CHAPTER III

DESIGN METHODOLOGY

3.1 Design Subject

Based on the results of an extensive literature analysis and pertinent research projects, the design's subject is decided. The design subject is further defined by a number of variables, such as psychographic, geographic, and demographic characteristics. These components offer a thorough comprehension of the target audience's needs, preferences, and habits. An extensive explanation of the design topic based on these standards may be found below.

1. Geography
    a. Country : Indonesia
    b. Area : Urban. This area has access to a bigger and more varied audience is made possible by the higher population and greater diversity seen in urban areas. Because of this diversity, the research is able to capture a wide range of tastes, behaviors, and expectations with regard to website design, which is essential for developing an online platform that is inclusive and easy for users to navigate (Surantha and Suharjito, 2020, p. 3). Furthermore, people are more likely to interact with digital content, including websites, in metropolitan settings since they have greater access to technology and internet infrastructure. Due to increased media exposure, beauty pageants in urban regions could also garner greater attention. For this reason, it's critical that their websites be user-friendly and well-designed in order to draw in and keep a wider audience.

2. Demography

    a. Age : 18-25 year-old. This age is an elligible provision of beauty pageant candidate according to 10-20 beauty pageant criteria. This young adults are also the part of exploring with curiosity in the face of a new world as responsible citizen. This age has a great will to sculpt a value in holding impactful responsibilities for the future (Putri, 2019, p. 36).

    b. Last Education : Senior High School. In order to compete in beauty pageants, contestants must frequently meet certain educational requirements imposed by the pageant organization. These requirements may include meeting minimal academic requirements or enrolling in an accredited school. Students in their final year of high school, in particular, are sometimes viewed as the perfect candidates for beauty pageants because of their t. They are currently acquiring vital life skills like self-expression, confidence, and communication—all necessary for success in pageantry.

    c. Economic Status : SES B. Individuals' socioeconomic status (SES) is established by a number of characteristics, such as their overall living conditions, income, education, and occupation. From the Central Bureau of Statistics (2024) data, people in the mentioned age range with monthly incomes up to three million rupiah are often categorized as SES B. This category reflects a group of people with middle-class incomes, while not the highest paid, are stable enough in their financial situation to enjoy a reasonably acceptable quality of living. According to the Manstead (2018, p. 283), people in this income bracket own greater views on the extent whereby one might affect the self impact on society.

3. Psychography

    a. People that has the confidence to try new things and curious

    b. People that are compasionate towards their surroundings.

    c. People that has a quite knowledgable level of knowledge and interested to join beauty pageant whether as a fan or candidate.

3.2 Design Method and Procedure

The Design Thinking process, a tried-and-true framework created by Hasso Plattner at the Institute of Design at Stanford University in 2010, serves as the foundation for the methodology utilized in the creation of instructional media regarding beauty pageants. This method places a strong emphasis on a human-centered design philosophy, which focuses on identifying and meeting user needs while encouraging innovation and creativity. This technique, which consists of the steps of empathize, define, ideate, prototype, and test, offers a methodical but adaptable way to create compelling and successful media content. Every phase builds on the one before it, guaranteeing that the finished result is not only aesthetically pleasing but also intuitive to use and educational. The objective is to produce an engaging media experience that provides the audience with useful information as well as an engaging, interactive user interface.

3.2.1 Emphatize

In the Interaction Design Foundation, the empathize phase is the first step taken to approach users through research related to the problem that needs to be solved. Therefore, in this stage, the author will identify problems, determine the target audience, and carry out data collection techniques. By the end of this stage, a comprehensive result of information related to the design objectives will be gathered without elimination.

3.2.2 Define

After data collection, the gathered information will be analyzed to refine the issues and arrive at appropriate solutions. At this stage, the author will analyze the data obtained from the orientation phase. The result here is a design strategy determined in the form of a design and creative brief.

3.2.3 Ideate

From the data that has been analyzed, the author can develop a concept that will guide the design process. In this stage, design strategy determined in the form of a design and creative brief. This will include brainstorming and mind mapping will be conducted, identifying keywords from the results. From the keywords, the author makes a conceptual explanation, mood board, and stylescapes.

3.2.4 Prototype

Continuing from the created concept, the media design to spread information for the public. At this stage, the author will visualize the concept and determine the content for the media through process of designs. The main media of this prototype is website according to this research background. The second media will be social media as a promoter of the main media.

