lifeless or dull. Gray is a commonly used color in design because it establishes neutrality and provides a strong background without competing with other elements.

j. Pink

Most people associate pink with femininity, compassion, and love. It conjures feelings of coziness and compassion, which is why the beauty, fashion, and care industries frequently use it. Light pinks are nurturing, gentle, and peaceful, whereas hot pink and other vivid pink hues are vivacious, playful, and exude boldness and confidence. Pink is a favorite color for brands that want to appear approachable and caring or that target younger audiences because of its associations with sweetness and

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innocence. However, its widespread appeal may occasionally be limited by its strong cultural associations with gender.

k. Brown

Warm and earthy, brown is a color that represents warmth, stability, and dependability. It conjures up images of the natural world and a feeling of honesty and groundedness. When branding products that stress sustainability, tradition, or durability, brown is a popular choice. Because it exudes coziness and wholesomeness, it is perfect for sectors such as food, farming, and outdoor gear. Lighter, softer tones of brown are more friendly and informal, whereas darker tones may imply authority or seriousness. In terms of design, brown is a solid, impartial option.

Each color is significate to people's perspective. With a deeply intentional design picking color, it can direct the user to desired goals. Thus color is an essential aspect to be aware of in every assets. It is wise for designers to look after the combinations and meanings.

2. Typography

A well-chosen typographic system in online design contributes to brand identification, improves navigation and comprehension, and improves both aesthetics and functionality. When designing applications or websites, typography should be considered with color contrast, hierarchy, whitespace, font consistency, and the message to be conveyed. Stimulating and persuasive typography can guide users toward actions like making a purchase, while informative typography helps educate users. Apart from that, informative typography serves to provide education to users.
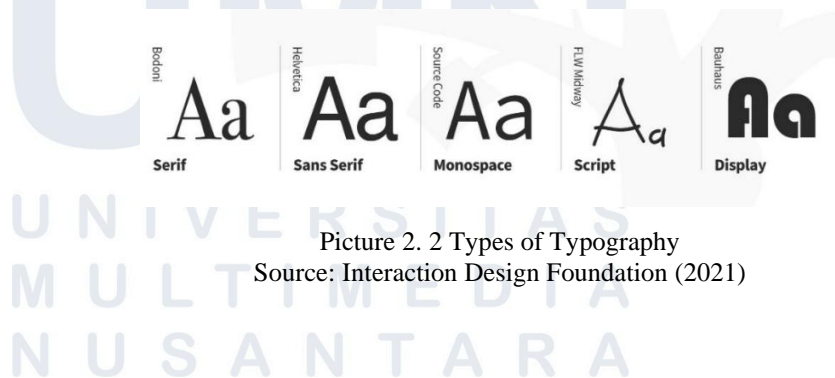
a. Types of Typography

Typography may include the actual process of creating characters and typefaces, but it would be more accurate to refer

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to that process as the artform of type design. According to The Fundamentals of Typography by Ambrose and Harris (2011), there are several types of fonts in typography, including serif, sans serif, slab serif, script, display, and monospaced. Each type serves a specific purpose and conveys a different visual tone, affecting the readability and emotional impact of the text. Understanding these different types helps designers make informed choices based on the project's needs and audience.

1) Serif, distinguished by thin lines or extensions at the ends of letters, are associated with tradition, formality, and readability. They are frequently utilized in print media and lengthy texts, such books or newspapers, where readability is important.

2) Sans serif are regarded as contemporary, tidy, and extremely readable because they do not have the tiny "serifs" at the ends of their letters. Because they tend to stay sharper on digital screens, they are frequently employed in digital design, particularly for screen content. Slab serifs are a version of the serif style in which the letter strokes have thicker, block-like ends, giving it a strong and striking appearance. This font are frequently utilized in branding and advertising.

3) Script fonts are known for their formal and beautiful style. The fonts are designed to resemble cursive handwriting. It is widely utilized in logos, invitations, and other design components that aim for a more emotion-driven and intimate aesthetic. Script fonts evoke a sense of elegance and personal touch, making them ideal for occasions that require a more refined or

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sentimental tone. However, the excessive use of this font can make text harder to read.

4) Display typefaces are designed for larger sizes or headlines and are often quite ornamental. These typefaces are usually used for brief text in titles or posters since they push creative boundaries and have a powerful visual impact. Because of their decorative nature, display fonts are not typically used for body text because it is difficult to read in small sizes. This font is meant to grab attention and create a strong visual presence in design projects.

5) Monospaced fonts take up the same amount of horizontal space for each character. For consistency and clarity, this style is commonly found in technical documentation or coding. It helps ensure that text lines up neatly, making it easier to read and debug code. Monospaced fonts are also useful in environments where precision and alignment are prioritized in a design.

Picture 2. 2 Types of Typography
Source: Interaction Design Foundation (2021)

Knowing how these categories work makes it easier to decide which type is best for a particular project based on the tone, medium, and target audience. Designers must choose the right personality for the medium, especially for websites. Making the wrong decision could weaken a design's primary objectives and confuse or disengage users.

b. Legibility and readibility

Readers must be able to confortably differentiate between various characters in a specific font. That is why every letter in typhography needs to serve their intended function based on contrast, simplicity, and proportion. Choosing the right font significantly impacts the effectiveness of visual communication in a design. The impact of font selection for the communication matter is very high.

3. Grid & Layout

Grids and layouts are important tools in web design that have a role to help create visually organized and balanced websites. By providing a framework for arranging content, grids help designers achieve a harmonious layout where elements are properly aligned and spaced, contributing to a more cohesive and aesthetically pleasing user experience. A well-implemented grid system ensures that different sections of the website are proportionately distributed, guiding the user's eye naturally through the content while maintaining consistency throughout the site.

a. Grid

A grid is a structure made up lines whether with either vertical or horizontal lines that separates a page into rows and columns. It acts as a reference on where to put text, graphics, and other content on a web page. Designers can preserve structure, alignment, and uniformity between various website parts by

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utilizing grids. Grids also contribute to a clean and user-friendly experience by making the design flexible by guaranteeing items adjust appropriately on different screen sizes. There are three frequently used types of grids according to Tondreau (2019, p. 11). Column Grid is one of the most common type that consist of vertical column that divide a space into section of column. Second type is hierarchical grid, content based organizer that break it by zones. Lastly, the Modular grid that combine both column and row grid to create cells on the spaces that is divided.
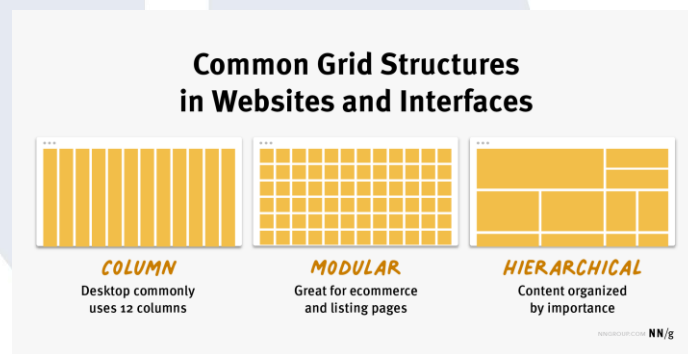
Picture 2. 3 Column grid, Modular grid, and Hierarchical
Source: Gordon (2022)

b. Layout

On a web page, layouts describe how visual elements are arranged and placed. The arrangement of text, graphics, navigation menus, and other elements in relation to one another is what it looks at. When content is arranged logically and hierarchically, it directs users' attention, increases readability, and makes the site more useful overall. Different layout types such as responsive, fluid, and fixed layouts which are employed based on the objectives of the design and the requirements of the user. The factor that needs to be considered in using this design is firstly it is important to determine the importance of different content elements and prioritize their placement while watching out for the visual balance to keep it aesthetically pleasing. Designer needs to

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also be careful of whitespaces that may create the design look cluttered. Lastly, designer needs to consider how the layout will impact the website navigation system.

