

**MOBILE WEBSITE DESIGN ABOUT 'GERUND' TO
IMPROVE ENGLISH PROFICIENCY AT THE MIDDLE
SCHOOL LEVEL**



FINAL PROJECT

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**VISUAL COMMUNICATION DESIGN STUDY PROGRAM
THE FACULTY OF ART AND DESIGN UNIVERSITAS
MULTIMEDIA NUSANTARA TANGERANG
2025**

**MOBILE WEBSITE DESIGN ABOUT 'GERUND' TO
IMPROVE ENGLISH PROFICIENCY AT THE MIDDLE
SCHOOL LEVEL**



FINAL REPORT

**Submitted as One of the Conditions to Obtain
Bachelor of Visual Communication Design**

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**VISUAL COMMUNICATION DESIGN STUDY PROGRAM
THE FACULTY OF ART AND DESIGN UNIVERSITAS
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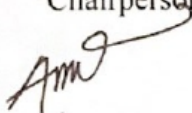
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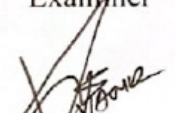
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PREFACE

The author is beyond grateful for the completion of this final project titled "Mobile Website Design About 'Gerund' To Improve English Proficiency At The Middle School Level". Praise the Lord and His grace for the strength He provides for the author, the completion of this final project is only because of His name.

The author specifically chose this title because of how important the process of learning English is. Language is a part of what shapes a human and its communication power. It comes with a great responsibility of striving to convey its true meaning. Therefore, learning the English language is a linear process and it's crucial as our world grows.

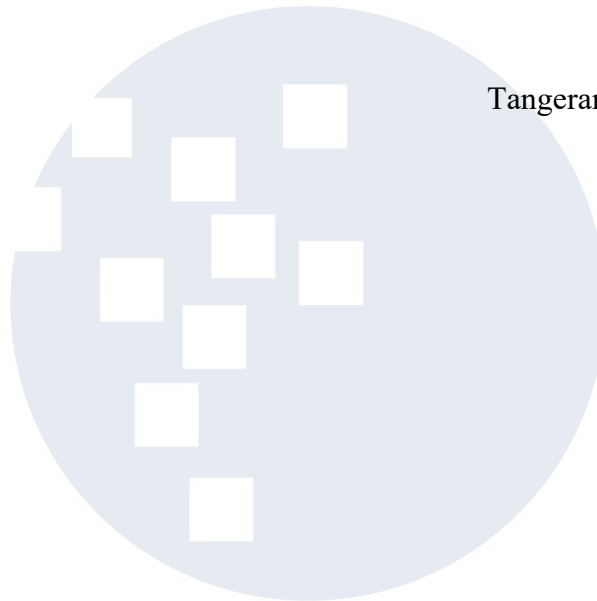
This final project is created with the hope that we continue to foster the desire to always learn more, because there is always more to learn.

Expressing gratitudes to:

1. Dr. Andrey Andoko, as Rector of Multimedia Nusantara University.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Ds., as the Dean of the Faculty of Art and Design, Multimedia Nusantara University.
3. Fonita Theresia Yoliando, S.Ds., M.A., as the Head of Visual Communication Design, Multimedia Nusantara University.
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6. Sunodia Christian Middle School Teachers, especially Mr. Alfonsus Sigalingging as the Head Principle, who provided the author with valuable insights and informations.
7. Victor Ryan Sanjaya, as the author's significant other who always gives mental support and love during the entire process of this final project.

8. Clara, Lucrecia, Nathania, Ruben, and all the author's other precious friends, for their motivations and help.

The author hopes that this research will inspire linguistic learners and spark Visual Communication Design students with motivations to explore social issues with their design.



Tangerang, June 30th, 2025


(Jocelyn Tjan)

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MOBILE WEBSITE DESIGN ABOUT 'GERUND' TO IMPROVE ENGLISH PROFICIENCY AT THE MIDDLE SCHOOL LEVEL

(Jocelyn Tjan)

ABSTRACT

English proficiency is crucial to have for students, it is essential for young learners to build strong language skills from an early age. One critical aspect of English grammar is the gerund, which serves a unique function in both writing and speaking. Mastering gerunds is necessary for students to achieve proficiency, yet many English as a Foreign Language (EFL) learners find them challenging to understand. Additionally, students often struggle to find effective supplementary learning materials that can help their comprehension with learning gerund. This study uses a mixed-methods approach, combining qualitative and quantitative research through in-depth interviews and questionnaires. The research is supported by the Design Thinking methodology to guide the development of the learning media. The data collection process revealed that students struggle to understand the concept of gerunds. By understanding students' difficulties and learning needs, the study aims to develop educational media that enhances their grasp of gerunds and improving their overall English proficiency. The final output of this project consists of a primary media in the form of a mobile-based website, specifically designed to support grammar learning. In addition, secondary medias include merchandise and digital advertising assets, which serve to promote the learning media and further engage the target audience.