3.2.5 Test

In the final stage, the design results will undergo final observation and publication. The author will carry out the design representative of the main media to any person through alpha test. The collected various of user feedback from this design will be applicated to the final design. By the end of this stage, the final design of the main media will once again undergo a test to several targets with interviews.

3.3 Design Technique and Procedure

A research technique will create the ability to obtain precise data that can be examined for producing information for the purpose of study. The tools must reach enough validation for the target. Validity determines if the instrument can measure the desired issue. In this study, questionnaires and interviews were used as the instrument. These techniques ensure that the design process is both efficient and effective, guiding designers through the stages of planning, conceptualization, and execution.

1. Interviews

An interview is a procedure of a direct spoken question and answer exchange between two or more people. It can be a discussion with specific goals in order to gather information for study. In the conversation, there are the interviewer who poses questions and the interviewee who responds to them. Interviews may be conducted in order to get primary data, evaluating the findings of other research approaches and enhancing the results of other research strategies (Hardani et al., 2020, p. 139). Interview-based data collection has benefits including obtaining more complicated information, being independent of age and education, being able to learn about a person's personal information, and not being a barrier for the illiterate because it is a verbal communication method.

a. Interview with Beauty Pageant Organizer

The first Interview will be conducted with Ignatius Ariel Kosasih as *Ketua* IKoCi (Ikatan Koko Cici Jakarta) 2022-2024. Ariel is an experienced leader knowing Koko Cici Jakarta internal and external elements such as registration, work program, talent and awarding nights, as well as quarantine or training. As a person in charge of sending the winners to other beauty pageant, he is able to lay out some insights that are rarely known by the public. This interview is needed to know the real situation aspects and personal perspective of organizer in a pageant. It will be conducted on Friday, 20th September 2024 via zoom adjusting source person's distance. The table below is the question points for Ko Ariel, the source person.

Table 3. 1 Interview Questions For Beauty Pageant Organizer

No	Indonesian Language	English Language
1.	*Pertama-tama boleh koko memperkenalkan diri terlebih dahulu mulai dari nama, jabatan dan sudah berapa lama menjabat.*	First of all, you can introduce yourself, starting with your name, position and how long you have served.
2.	*Apakah Koko Cici Jakarta berasosiasi dengan duta atau pageant lain?*	Is Koko Cici Jakarta associated with other ambassadors or pageants?
3.	*Bagaimana pengalaman koko menjadi ketua pengurus Koko Cici Jakarta? Apa yang menjadi kemudahan dan kesulitan koko?*	What is Koko's experience as chairman of the board of Koko Cici Jakarta? What are the conveniences and difficulties of Koko?
4.	*Apa manfaat yang didapatkan dari pengurus, penggemar dan peserta KoCiJak?*	What benefits do KoCiJak administrators, fans and participants get?
5.	*Setelah menjalani kepengurusan beauty pageant, Apakah definisinya menurut koko?*	After undergoing beauty pageant management, what is the definition according to Koko?
6.	*Nilai atau value apa yang harus dipertahankan dalam seluruh beauty pageant menurut koko?*	What values must be maintained in all beauty pageants according to Koko?
7.	*Informasi apa yang menurut Anda kurang diketahui dan dibutuhkan masyarakat tentang kontes kecantikan?*	What information do you think the public doesn't know or need about beauty pageants?

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8.	*Bagaimana pandangan atau image dari beauty pageant menurut koko?*	What is Koko's view or image of beauty pageants?
9.	*Kasus apa yang koko ketahui tentang beauty pageant?*	What cases does Koko know about beauty pageants?
10.	*Bagaimana cara koko menghadapi kasus-kasus yang ada?*	How does Koko deal with existing cases?
11.	*Sebagai penutup, apa pesan pribadi yang ingin koko sampaikan untuk pemuda yang berpotensi tapi masih ragu-ragu dalam mengikuti kontes kecantikan?*	In closing, what personal message would you like to convey to young people who have potential but are still hesitant about participating in beauty pageants?