Before using grids and layouts, designers need to evaluate which one best fits the design's purpose and objectives. Choosing the right grid helps create a clean, uncluttered look that enhances the overall design. It also ensures that the design delivers a smooth and efficient user experience. The proper layout provides a clear structure, guiding users through the content without confusion. By selecting the most suitable grid, designers can maximize the impact of the design while maintaining a streamlined workflow.

4. Illustration

An illustration is a manually created picture that is intended to enhance, explain, or communicate the meaning of a specific message. Expert illustrators usually have a distinctive style that facilitates audience recognition across multiple media channels. Illustration may become a unique, engaging work of art that gives the whole message more depth and meaning when combined with smart design. Incorporating pictures into design not only improves aesthetic appeal but also gives the viewer a more engaging experience by bridging the gap between abstract concepts and tangible visual representation.

5. Photography

Photography is part of a communication tool, in the form of visual messages. Meanwhile, expression is the expression of an artist's mind, feelings, or ideas. An artist will create a work based on the characteristics that exist in the artist himself, so that later the work can become a form of self-identity. Aside from being a medium of expression, photographs can be a medium for conveying messages. The easiest way to illustrate the meaning or message of a photo is by showing the characteristics of the object or adding properties related to the object

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as supporting elements. Using data selection and exploration methods related to the object of research. Through expression photography it can create and convey stories that has been visualized through photos. Expression can also express messages and feelings to others. Photography can also be a communication tool, in the form of visual messages (Fasiha, 2023, p. 131).

Photographic composition is a technique for arranging the important elements of a photo's subject as a whole within an image. This aims to create a specific 'mood' in the photo, thereby achieving balance among the objects in it. Photographic composition also enhances the photographer's eye for elements while shooting.

2.2.5 User Interface in Website

UI stands for User Interface. It's the space where interactions between humans and machines occur. The goal of a UI is to make the interaction as intuitive and efficient as possible. This involves designing the layout, controls, and overall visual aesthetics of software or hardware.

1. UI Design Heuristics or Principle

Nielsen (2005) discuss about the golden rules for interface design principle as ten usability heuristics. He stated that user interface is a visual representation of products like apps and websites. It acts as a bridge between the user and the product, enabling users to interact with it. The design basics in UI is a way to keep in check of issues and limitations. Here are the ten user interface principles.

a. Visibility of System Status

It's important that users always know what's happening in a system. For example, if a page is loading, the system should show a loading bar or message. This helps reduce confusion and keeps users informed. The system should give feedback quickly, so users understand their actions are being processed. Feedback can be small, like showing a tick when an action is completed.

Picture 2. 4 "You Are Here" Indicators At The Mall
Source: Gordon (2024)

This example can be proceed in reality, for example, pin point indicators at mall's map. A user can navigate the current place on a map from the point of "You are Here". Each map that are scattered through the mall has different place of point to show progress which can make the users feel in control. The system should never leave users wondering if their actions worked.

b. Match Between the System and the Real World

The system should use language and symbols users are familiar with. For example, when stovetop controls match the layout of heating elements, users can quickly understand which control maps to which heating element. This example can be seen in shopping website. The term "cart" instead of "basket" was built by the majority user understanding of buying. The design should

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reflect real-world terms and concepts, so it's easier to understand. If an app uses confusing words or icons, users might feel lost.


Picture 2. 5 Stovetop controls
Source: Gordon (2024)

The design should reflect real-world terms and concepts, so it's easier to understand. If an app uses confusing words or icons, users might feel lost. Organizing information in a logical way, like putting related items together, also helps. This principle makes the system more intuitive and comfortable to use. By matching the real world, the system feels more familiar and easier to navigate. It's all about reducing the effort needed to learn the interface.

c. User Control and Freedom

Users often make mistakes, so the system should allow them to easily undo or redo actions. For example, if a user accidentally deletes something, there should be an easy way to undo the action. It's like how physical spaces have emergency exits for people to quickly leave if needed. This gives users the freedom to explore without fear of making irreversible mistakes. It's important to provide clear options for users to cancel, exit, or go back to previous steps.
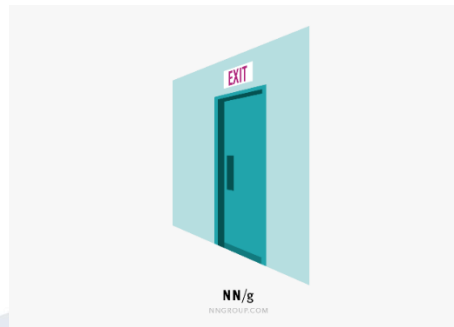
Picture 2. 6 Exit Emergencies
Source: Gordon (2024)

Allowing flexibility also helps users regain control when they feel lost or confused. Users should be able to navigate freely without feeling stuck. A "back" or "exit" button in apps or websites provides that freedom, giving users a sense of safety. These actions help users feel more in control, reducing frustration and improving the experience.

d. Consistency and Standards

Users shouldn't have to wonder whether different words, situations, or actions mean the same thing. The system should follow platform conventions and standard design patterns. For example, check-in counters are usually located at the front of hotels. This consistency meets customers' expectations and helps them navigate the space quickly and easily. In the same way, a website or app should place buttons, menus, and other elements in predictable locations so users don't have to waste time figuring out where to go. It can be seen on most websites, clicking on a brand logo takes users to the homepage. If this action isn't consistent across sites, users may get confused.
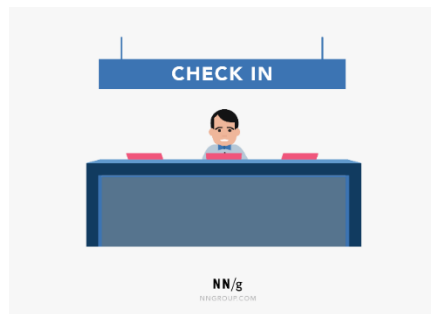
Picture 2. 7 Checkin Counters
Source: Gordon (2024)

Consistency reduces the need for users to relearn how to interact with different systems. It also helps build familiarity and trust, as users expect things to behave the same way across the system. When design elements and language stay consistent, users can focus on their tasks rather than figuring out how things work. Adhering to familiar standards also makes interfaces easier to learn.

e. Error Prevention

It's better to prevent errors from happening in the first place than to let users make mistakes and then fix them. For example, guard rails on curvy mountain roads prevent drivers from falling off cliffs. Similarly, a website or app can prevent users from making mistakes by providing clear instructions, limiting choices, or warning them before they take actions that could cause issues. This helps ensure that users don't get frustrated trying to correct mistakes. Additionally, systems should limit the types of actions that lead to errors.
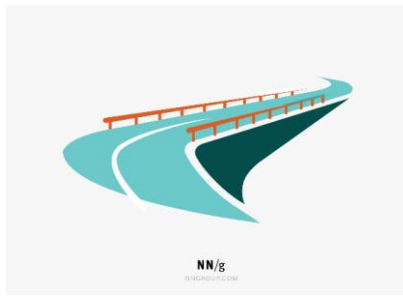
Picture 2. 8 Curvy Mountain Road On Cliffs
Source: Gordon (2024)