Key words: Grammar, Design, Gerunds

**PERANCANGAN MOBILE WEBSITE MENGENAI GERUND
UNTUK MENINGKATKAN KEMAMPUAN BAHASA INGGRIS
DI SEKOLAH MENENGAH PERTAMA**

(Jocelyn Tjan)

ABSTRAK (Bahasa Indonesia)

Kemampuan bahasa Inggris merupakan keterampilan penting yang perlu dimiliki siswa, terutama sejak usia dini. Salah satu bagian penting dalam tata bahasa Inggris adalah gerund, yang memiliki peran khusus dalam menulis dan berbicara. Untuk mencapai kemahiran berbahasa Inggris, siswa perlu memahami penggunaan gerund dengan baik. Namun, banyak pelajar English as a Foreign Language (EFL) yang masih mengalami kesulitan dalam memahaminya. Selain itu, media pembelajaran tambahan yang efektif dan mudah diakses masih terbatas. Penelitian ini menggunakan pendekatan mixed methods, yaitu gabungan antara metode kualitatif dan kuantitatif melalui wawancara mendalam dan kuesioner. Proses penelitian ini didukung oleh metode Design Thinking sebagai dasar dalam merancang media pembelajaran. Dari hasil pengumpulan data, ditemukan bahwa banyak siswa mengalami kesulitan dalam memahami konsep gerund. Oleh karena itu, penelitian ini bertujuan untuk mengembangkan media edukatif berbasis digital yang dapat membantu siswa memahami gerund dengan lebih mudah dan mendukung peningkatan kemampuan bahasa Inggris mereka secara keseluruhan. Hasil akhir dari proyek ini berupa media utama dalam bentuk situs web berbasis mobile yang dirancang khusus untuk mendukung pembelajaran tata bahasa. Selain itu, media pendukung meliputi merchandise dan materi iklan digital yang berfungsi untuk mempromosikan media pembelajaran dan meningkatkan keterlibatan audiens target.

Kata Kunci: Grammar, Design, Gerunds

TABLE OF CONTENT

FINAL REPORT.....	i
NO PLAGIARISM STATEMENT PAGE.....	ii
PAGE OF VALIDATION	iii
SCIENTIFIC WORKS PUBLICATION APPROVAL PAGE FOR	iv
PREFACE.....	v
ABSTRACT	vii
<i>ABSTRAK (Bahasa Indonesia)</i>	viii
TABLE OF CONTENT.....	ix
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF ATTACHMENTS.....	xvi
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Statement.....	2
1.3 Problem Scope	3
1.4 Research Objective	3
1.5 Research Benefit.....	3
CHAPTER II LITERATURE REVIEW	5
2.1 Website Design.....	5
2.1.1 Information Media	5
2.1.2 Terms in Website.....	6
2.1.3 Principles in Website Design	9
2.1.2 Typography in Website Design	33
2.1.3 Color Theory.....	35
2.1.4 Illustration in Website Design.....	39
2.2 Learning English Grammar	40
2.2.1 Gerund	41
2.2.2 Learning Method.....	41
2.3 Relevant Studies Research.....	43
CHAPTER III RESEARCH METHODOLOGY	46
3.1 Research Subject	46

3.1.1 Primary Subject	46
3.2 Design Methodology and Procedure	47
3.2.1 Empathize	48
3.2.2 Define.....	49
3.2.3 Ideate	49
3.2.4 Prototype.....	49
3.2.5 Test	50
3.2.5.2 Beta Test.....	51
3.3 Research Techniques and Procedure	52
3.3.1 In Depth Interview	52
3.3.2 Questionnaire.....	55
3.3.3 Existing Study.....	58
3.3.4 Reference Study	59
CHAPTER IV DESIGN AND ANALYSIS.....	60
4.1 Design	60
4.1.1 Empathize	60
4.1.2 Define.....	78
4.1.3 Ideate	80
4.1.4 Prototype.....	87
4.1.5 Test.....	116
4.2 Design Analysis	124
4.2.1 Beta Test Analysis	124
4.2.2 Primary Media Analysis	128
4.2.3 Secondary Media Analysis.....	140
4.2.4 Budgeting	144
CHAPTER V CONCLUSIONS.....	147
5.1 Conclusion.....	147
5.2 Suggestion.....	148
BIBLIOGRAPHY	xvi
ATTACHMENTS	xx