The questions are designed to explore his knowledge as a beauty pageant organizer. However, the interview will be conducted flexibly to uncover additional insights beyond the author's current understanding. This approach aims to gather in-depth information while fostering a relaxed and trusting atmosphere, encouraging the interviewee to share their knowledge openly.

b. Interview with Beauty Pageant Winner

The second Interview will be conducted with Latisa Safa Maura as a fourth runner up of Puteri Indonesia and Puteri Indonesia Banten. By being a winner, Miss Maura has been experienced in accessing media information of beauty pageant. This interview will cover the perspectives of the source's person participation in beauty pageant information, so the author will keep in mind points that need to be added in the project. The interview will be conducted on Tuesday, 17th September 2024 via zoom adjusting source person's distance. The table below is the question points for Miss Maura, the source person.

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Table 3. 2 Interview Questions For Beauty Pageant Winner

No	Indonesian Language	English Language
1.	*Pertama-tama boleh Miss memperkenalkan diri terlebih dahulu mulai dari nama, jabatan dan jangka waktunya.*	First of all, Miss, you can introduce yourself, starting with your name, position and how long you have served.
2.	*Selama menjadi kontestan Puteri Indonesia, apa hal yang paling mengesankan disana?*	During your time as a Miss Indonesia contestant, what was the most impressive thing there?
3.	*Hal apa yang mengubah miss setelah mengikuti acara tersebut?*	What things changed after participating in the event?
4.	*Apa kesulitan dan kemudahan Miss dalam ajang tersebut?*	What were Miss' difficulties and conveniences in the event?
5.	*Apakah Miss telah menawarkan orang lain untuk ikut dalam kontes tersebut seperti teman dan saudara?*	Has Miss offered other people to take part in the contest such as friends and relatives?
6.	*Apa yang membuat Miss berhasil menjadi Putri Indonesia Banten?*	What made Miss successful in becoming Miss Indonesia Banten?
7.	*Menurut Miss, apakah masyarakat ndonesia harus lebih diinformasikan mengenai macam-macam kontes untuk meningkatkan kondisi kontes kecantikan saat ini?*	According to Miss, should the Indonesian public be better informed about various contests to improve the current state of beauty contests?

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8.	*Apakah selama Miss terjun di dunia Putri Indonesia ada kesulitan mengakses informasi?*	Did you have difficulty accessing information during Miss Indonesia's involvement in the Miss Indonesia world?
9.	*Adakah pesan dari Miss untuk pemuda yang sudah diperbolehkan ikut menjadi bagian kontes kecantikan?*	What is Miss's message to young people who are allowed to take part in beauty pageants?

The questions are made to learn about her journey and thoughts as a beauty pageant winner. The interview will be done in a formal yet friendly manner way to discover more details and ideas beyond what the author already knows while keeping a standard attitude as Puteri Indonesia. This method helps to collect useful information while keeping the conversation relaxed and open, making it easier for her to share her experiences. In this way

c. Interview with University Student As Beauty Pageant Potential Candidate and Follower

The target interview will be conducted with potential pageant candidates namely Lucresia Lucas Wijaya and Keiko Budiman. Both are university student at Universitas Multimedia Nusantara aged 21. The source person is an eligible target of this research. Arranging this interview will gain insight about target's perspective, struggle and needs in the beauty pageant information media field. The interview will be conducted on Tuesday, 2nd October 2024 via zoom adjusting source person's distance. The table below is the several question points.

Table 3. 3 Interview questions for University Student As Beauty Pageant Potential
Candidate and Follower

No	Indonesian Language	English Language
1.	*Pertama-tama boleh kamu memperkenalkan diri terlebih dahulu mulai dari nama, umur dan pekerjaan atau kesibukan.*	First of all, you can introduce yourself, starting with your name, age and job or activity.
2.	*Apakah kamu pernah mendengar tentang beauty pageant atau kontes kecantikan? Jika iya, dari mana kamu mendengarnya?*	Have you ever heard of a beauty pageant or beauty contest? If yes, where did you hear about it?
3.	*Jika tidak pernah mendengar tentang beauty pageant, apa alasannya?*	If you have never heard of a beauty pageant, what is the reason?
4.	*Beauty pageant apa yang kamu ketahui?*	What beauty pageants do you know?
5.	*Bagaimana citra beauty pageant menurut kamu?*	What is the image of a beauty pageant in your opinion?
6.	*Apakah kamu tertarik untuk ikut? Berikan alasannya iya atau tidak.*	Are you interested in joining? Give reasons yes or no.
7.	*Apa nilai atau value yang harus dipertahankan dalam beauty pageant?*	What values must be maintained in a beauty pageant?
8.	*Informasi apa yang menurut kamu kurang diketahui dan dibutuhkan masyarakat tentang kontes kecantikan?*	What information do you think the public doesn't know or need about beauty pageants?