If users find it minimally perform actions that could cause problems, it reduces confusion and frustration. Providing clear instructions or hints before a potential error also helps guide users through tasks. The system should also help users avoid mistakes by offering suggestions or warnings when necessary. These measures improve the overall usability and reduce user anxiety.

f. Recognition Rather than Recall

Users shouldn't have to remember information from one part of the system to another. For example, it's easier for most people to recognize the capitals of countries instead of having to remember them. People are more likely to correctly answer the question "Is Lisbon the capital of Portugal?" rather than "What's the capital of Portugal?". This concept can be applied in user interfaces by providing clear, recognizable icons or labels rather than expecting users to remember complex instructions or information such as showing a menu of recent search terms helps users quickly find what they've already looked for.
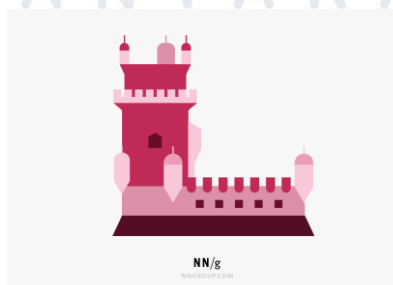
Picture 2. 9 Is Lisbon Capital Of Portugal?
Source: Gordon (2024)

Creating these elements reduces the cognitive load on users, making tasks easier and faster. The system should make important elements visible and accessible, so users don't have to recall them. This is especially important in complex tasks where users might struggle to remember details. Clear labeling and helpful tooltips can also make options and actions easier to recognize. Minimizing the need for memory makes the system more intuitive. It also helps users complete tasks more efficiently by reducing mental effort.

g. Flexibility and Efficiency of Use

The system should be flexible enough to work well for both beginners and experienced users. For example, in a map application, a regular routes are listed on maps, but locals who know the area can take shortcuts. This way can make experienced users find quicker ways to navigate the system, while beginners can stick to the main features. This makes the system more efficient for everyone, regardless of their experience level. Other example is experienced users that prefer keyboard shortcuts, while beginners might need a more guided approach.
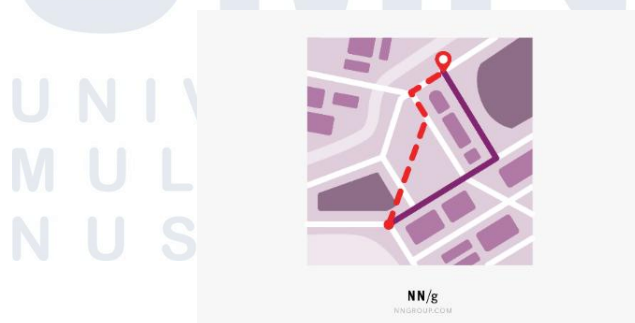
Picture 2. 10 Map Shortcuts
Source: Gordon (2024)

Offering shortcuts or advanced features makes the system more efficient for experienced users, allowing them to

perform tasks faster. On the other hand, beginners can stick with simpler, more visible options. It's important to provide customization options so users can adjust the system according to their preferences. As users become more familiar with the system, they can explore and use its advanced features. This balance improves efficiency for all users, regardless of experience level. The system should also allow users to personalize their experience to make interactions smoother.

h. Aesthetic and Minimalist Design

The design should focus on simplicity, avoiding unnecessary elements that could distract or confuse the user. For example, an ornate teapot may have excessive decorative elements, like an uncomfortable handle or hard-to-wash nozzle, that can interfere with usability. In user interfaces, unnecessary features or complicated designs can make it harder for users to find what they need or complete their tasks. Simplicity makes the system more intuitive and user-friendly, ensuring that every element serves a clear purpose.

Picture 2. 11 Ornate Teapot
Source: Gordon (2024)

Avoiding clutter and focusing on essential functions can help improve the overall experience. By removing excessive or irrelevant elements, users can navigate the system more efficiently. The design should be clean and focused, ensuring that

users can easily interact with it. This principle encourages creating a smooth, straightforward experience for the user.

i. Recognize, Diagnose, and Recover from Errors

Errors are inevitable, but the system should provide helpful messages to assist users in resolving them. For example, wrong way signs on the road remind drivers that they are heading in the wrong direction and ask them to stop. Similarly, in a user interface, if an error occurs, the system should clearly explain what went wrong and provide a solution or a way to recover. This ensures that users don't feel frustrated or lost when things go wrong.


Picture 2. 12 Wrong Way Sign
Source: Gordon (2024)

Offering clear, understandable error messages and steps for recovery improves the overall user experience. It's important that the system prevents users from making mistakes in the first place, but when errors do occur, the recovery process should be as simple as possible. These error messages should be placed in noticeable locations and use plain language, so users can act quickly and correctly.

j. Help and Documentation

Even though the system should be designed to be intuitive, sometimes users may need help or additional information. For example, information kiosks at airports are easily recognizable and solve customers' problems in context and

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immediately. These kiosks provide clear instructions and options that guide users to the right solutions, ensuring they don't feel lost or frustrated. Similarly, in a digital system, help and documentation should be accessible and relevant to the user's current task.
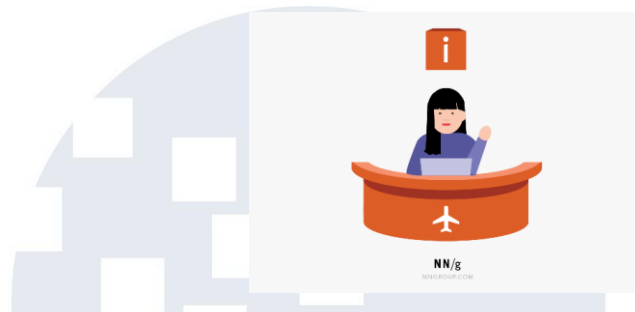
Picture 2. 13 Information Kiosk
Source: Gordon (2024)

The system should provide quick access to help resources, such as FAQs, tutorials, or customer support, when users need them. The help options should be easy to find and presented in a way that matches the user's needs. By offering immediate, on-context assistance, users can navigate challenges without disruption.

UI designers may produce user interfaces that not only captivate users by their aesthetic appeal but also guarantee seamless and effective operation by following basic design principles. These guidelines serve as a framework for creating user-friendly experiences that enable people to easily navigate different areas and accomplish desired objectives without feeling lost or frustrated. The interface is made more approachable by its clear structure, intelligent layout, and intuitive interaction that can contribute to a reduction in cognitive load. Furthermore, good design makes things easier to use and increases usability as well as pleasure. In the end, adhering to these fundamental guidelines guarantees that the design is both aesthetically beautiful and operationally tailored to the requirements of the user.