LIST OF TABLES

Table 2.1 Relevant Research.....	43
Table 3.1 Questionnaire's First Section.....	56
Table 3.2 Questionnaire's Second Section	56
Table 3.3 Questionnaire's Third Section	57
Table 4.1 Questionnaire's Result.....	64
Table 4.2 Existing Study Analysis	70
Table 4.3 Existing Study Analysis	72
Table 4.4 Existing Study Analysis	73
Table 4.5 Existing Study Analysis	75
Table 4.6 Point of View (POV).....	78
Table 4.7 Alpha Test Analysis	116
Table 4.8 Alpha Test Analysis Result.....	118
Table 4.9 Production Budgeting	145
Table 4.10 Collateral Marketing	145
Table 4.11 Digital Media Budgeting.....	146



LIST OF FIGURES

Figure 2.1 Information Architecture Reference	7
Figure 2.2 Navigation System Example.....	8
Figure 2.3 Homepage Example.....	8
Figure 2.4 Four Columns Grid	10
Figure 2.5 Margin & Gutter	10
Figure 2.6 Margin & Gutter	11
Figure 2.7 Border Radius	12
Figure 2.8 Border	12
Figure 2.9 Drop Shadow	13
Figure 2.10 Icons.....	14
Figure 2.11 Buttons.....	15
Figure 2.12 Cards	15
Figure 2.13 Cards Display on Websites.....	16
Figure 2.14 Status Update Example.....	17
Figure 2.15 System Match Icons Example	18
Figure 2.16 User Control Example	18
Figure 2.17 Consistency Example.....	19
Figure 2.18 Error Prevention Example	19
Figure 2.19 Recognition Example.....	20
Figure 2.20 Flexibility Example	20
Figure 2.21 Minimalistic Design Example	21
Figure 2.22 Recognize Errors Example	21
Figure 2.23 Help and Documentation Example.....	22
Figure 2.24 Atoms Example	23
Figure 2.25 Molecules Example	24
Figure 2.26 Organisms Example.....	25
Figure 2.27 Templates Example	26
Figure 2.28 Pages Example.....	27
Figure 2.29 User Persona Example.....	28
Figure 2.30 User Journey Example.....	29
Figure 2.31 User Flow Example	30
Figure 2.32 Low Fidelity Example	32
Figure 2.33 High Fidelity Example.....	33
Figure 2.34 Color Contrast.....	35
Figure 2.35 Blue Color Palette.....	36
Figure 2.36 Red Color Palette.....	37
Figure 2.37 Yellow Color Palette.....	37
Figure 2.38 Purple Color Palette.....	38
Figure 2.39 Black Color Usage.....	38
Figure 2.40 Flat Illustration.....	39

Figure 2.41 Flat Illustration.....	40
Figure 4.1 In-depth Interview with Student	61
Figure 4.2 In-Depth Interview with Teacher.....	63
Figure 4.3 Gerunds and Infinitives Book.....	69
Figure 4.4 Material and Exercise	69
Figure 4.5 Gerund Mini Book.....	71
Figure 4.6 Gerund Mini Book.....	71
Figure 4.7 Quizizz Interface.....	73
Figure 4.8 Duolingo Illustration Elements.....	74
Figure 4.9 Duolingo Interactivity.....	74
Figure 4.10 Brand Mandatory	76
Figure 4.11 User Persona	79
Figure 4.12 User Journey	80
Figure 4.13 Mindmap.....	81
Figure 4.14 Moodboard.....	83
Figure 4.15 References.....	84
Figure 4.16 Headline Homepage.....	85
Figure 4.17 Headline Material	85
Figure 4.18 Typography.....	86
Figure 4.19 Helvetica Typeface	86
Figure 4.20 Color Palette	87
Figure 4.21 Information Architecture	88
Figure 4.22 User Flow.....	89
Figure 4.23 Wireframe Sketch	90
Figure 4.24 Wireframe	90
Figure 4.25 Grid and Layout.....	91
Figure 4.26 Icon and Buttons Assets.....	92
Figure 4.27 Menu Icons Reference	93
Figure 4.28 Menu Icon Digitalization.....	93
Figure 4.29 Homepage Icons Reference	94
Figure 4.30 Homepage Icons Digitalization	94
Figure 4.31 Quit Button Reference	94
Figure 4.32 Quit Button Digitalization	95
Figure 4.33 Login Button Reference.....	95
Figure 4.34 Login Button Digitalization.....	95
Figure 4.35 Levels Button Reference.....	96
Figure 4.36 Levels Button Digitalization.....	96
Figure 4.37 Learn Now Button Reference	96
Figure 4.38 Learn Now Button Digitalization	97
Figure 4.39 Take Quiz Button Reference	97
Figure 4.40 Take Quiz Button Digitalization.....	97
Figure 4.41 Play Again Button Reference	98
Figure 4.42 Play Again Button Digitalization.....	98