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9.	*Media apa yang paling sering kamu pakai untuk membaca informasi?*	What media do you most often use to read information?

2. Questionnaire

       This tool is sent out to obtain detailed information from respondents on a certain topic. When gathering information from a large number of geographically separated respondents, this approach is especially helpful (Rohmad & Sarah, 2021, p. 16). The author collected data by conducting an online survey using Google Form among people aged 17-25 years in Indonesia. The questionnaire focuses on topics of their experience and resolutions in beauty pageant industry. There are three different question styles available, which are Likert scale questions, multiple-choice questions with numerous allowed answers, and single-choice questions. The respondent are decided within more or less 100 people to minimize repetitive answer while mantaining variant answer. The following is the lists of question given, started with the first section questioning respondents identity to make sure the data collected are based from the subject target.

Table 3. 4 Personal Data Questionnaire Question

No.	Questions	Options
1.	Island Origin (*Asal Pulau*)	• Java • Kalimantan • Papua • Sulawesi • Sumatra
2.	Gender (Jenis Kelamin)	• Woman • Man
3.	Main Job (*Pekerjaan Utama*)	• School Student • Campus Student • Freelancer • Officer • Entrepreneur

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The second section is filled with questions regarding the essential data for author's research. The question overall ask about respondent's knowledge of beauty pageant, their struggle in accessing the information, and information media usage or familiarity. By avoiding yes or no question, the answer can be directed to an open discussion and provide an opportunity to take part for the research. Here are the list of questions in section two.

Table 3. 5 Beauty Pageant Knowledge Questionnaire Question

No.	Questions	Options
4.	Have you ever seen or heard about a beauty contest or beauty pageant? (*Beauty pageant apa yang kamu ketahui?*)	• Yes • No
5.	Where did you see or hear about beauty pageants? *(Dari mana anda melihat atau mendengar tentang kontes kecantikan)*	• Friend (*Teman*) • Social Media • Website • Article • Poster • Do not know *(Tidak mengetahui)*
6.	Which beauty pageant do you know? (*Beauty pageant mana yang anda ketahui?*)	• Miss Universe Indonesia, Puteri Indonesia • Miss mega bintang Indonesia, Miss Indonesia • Mister Miss Grand Tourism Indonesia, Miss Teenager Indonesia • Putra-Putri Tenun Songket, Cide Kode Benteng, Kang Nong Kab. Tangerang • Abang None Jakarta, KoCi Jakarta, Duta Museum • Ikatan Duta Untirta, Mr. & Ms. LSPR, UPH Ambassador, Mr. & Ms. UMN

		• Do not know any of it *(Tidak mengetahui sama sekali)*
7.	How often do you watch or participate in beauty pageants? *(Seberapa sering anda menonton atau mengikuti kontes kecantikan?)* (Lickert Scale)	1 = Never 4 = Often
8.	What information do you know? *(Informasi apa saja yang telah anda ketahui?)* (Multiple Choice)	☐ History *(Sejarah)* ☐ Goals *(Tujuan)* ☐ Type *(Tipe)* ☐ Rules *(Aturan)* ☐ Definition *(Definisi)* ☐ Value *(Nilai)* ☐ Event Structure *(Rangkaian acara)* ☐ Do not know *(Tidak tahu)*
9.	How positive is the image of beauty pageants today? *(Seberapa positif citra tentang kontes kecantikan saat ini?)* (Lickert Scale)	1 = Never 4 = Often
10.	Which statement is appropriate for a beauty pageant? *(Pernyataan mana yang sesuai dengan kontes kecantikan?)* (Multiple Choice)	☐ The best place for self-development and preparing for a better future. *(Tempat terbaik untuk pengembangan diri dan mempersiapkan masa depan lebih baik.)* ☐ Platform to bring social change *(Platform untuk membawa perubahan sosial.)* ☐ A competition that must be preserved for community development. *(Lomba yang*