2. UI Pattern

    According to Marina Budarina's "UI Design Systems Mastery", UI patterns are reusable fixes for frequent user interface design problems. Users will find it easier to navigate and interact with the interface because to these patterns, which provide uniformity throughout digital items. In order to ensure consistent user experiences across platforms and to expedite design processes, Budarina highlights that UI patterns are fundamental to the development of design systems. While components are individual UI elements, patterns define how those components are used together to achieve specific goals. Here are some of the examples.

    a. Loading patterns

        Loading patterns help show users that a process is happening. They prevent confusion and keep users engaged while waiting. One example is the loading skeleton, which shows a basic outline of the content before it fully loads, helping users know what to expect. Another example is the loading spinner, an animated icon that shows something like a page or data is still loading. These simple visuals reassure users that their request is being processed and make waiting less frustrating. Good loading patterns also improve the overall user experience by keeping users informed and engaged.
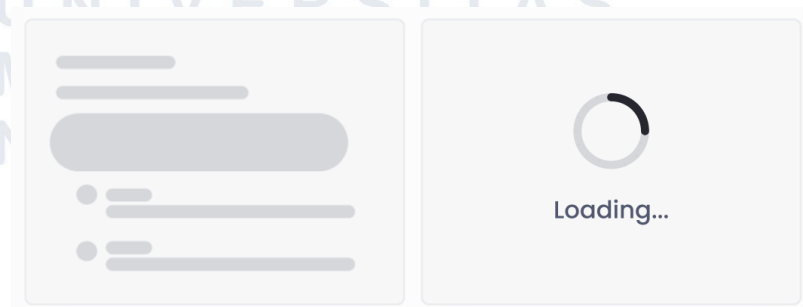
Picture 2. 14 Loading Pattern
Source: Marina Budarina (2023)

    b. Empty state patterns

When there is no data or information to display, empty state patterns benefit users by guiding them, helping to manage their expectations, and proposing next steps. To minimize user frustration and provide clarity, a basic empty state could include a simple text tagline paired with an inactive image. Moreover, alternative empty states guarantee that the interface stays interactive even in circumstances where data is not available by providing additional material or helpful instructions to keep users interested.
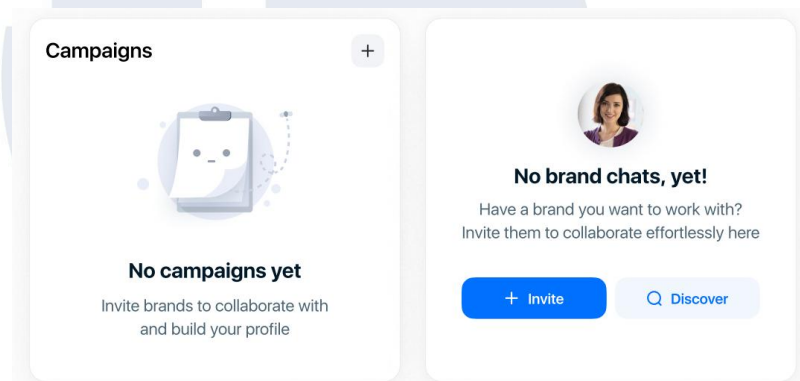
Picture 2. 15 Empty State Patterns
Source: Marina Budarina (2023)

Setting up precise rules that specify when and how to employ UI patterns is crucial to the effective application. Select patterns that complement the interface's general design, keeping in mind the specific circumstances of each instance. Offer options to accommodate varying user preferences and situations. To keep the user experience unified, make sure that the UI is consistent throughout. Reduce the cognitive load on consumers by simplifying and interpreting patterns. Put efficiency first by choosing patterns that simplify interactions. Make sure that design patterns are usable by people with disabilities. It is possible to design amazing user experiences that are both aesthetically pleasing and highly functional by adhering to these criteria.

2.2.6 User Experience in Website

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User experience, or UX, is the term used to describe the whole process of designing digital or physical products with the goal of enhancing users' total interaction with a system, service, or product. It entails designing user-friendly interfaces, maximizing usability, and making sure that every consumer encounter with the product is as simple and effective as it can be. A well-designed user experience (UX) can greatly improve a product's interaction with users, resulting in increased satisfaction, increased productivity, and a more pleasurable experience. UX design enhances usability and strengthens the bond between the brand and its customers by attending to their wants, preferences, and behaviors. This, in turn, leads to increased customer loyalty and retention.

1. UX Laws

There are eleven basic User Experience (UX) principles according to Jon Yablonski's book titled "Laws of UX". These rules are founded on psychological concepts and human behavior patterns that have been noted in several research for usability, cognitive psychology, and interaction design. Every law provides insightful information about how consumers see, use, and interact with digital products and interfaces. Designers can improve customer satisfy and product success by creating more intuitive, accessible, and engaging user experiences by comprehending and implementing these UX laws. These principles serve as key tools for making design decisions that correspond with human behavior and cognitive processes.

a. Jakob's Law

Since users spend the majority of their time on other websites, they will prefer that your website functions similarly to those they are already familiar with. This law emphasizes how crucial it is to follow accepted design patterns and conventions. Make use of visitors' knowledge with other websites rather than trying to reinvent the wheel when it comes to how a website

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functions. Rather of designing a unique layout, the navigation bar is located at the top of the page, as it is on the majority of websites.
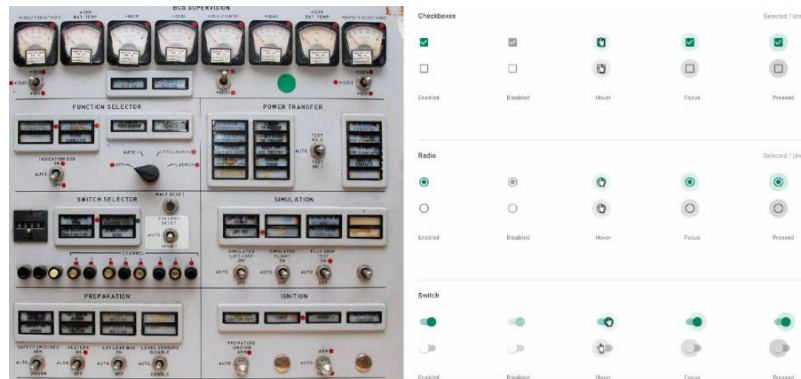
Picture 2. 16 Jakob's Law in Form Controls
Source: Yablonski (2024)

b. Fitts's Law

The size and distance to the target determine how long it takes to acquire. The time and effort required to interact with large, readily clickable elements is reduced when they are close to the user's usual concentration area. When creating buttons, links, and other interactive elements, it's imperative. Clicking and interacting with buttons is made easier for users when they are large and placed prominently, especially on mobile devices.
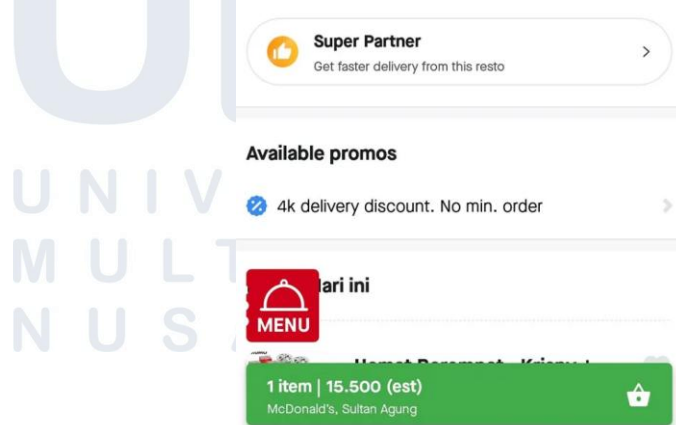
Picture 2. 17 Fitt's Law Buying in Gofood
Source: Gojek McDonalds (2024)