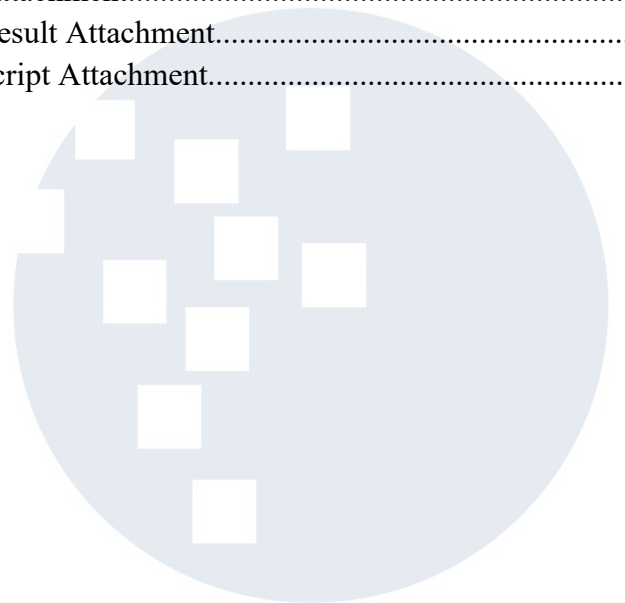
Figure 4.43 Evaluate Button Reference	99
Figure 4.44 Evaluate Button Digitalization	99
Figure 4.45 Character Mascot Moodboard	99
Figure 4.46 Character Sketching Process.....	100
Figure 4.47 Character Mascot Digitalization	100
Figure 4.48 Final Character Illustration	101
Figure 4.49 Quiz Background Digitalization	101
Figure 4.50 Quiz Background	102
Figure 4.51 Evaluate Button Reference	102
Figure 4.52 Trading Card Digitalization.....	103
Figure 4.53 Trading Cards	103
Figure 4.54 Homepage	104
Figure 4.55 Login and Account	105
Figure 4.56 Introduction Page.....	106
Figure 4.57 Materials Page	107
Figure 4.58 Quiz Page.....	107
Figure 4.59 Evaluation Page	108
Figure 4.60 Prototyping Process	109
Figure 4.61 Banner in Website Reference	110
Figure 4.62 Layout and Grid.....	110
Figure 4.63 Website Ads Banner	111
Figure 4.64 Stickers Reference	111
Figure 4.65 Grid.....	112
Figure 4.66 Digitalization Process	112
Figure 4.67 Packaging.....	113
Figure 4.68 Grid and Layout.....	113
Figure 4.69 Trading Cards Digitalization	114
Figure 4.70 Layout and Grid.....	114
Figure 4.71 Sticky Notes.....	115
Figure 4.72 Layout and Grid.....	115
Figure 4.73 Layout and Grid.....	115
Figure 4.74 Badge Pins Digitalization	116
Figure 4.75 Home Page – Before.....	119
Figure 4.76 Homepage - After	120
Figure 4.77 Menu - Before.....	120
Figure 4.78 Menu - After	121
Figure 4.79 Quiz - Before	122
Figure 4.80 Quiz - After.....	123
Figure 4.81 Alpha Test.....	124
Figure 4.82 Valuation.....	127
Figure 4.83 Drop Down - Before	127
Figure 4.84 Drop Down - After.....	128
Figure 4.85 Color Wheel.....	128

Figure 4.86 Primary Color Palette	129
Figure 4.87 Secondary Color Palette	130
Figure 4.88 Color Palette	130
Figure 4.89 Primary Typeface.....	131
Figure 4.90 Typeface Use in Homepage.....	131
Figure 4.91 Secondary Typeface.....	132
Figure 4.92 Typeface Use in Homepage.....	132
Figure 4.93 Logo	133
Figure 4.94 Homepage	134
Figure 4.95 Login Page	135
Figure 4.96 Account Page	136
Figure 4.97 Materials Page	137
Figure 4.98 Quiz.....	137
Figure 4.99 Quiz Background.....	138
Figure 4.100 Quiz Scoreboard	139
Figure 4.101 Evaluation	140
Figure 4.102 Web Banner	141
Figure 4.103 Web Banner Ads.....	141
Figure 4.104 Badge Pins	142
Figure 4.105 Sticky Notes.....	143
Figure 4.106 Sticker Pack	143
Figure 4.107 Trading Card.....	144



LIST OF ATTACHMENTS

Turnitin Attachment.....	xix
Counselling Form Attachment.....	xxiii
Non-Disclosure Agreement Attachment.....	xxiv
Consent Form Attachment.....	xxv
Questionnaire Result Attachment.....	xxvi
Interview Transcript Attachment.....	xxxi



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