		wajib dilestarikan untuk pengembangan masyarakat.) ☐ A competition that prioritizes subjective appearance/beauty. *(Lomba yang mengutamakan penampilan/kecantikan yang subjektif.)* ☐ Can only be won by people who are rich or have a high economy. *(Hanya dapat dimenangkan orang berada atau ekonomi tinggi.)* ☐ Places where violations of law or violence often occur. *(Tempat yang sering terjadinya pelanggaran undang-undang atau kekerasan.)* ☐ Value *(Not useful to follow)* ☐ Do not know *(Tidak mengetahuinya)*
11.	Which statement represents the value of beauty pageants? *(Pernyataan mana yang merupakan nilai dari kontes kecantikan?)*	• Increased social awareness and leadership *(Peningkatan kesadaran sosial dan kepemimpinan)* • Women empowerment and self-development *(Pemberdayaan wanita dan pengembangan diri)* • Racial and ethnic awards *(Penghargaan ras dan suku)* • Do not know *(Tidak mengetahuinya)*
12.	What factors make you not want to take part in beauty pageants?	☐ Difficulty in registration and lack of assistance *(Kesulitan dalam pendaftaran dan kurangnya bantuan)*

	(Faktor apa yang membuat anda tidak ingin mengikuti kontes kecantikan?)	☐ Feeling economically inadequate *(Merasa tidak sanggup secara ekonomi)* ☐ Doesn't feel like it fits my personality *(Tidak merasa sesuai dengan kepribadian saya)* ☐ Don't know much about beauty pageants *(Tidak terlalu mengetahui tentang kontes kecantikan)*
13.	What factors made you want to take part in a beauty pageant? *(Faktor apa yang membuat anda ingin mengikuti kontes kecantikan?)*	☐ Opportunity to guarantee a better future *(Kesempatan menjamin masa depan lebih baik)* ☐ Invited and supported by others *(Ingin menjadi perubahan untuk sekitar)* ☐ Can meet many people *(Dapat bertemu dengan banyak orang)* ☐ Childhood dream *(Mimpi sedari kecil)* ☐ None *(Tidak ada)*
14.	What information do you need most in a beauty contest? *(Informasi apa yang paling anda butuhkan dalam kontes kecantikan?)*	☐ Registration method *(Cara pendaftaran)* ☐ Type *(Jenis)* ☐ Goal *(Tujuan)* ☐ History *(Sejarah)* ☐ Event structure *(Rangkaian Acara)* ☐ Rules *(Aturan)*

The last section is a group of question about information media insights. The respondent is directed to show their most preffered media including the platform and style towards Indonesian beauty pageant. This section is used to support information media effectiveness and avoid unsuitable design for the

target. In this section, the author provides a personal information form which is phone number for collecting data in the future.

Table 3. 6 Media For Beauty Pageant Questionnaire Question

No.	Questions	Options
14.	In learning about topics that are constantly updated, which media do you trust the most? (*Dalam mempelajari topik yang terus diperbaharui, media mana yang paling anda percayakan?*)	• Website • Video • Infographic • Book • Social Media
15.	What is your reason for choosing this media? (*Apakah alasan anda memilih media tersebut?*)	☐ Fit for learning new thing *(Sesuai untuk belajar hal baru)* ☐ More trustable *(Lebih terpercaya)* ☐ Often used *(Sering dipakai)* ☐ More accessible *(Lebih mudah diakses)*
16.	Which word corresponds to beauty contest? *(Kata mana yang sesuai dengan kontes kecantikan?)*	• Elegant • Modern • Fun • Futuristic • Vintage
17.	Phone Number (*Nomor Telepon*)	Optional to Fill in

These questions will be formatted in Google Form and spread to targets of 18- 25 year old young adults. The targetted quantity of this result is 100 respondent with genuine answers. This quantity reach a great count to create an objective outcome. The author planned to give this through her connection of Multimedia Nusantara University students.

3. Reference and Existing Study

        Reference and existing research are also used to support in the data collection process. Reference studies are experiments with the goal of learning as well as identifying styles of design that could serve as a foundation for the media being developed. These study subject pieces are directly relevant to the issues being discussed. The process is carried out in a structured manner to gather, process, and conclude data, ensuring solutions are effectively derived from the root of the problem (Sari & Asmendri, 2020, p.44). The author plans to observe websites and analyze their SWOT aspects. The website that the author chose is Pageant Planet website for the existing study and Citra Pariwara website for the reference study. The result of this study will help identify interesting elements to implement and use as a reference in the design process.