c. Hick's Law

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The decision-making process for the user becomes more complex as the number of options grows. Reduce the amount of options users are provided with at any given time to help them make decisions faster and more focused. For example, organize comparable categories into larger, simpler categories or utilize progressive disclosure (displaying information as needed) in place of listing 20 product categories on a website homepage.
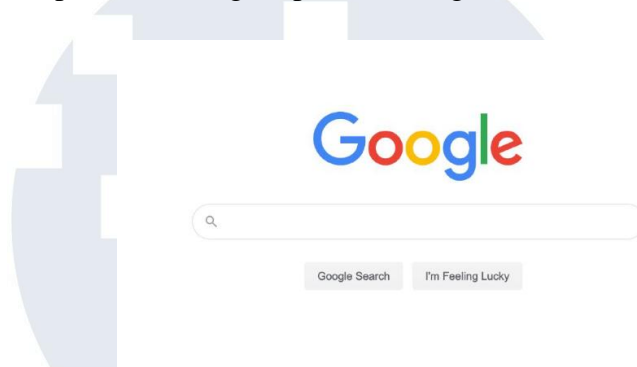
Picture 2. 18 Hick's Law in Homepage Simplicity
Source: Google homepage (2024)

d. Miller's Law

The working memory of the average person can only hold seven objects, give or take two. Divide complicated information into digestible, smaller pieces. This is especially crucial in form design, menus, and any location where consumers have to retain information briefly. One of the aplication of this law, rather than displaying all fields at once, a form may ask for the user's address information in three steps: address, city/state, and postal code.

Picture 2. 19 Miller's Law in Remote
Source: Luqman (2020)

e. Postel's Law

Be conservative when sending things and liberal while accepting them. When managing user inputs and data, this law is applicable. While allowing for a variety of input formats when feasible, systems should be adaptable in receiving user input while producing organized, understandable outputs. accepting phone numbers in a variety of formats, for instance, but formatting them uniformly in the output (with or without spaces, dashes, or parentheses).

Picture 2. 20 Postel's Law in date of birth field
Source: Yablonski (2024)

f. Peak–End Rule

Instead of considering the complete experience, people tend to evaluate things mostly primarily on how they felt during and after them. Concentrate on crafting moments that have an impact and are memorable, especially the final interaction with user and the most intense or significant event. For instance, an online store may make a lasting impression by offering a seamless, joyful "Thank you" page following a purchase, which would enhance the customer experience throughout checkout.

Picture 2. 21 Peak-End's Rule in a Website
Source: Yablonski (2024)

g. Aesthetic–Usability Effect

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Even when aesthetically beautiful designs aren't more functional, users are likely to think so. Users may be more tolerant of small usability problems and more satisfied with an interface that is visually pleasing. For instance, users may find an intuitive software easier to use even if it takes them longer to locate the functions they need because to its well-designed interface and seamless animations.
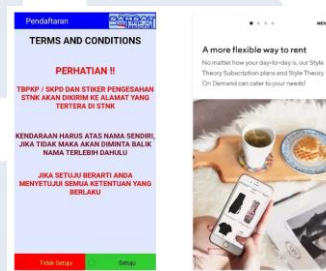
Picture 2. 22 Aesthetic–Usability Effect
Source: Wulandari (2020)

h. Von Restorff Effect

Often referred to as the "isolation effect," it's a law that has a purpose to stands out from the others in a group of comparable objects. Emphasize crucial details or calls to action by differentiating them from the background. For instance, the most popular subscription plan may be called out on a pricing page by using a distinct color or size.
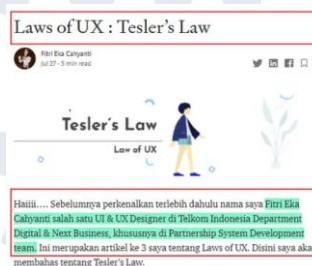

Picture 2. 23 Von Restorff Effect
Source: Cahyanti (2024)

i. Tesler's Law

Every system has some level of complexity that can't be completely avoided. When possible, the design should move

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this complexity to the backend to make it simpler for the user. Automating tasks and improving workflows can save users from doing extra steps, but it's important not to oversimplify and lose essential features. For example, an auto-complete feature in search bars helps users find results more easily by suggesting queries as they type.
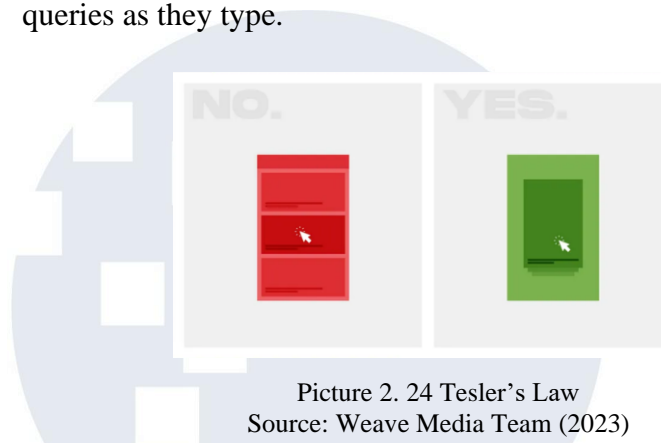
Picture 2. 24 Tesler's Law
Source: Weave Media Team (2023)

j.   Doherty Threshold

Productivity improves when a computer and its users can communicate quickly, without causing any delays for either side. Systems ought to be built with rapid user action response in mind. A reaction time of less than 400 milliseconds makes consumers feel engaged and in the flow of the system. Web applications that offer immediate response, such as quick form validation, have been shown to maintain user satisfaction and engagement.
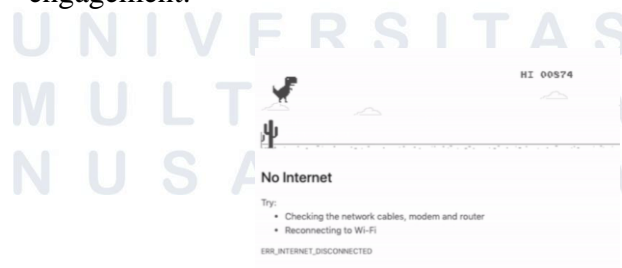
Picture 2. 25 Doherty Threshold
Source: Wulandari (2020)

k.   With Power Comes Responsibility

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In order to avoid exploiting or adversely affecting consumers, designers must exercise their influence appropriately. The ethical ramifications of UX design must be taken into account, and users' privacy, well-being, and overall experience must always come first. For instance, refraining from deceptive "dark patterns" like making it challenging for customers to cancel subscriptions or opt out of services.
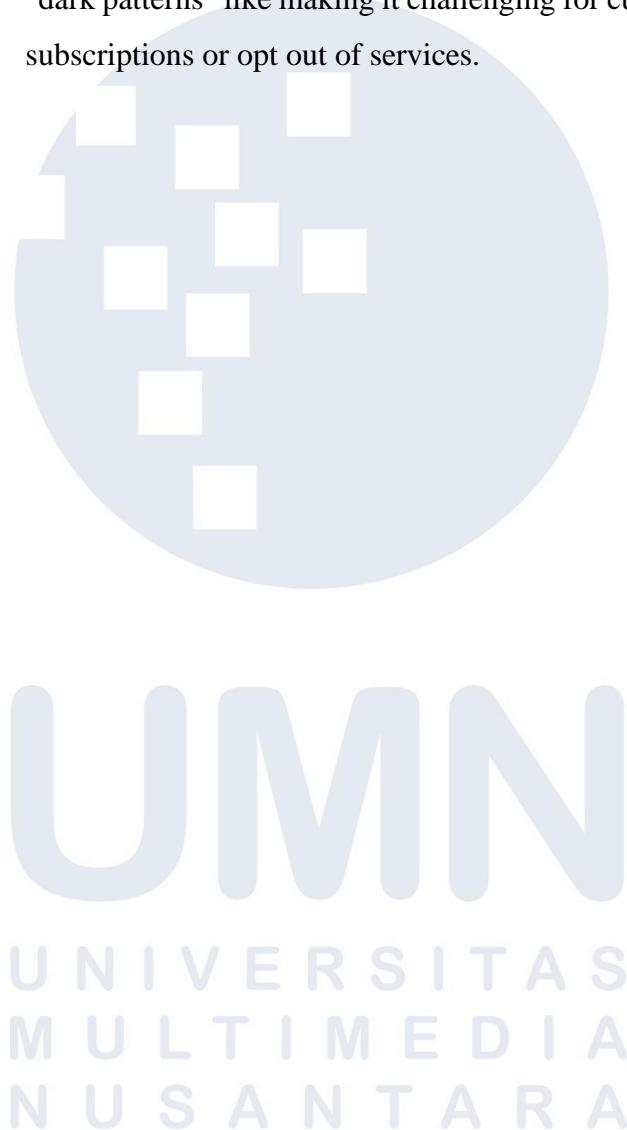
In order to develop products that fully satisfy user wants and expectations, there is a need to comprehend and implement the principles of UX rules. These rules offer a framework for designing user-centered interfaces that are simple to use, effective, and entertaining. Designers can create well-informed decisions that result in improved user experiences by taking into account human behavior, cognitive processes, and how people naturally perceive and respond to interfaces. In the end, adhering to UX laws promotes increased user happiness, trust, and engagement in addition to improving a product's usability, all of which contribute to long-term success in the cutthroat digital market of today.

2. UX Elements

In "The Elements of User Experience" by Jesse James Garrett (2002), five essential elements are outlined, forming the foundation of effective user experience (UX) design. These elements are interrelated, and each contributes to creating a coherent and meaningful interaction between the user and the product.

a. Strategy Plane

The basis of any user experience design process is the strategy plane. It involve in being aware of the user needs as well as the business goals. One of the essential actions in this phase is establishing user personas to capture the qualities, motivations, and pain points of target users. This guarantees that the product is suited to actual user requirements. Clear business objectives is including targets like raising revenue, enhancing customer happiness, or cutting support expenses. The strategy plane establishes quantitative success metrics, which provide the foundation for evaluating the product's efficacy. To make sure the product fills a market need, user research, competition analysis, and market analysis are also essential during this stage. The most important thing to remember from this plane is to know what

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problem the product solves and for whom. It ensures that user experience is in line with business objectives by providing a basis for all decisions made during the UX process. Even the best-designed interface may fall short of user or corporate needs in the absence of a clear strategy. In essence, the strategy plane answers the questions of why the product is necessary and why customers would interact with it. It serves as the project's justification. It's the basis upon which all other decisions are made in the UX process. In this way, strategy helps ensure both user satisfaction and business success.

b. Scope Plane

The scope plane takes the abstract goals from the strategy plane and turns them into clear features and functions. It connects the product's detailed parts with its overall goals. Designers decide what the product needs, such as text, images, or videos, as well as features like search, user registration, and social media links. It's important to balance enough features to meet users' needs without overloading them. To keep the scope clear and organized, designers use tools like feature prioritization and the MoSCoW method (Must have, Should have, Could have, Won't have). They may also create task flows to show how users will interact with key features. Flexibility is key because changes to the strategy can affect the scope. Without a clear scope, projects can face scope creep, where extra features are added without proper planning, causing delays and budget issues. The scope plane ensures every feature and piece of content fits the plan, leading to a focused and smooth user experience.

c. Structure Plane

The goal of the structure plane is to arrange the scope into a sensible and practical system. It include figuring out the

information architecture, which describes the organization and navigation of content inside the product. Flowcharts and sitemaps are tools used by designers to provide a clear hierarchy of features and content. The product's intuitive and uncomplicated user experience is guaranteed by the structure plane. Menus and search features are examples of navigation systems that are intended to efficiently direct visitors through the information. The layout of the elements on each screen is commonly mapped out using wireframes. The goal of this phase is to optimize the system's efficiency and intuitiveness. A smooth user experience can be ensured by using the structure plane, which guarantees a logical flow and ease of usage.

d. Skeleton Plane

The structure is further refined into a comprehensive layout by the skeleton plane which concentrates on the positioning of forms, buttons, and graphics. It outlines the product's information structure, navigation, and interface design. In order to ensure that the interface is both aesthetically pleasing and useful, designers produce wireframes, also known as mockups, that illustrate where each element will be positioned. While interface design concentrates on making interactive elements simple to use, information design makes ensuring that content is presented logically and clearly. Users are guaranteed a seamless transition between sites or tasks thanks to navigation design. To improve the user experience, interaction states like loading animations and hover effects are also planned. The abstract framework and the final visual design are connected by the skeleton plane. It guarantees that users can accomplish their activities with the least amount of difficulty and that the layout promotes usability.

e. Surface Plane

The surface plane, which focuses on the product's visual design, is the last layer in the UX process. It addresses aesthetics such as visual style overall, color, typography, and images. The objective is to produce a visually appealing product that gives usability and reflects the brand's identity. While typography directs the user's reading flow, colors can be employed to highlight crucial parts. Emotional design is also present on the surface plane since a product's aesthetic appeal has the power to uplift people's spirits and increase customer satisfaction. At this point, designers produce high-fidelity mockups or prototypes to showcase the product's ultimate appearance. To foster user confidence and create a cohesive product experience, visual consistency across displays is crucial. It is essential that surface design upholds functionality, guaranteeing that aesthetic decisions do not impede usability. In the end, the surface plane combines all the components to create a well-made, aesthetically pleasing product that offers a pleasurable user experience.
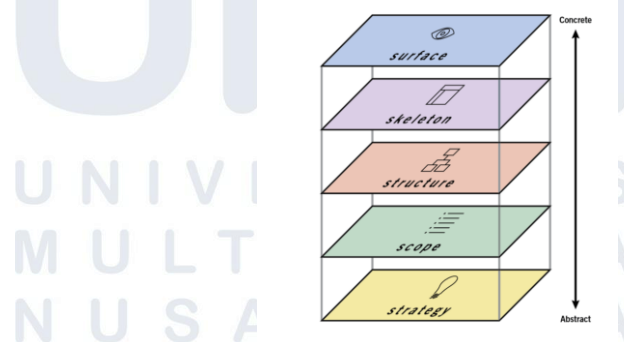
Picture 2. 26 Five UX Elements
Source: Garret (2011)

Successful UX design should provide meaningful, engaging, and satisfying interactions. This is because the UX common purpose is supporting users in achieving their goals while delivering value to the

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business. This involves in strategic, systematic thinking, considering both business objectives and user needs.

2.3 Beauty Pageant

Beauty pageants is a competition of advocate and apprreciation to symbols and cultural ideas. In beauty pageants, cultural ideas are created and questioned, making them an interesting topic for sociologists who want to study how culture is made (Hermawan, 2021, p. 28-29). Beauty pageants help shape cultural and racial meanings on two levels: the micro-level, which is about interactions between individuals, and the macro-level, which is about interactions between groups, organizations, and institutions.

2.3.1 History of Beauty pageant

The history of beauty pageants began in the 19th century, with the first organized contest in London in 1854, but the modern era was marked by the establishment of the Miss America pageant in 1921. As pageants grew in popularity, they became influential in shaping cultural standards of beauty and femininity (Roman J, 2020, p. 89). However, during the 1960s and 1970s, feminist critiques challenged their objectifying nature, prompting reforms that emphasized talent and social advocacy.

Picture 2. 27 Miss America in 1921
Source: Philip (2024)

In 1996, Mister World emerge as the first male beauty pageant. This has also attract many controversies since man in that century are taught not to prioritize their appearance. In the 21st century, pageants have increasingly

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embraced diversity and inclusion, reflecting broader societal changes and addressing contemporary issues like body positivity and empowerment, while their cultural impact continues to evolve.

2.3.2 Category of Beauty pageant

Indonesia has a rich tradition of pageantry that celebrates beauty, talent, and cultural heritage. With the help of combining source of social media such as pageant.family, dpidamu, lambepageantz, portalpageant.id, journals, and blogs, here are some updated lists pageants reigning in Indonesia that will be covered inside the main media of this research which is website. The divition can be separated into four category that education, politic, nature, and culture.

1. Education

The education field are pageants that held around schools or campus. It often emphasizes academic achievements, social impact initiatives, and creativity, providing participants with opportunities to grow and represent their schools or campus community. In this field, finalists are more likely to collaborate with other schools or campuses and volunteer in events at their own institutions. They are also given the opportunity to create programs that bring about change both internally and externally. This serves as a valuable portfolio for their future. Some of the pageants that included in this field are Mr. & Ms. LSPR, Mr. & Ms. President University, Mr. & Ms. UMN, Binus Career Ambassador, Duta UNJ, Duta Kampus ITB, and Ambassador of UPH.

2. Politic

The politic field focused on social awareness and civic responsibility. Contestants are judged on their knowledge of political issues, public speaking, leadership skills, and their ability to inspire positive change, in addition to personal style and charisma. In this field, finalists work with government institutions to make changes in their region, focusing on education, nature, and culture. If they show they can improve communities, they might get chances to create programs or even work in government. This competition is a way to make a bigger impact on society. Some of the pageants that included in this field are Puteri Indonesia, Miss Mega Bintang Indonesia, L-Man of the year, Miss Indonesia, Miss Universe Indonesia, Duta Genre, and Duta Pilkada Mesuji.

3. Nature

The nature field focused on environmental conservation and sustainability which the participants will showcase their talents, advocate for sustainability, and involved in initiatives like tree planting, coral reef preservation, as well as promoting eco-friendly practices. Finalists in this field collaborate with nature organizations or government groups on environmental projects, engaging local communities. They are expected to understand sustainability, with bonus points for applying eco-friendly practices in their daily lives. Some of the pageants that included in this field are Miss Earth Indonesia, Putri Bumi Indonesia, Duta Mangrove Indonesia, Duta Lingkungan, Putera Puteri Ekowisata, Putra Putri Maritim, and last but not least Puteri Hutan.

4. Culture

The culture field focused on showcasing the nation's rich traditions and heritage. Contestants are often required to embrace and promote cultural identities, including traditional dances, handcrafts, clothing, performances, as well as regional customs and languanges. Finalists are indulged to engage with local communities so that they can deepen their understanding of traditions, with extra recognition for practicing or promoting culture in daily life. Some of the pageants that included in this field are Abang None, Koko Cici, Putra Putri Pariwisata Nusantara, Putra Putri Tenun Songket, Putera Puteri Kebudayaan, Jegeg Bagus Bali, and Teruna Teruni Denpasar.

In conclusion, Indonesia has a big variety of beauty pageants that focus on different aspects. With this choices, young adults in Indonesia are given opportunity to explore and learn. Any pageant that they set a heart in will have no difference in size between the four fields because those are equally significant to influence on society as change agents as well as role models in their respective industries.

2.3.3 Common Procedure Steps of Beauty pageant

Beauty pageant contestants are required to follow a set procedure that involves particular steps, sessions, and rules meant to maintain uniformity and fairness throughout the competition. Every steps of procedure is crucial to enable participants properly present their abilities, personalities, and skills. The normal procedures for a beauty pageant are listed below, detailing the candidates' path from preparation to the grand finale. Here are the common procedure as a step in a reigning one year competition of beauty pageant according to several official account on social media such as from Miss Universe and Puteri Indonesia.

1. Application and Screening

   Usually, contestants send in an application form that includes a talent description, measurements, and personal information. They may also need to provide photographs or videos. After reviewing the applications, a panel of judges chooses a number of finalists. This process ensures that only the most suitable candidates are selected for the next stages of the competition. The judges consider both physical appearance and personality when making their decision.

Picture 2. 28 Miss Indonesia Audition
Soruce: Askara (2023)

2. Orientation and Training

   In order to become familiar with the policies, procedures, and standards of the pageant, finalists frequently go to orientation sessions. In addition, they might be trained in interviewing, public speaking, strolling, posing, and other competition-related skills. These sessions help build confidence and prepare contestants for the pressure of the competition. The training also focuses on proper conduct and etiquette during the event.

Picture 2. 29 Abang None Jakarta Training
Source: Twitter abnonjakarta

3. Preliminary Competition

During this phase, judges evaluate the general demeanor, poise, and personality of the competitors. The general activities in this phase are interviews and outfit competitions. This stage helps to narrow down the contestants based on their overall presentation. Contestants must demonstrate both physical appeal and a strong, confident personality to move forward.

Picture 2. 30 Jegeg Bagus Bali Prelminary
Source: Instagram jegegbagusbali (2024)

4. Talent Competition

Participants showcase their skills, which can include acting, dancing, singing, playing an instrument, or reading poetry. The score is based not only on their talent but also on how they present themselves on stage, including their stage entrance, speaking, and posing. It is a smart choice for participants to plan a performance that aligns with the theme of the pageant they are competing in. Creativity and originality in the performance can make a contestant stand out.

Picture 2. 31 Putera Puteri Ekowisata Talent Showcase
Source: James Radar (2021)

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5. Final Competition

The chosen candidates will advance to the next level, which usually consists of a final interview and competitions for outfits either evening gowns, swimsuits, or traditional uniforms. A number of criteria, including intelligence, charisma, and beauty, are taken into the judging score when crowning the winner. The final competition is a crucial moment where contestants must showcase their best qualities since in this phase, the judges score portion is the highest. The winner is chosen based on a combination of talent, appearance, and personal qualities displayed throughout the competition.

Picture 2. 32 Putra Putri Tenun Songket Awarding Night
Source: Erina (2023)

The standard operating procedures of a beauty pageant offer a disciplined structure that guarantees fairns, consistency, and a well-planned progression of activities. Every stage of the competition, from initial registration and interviews to talent showcases, rehearsals, and the crowning, is vital to assisting contestants in showcasing their best qualities. Comprehending these protocols not only readies competitors for the contest but also underscores the commitment and work necessary to excel in pageantry. In the end, these precise procedures add to the reputation and professionalism of beauty pageants.

2.3.4 Challenges of Beauty pageant

Over the years, beauty pageants have overcome many challenges and adapted to changing social norms and expectations. These contests have come under fire and investigation, especially in relation to concerns about diversity, body image, and how women are portrayed. In spite of these challenges, pageants have changed to reflect more progressive values, emphasizing intelligence, talent, leadership, and community service in addition to physical attractiveness. Beauty pageants have stayed relevant by continuing to innovate and adapt; this has allowed them to retain their attractiveness while addressing issues with diversity, representation, and participant empowerment. They now serve as forums for advocacy, personal development, and constructive change, reflecting people's changing societal roles and goals. (Srivastava, 2020, p. 4-6).

1. Participants

Contestants in beauty pageants frequently experience extreme pressure to live up to idealized ideals of ability, attractiveness, and personality. It can be mentally and physically taxing to put yourself through the rigorous preparation that is needed, which includes training, rehearsals, interviews, and public speaking. The uncertainty of competition results can also cause emotional strain for competitors, and strong competitiveness can lead to feelings of inadequacy if one does not win. Additionally, individuals' self-esteem and mental health may be negatively impacted by preconceptions and critiques that place a strong emphasis on physical appearance.

2. Organizer

Large-scale event planning presents considerable obstacle for beauty pageant organizers. It might be difficult to oversee location selection, outfit fittings, rehearsals, and judging without careful planning. It can be difficult to ensure fairness in the judging process, particularly because beauty contests are subjective. In addition, organizers have to cope with the strain of obtaining funds and sponsorships, which are

frequently necessary for the event's success. In addition, they have to manage public opinion and modify the pageant to mirror changing cultural perspectives on gender and beauty while striking a balance between tradition and contemporary ideals.

3. Fans

The standards of beauty portrayed in these events can reinforce negative stereotypes. Fans may become angry or dissatisfied when their preferred competitor doesn't win, which may prompt them to criticize the judges or the organizers. Fans may begin to doubt cultural sensitivity as pageants expand internationally, believing that particular cultures or viewpoints are either misrepresented or underrepresented. Furthermore, when perceptions of beauty pageants change, some fans would start to wonder about the moral implications of the events, which would cause a change in support and participation, particularly among younger generations.

Beauty pageants encounter several obstacles that affect their standing, structure, and contestants. Some critics can create a feeling of doubt to the value and significance of these competition. Concerns have also been raised concerning the pressure participants are under to meet certain physical criteria, which could create unattainable beauty standards. Organizational challenges also exist, such as maintaining unbiased judging process and fulfilling the requirement for diversity across all ethnicities and body shapes. Finally, the emergence of social media and heightened public interest have led to a closer look at pageants and demands for reform from both inside and outside the business.

2.3.5 Benefits of Beauty Pageant

There are many personal advantages to competing in beauty pageants, not just for the contestants themselves but also for the communities and places they represent. These contests give participants the chance to grow personally in ways including boosting self-esteem, sharpening communication skills, and developing leadership qualities. Beyond personal development, pageants can act as forums for bringing significant social concerns to the public's attention, inspiring contestants to take up charitable endeavors and become change agents. Individuals can meaningfully change their own life as well as the world around them by taking part in these activities.

1. Individual

One of the key advantages is the significant boost in self-confidence that comes from public speaking, performing on stage, and competing in a challenging environment. Contestants also experience personal growth by improving their communication skills, learning discipline, and enhancing time management due to the rigorous preparation involved. Additionally, pageants offer excellent networking opportunities, connecting individuals with professionals in industries such as fashion, media, and entertainment. This connection can open doors to various career paths and determine their future life. Many contestants also use the platform to advocate for important social problems, showing contribution and . Furthermore, pageants have served as stepping stones to successful careers in modeling, acting, business, and even entrepreneurship .

2. Nationally

Beauty pageants can also benefit the environment and society on a national level through advocacy, awareness, and charity work. Many pageants now incorporate platforms that encourage contestants to promote environmental sustainability and social responsibility. Contestants often align with eco-friendly causes, leading initiatives to

reduce pollution, protect natural habitats, or raise awareness about climate change. By using their visibility, contestants can draw public attention to pressing environmental issues, prompting collective action.

Additionally, beauty pageants contribute nationally by promoting cultural diversity and fostering national pride. They often celebrate traditional customs, values, and heritage, bringing positive international attention to the hosting country. This can boost tourism and local economies, as pageants are large-scale events that attract visitors, media, and sponsors from around the world. Furthermore, pageants often involve charity work, where funds are raised for social causes, benefiting marginalized communities. Thus, beauty pageants can have a positive environmental and national impact through advocacy, cultural promotion, and economic contributions.

Beauty pageants provide a number of worthwhile advantages in addition to the glitz and glamour. They promote a feeling of community and cultural pride while offering participants chances for personal development, confidence, and public speaking abilities. Furthermore, pageants give candidates the chance to positively affect society by opening doors to advocacy platforms, employment prospects, and scholarships. In the end, beauty pageants provide a platform for people to exhibit not only their physical attractiveness but also their skills, knowledge, and dedication.

2.4 Relevant Research

To explore a novelty and makes a modification, examine some research that has related content is a crucial part. Thus the author starts to examine othe research and studies to learn and apply for this final project. This study aims to provide insights and avoid alike deficiency from research that are similar enough. Here are the reference study for this research.

Table 2. 1 Relevant Research

No.	Research Title	Author	Research Result	Novelty
1.	The Design and Development of an Online Registration Application for the Player Unknown Battle Ground Tournament at The Pillars E-Sport, Web-Based. *(Rancang Bangun Aplikasi Pendaftaran Online Turnamen Player Unknown Battle Ground Di The Pillars E-Sport Berbasis Web)*	Kiki Maulana Malik , Hendra Gunawan (2021)	Website that facilitate organizer of Player Unknown Battle Ground E-sport competition to shift from conventional to digitally.	An application based on website using waterfall method that Emphasizes intensive planning and follows through on set objectives. The deep chartflow for users are also can be studied.
2.	Design of Competition Website Database at the University Level Using the Rapid Application Development (RAD) Method	Anisa, Nur & Wildan, Muhammad. (2024)	Facilitate the management of competition participant data and the assessment process from the judges of The Business and System Innovation Challenge (BASIC)	A design method of Rapid Application Development (RAD) that builds a functional, working model of the application in the fastest way possible

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3.	UI/UX design of the PDBI digital art gallery web application using design thinking method	Khadijah Khadijah, Charmiyanti NA, Nur Choiriyati, Mochamad Sanwasih, Amir Hamzah Pohan, and Rahmatul Husna (2023)	The Digital Art Gallery web application for Boash Indonesia Digital Polytechnic that help student easily archive, showcase, sell, and create digital works, empowering student digital products as intended.	Design thinking, involving the construction of a user interface and usability testing for the PDBI digital art gallery application using a qualitative approach with a case study research type.

The relevant research can be discussed in three topics. Malik and Gunawan (2021) created a web-based application for online registration in e-sports tournaments, emphasizing intensive planning using the waterfall method and providing user-friendly chart flows. Anisa and Wildan (2024) designed a competition website using the Rapid Application Development (RAD) method, which quickly builds functional models for participant management and assessment processes. Khadijah et al. (2023) developed a UI/UX design for a digital art gallery website using the design thinking method, focusing on user needs and usability testing. These studies provide insights into effective registration systems, data management, and user-focused design, which will be implemented in the design.