

EVALUATION OF WEBSITE PROTOTYPE BASED ON BASIC UI/UX PRINCIPLES (CASE STUDY: EIGEN NATUR INDO)

Ananda Risya Triani¹
Yanuar Rahman²

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Abstract: *In the digital age, businesses, whether small or large, must adapt to advancements and utilize digital technology, particularly in sales and marketing endeavors for products or services, including websites. The company, PT. Eigen Natur Indo, consistently adapts to technological advancements to enhance its sales and marketing efforts through various channels such as marketplaces, social media, and websites. The website is presently under development as a prototype and will thereafter serve as a platform for customer product transactions (e-commerce) and advertising. However, the end users have not undergone evaluation. Implementing user interface (UI) and user experience principles is essential for developing an optimal website. This research evaluates the prototype of the Eigen Natur Indo website according to the essential criteria of UI and UX. The qualitative research method employs data from observation, interviews, analysis, and user testing activities. Five end users conducted user testing on the website prototype, followed by evaluations and interviews to address the observed interface concerns. Overall, insights have been acquired that can be advised for website development, specifically the necessity for a more efficient user or task flow, distinctive navigation with recognizable shapes and sizes that are consistently positioned, the selection of suitable design elements, and notification features.*

Keywords: *prototype; website; user interface; user experience; usability testing*

Introduction

Every business entity or organization tends to use information technology to enhance the effectiveness and efficiency of its business activities, one of which is in digital technology-based marketing (Johan & Utri, 2023). The term “digital marketing” refers to the use of a variety of information technology tools, including e-commerce websites, search engine optimization (SEO), social media, and others (Assuri, 2022), with the goals of reaching an effective market, establishing customer

communication, and achieving predetermined strategic goals.

This digital marketing activity is conducted by PT. Eigen Natur Indo, a business entity engaged in the production and distribution of herbal medicine, which persistently enhances its sales and marketing efforts using digital platforms, specifically marketplaces, social media, and websites. One of the main digital media used is the website, which, besides being an integral part of the digital marketing and sales strategy, also serves as the main gateway

¹Ananda Risya Triani is a lecturer at School of Creative Industries Telkom University, Bandung.

e-mail: anandarisyatriani@telkomuniversity.ac.id

²Yanuar Rahman is a lecturer at School of Creative Industries Telkom University, Bandung.

e-mail: vidiyan@telkomuniversity.ac.id

for the company's image, providing added value for its users (Yanto & Rusda, 2022). More than just an information medium, a website reflects the overall identity and reputation of a company (Hatmanti & Irwansyah, 2023). The design must encompass tangible aspects, such as brand visualization seen through colors, typography, and a professional layout, so it can attract attention and build trust. Additionally, the design must optimally address intangible aspects such as ease of navigation, user experience, and information or product search. Thus, the website not only serves as an information hub but also creates a representative and positive experience for visitors while simultaneously strengthening the company's image in the eyes of the audience (Tjantika et al., 2023). In line with the above explanation, the results of interviews with the graphic designer of PT Eigen Natur Indo also indicated that the website is one of the primary marketing media options, having been developed to the prototype stage (high-fidelity). However, end users have not conducted an evaluation yet. According to multiple prior research, the website evaluation process can improve user experience and maximize user services (Gede et al., 2022).

High-fidelity prototyping involves creating a prototype that is fully detailed and closely resembles the final product. So that users can test the interface interactively, both in terms of function and aesthetics (Widhiyanti & Atmani, 2021), the feedback provided can be more relevant because they see how the interface and functionality actually work.

In addition to representing the company's image, the main focus of using the website for this company in the future is as a medium for customers to conduct product transactions (e-commerce) as well as a medium for publication and promotion for the company, because the website can be integrated with search engines (SEO) and social media. We hope that trans-

forming the website into a product transaction platform will expand the range of channels available for visitors to easily, comfortably, and efficiently shop for the company's products.

Developing an online platform, such as a website or application, necessitates a comprehensive understanding of user interface (UI) and user experience (UX). UI describes the visual interface that users face while interacting with a website or application. An effective UI design must have aesthetic features, as these improve user engagement (Hartadi et al., 2020). Meanwhile, user experience (UX) influences the perception and response of users during their use of a product, service, or system (Rizkhullah & Voutama, 2024). Therefore, we cannot solely base the development of a website or application design on visual aspects; instead, we must comprehensively plan the function and usability to meet the users' goals.

This research uses UI/UX principles to objectively evaluate the prototype of PT. Eigen Natur Indo's website. The aim of this research is to gain a deep understanding and conclusions about the results of the UI/UX dimensions, which will then provide recommendations for future website development.

Methodology

This research uses qualitative methods. The utilization of qualitative methods in research encompasses, among other aspects, the processes of data collection and analysis, utilizing detailed information gathered from respondents or research subjects. (Abidin et al., 2023).

There are several ways to collect data in qualitative research, namely by directly engaging in the field through observation and detailed interviews with the research subject (Sidabutar, 2023).

Based on these stages, we obtained qualitative data through observation and interviews, then conducted a descriptive analysis. We conducted online observations on the website prototype, bolstered by usability testing activities conducted onsite by five end users, to gather user feedback.

Representative users reflect the general target users for the application product. We ideally limit the number of respondents in usability testing to no more than five people. This is because researchers tend to find more similar problems and fewer new issues (Andika et al., 2023).

Evaluation is a process that encompasses various steps or actions. In the context of assessment, evaluation serves to reveal the quality of the object being assessed (Mayasari et al., 2021). Evaluating the UI/UX of a website is important to ensure that it provides the best experience for its users. An attractive design alone is not enough if users have difficulty navigating or finding the information they need. Evaluation allows us to identify and fix issues like long loading times, confusing navigation, or errors in interactive features. UI/UX evaluation helps create an intuitive and user-friendly interface, allowing visitors to interact with the website without obstacles. Additionally, the evaluation ensures that the design and experience provided meet the needs and expectations of users, thereby increasing their satisfaction.

According to Sausan, (Sausan et al., 2023) user testing (usability testing) is one of several UI/UX evaluation methods commonly used to create the best digital products for users. The method involves asking users to perform specific tasks on a digital product, based on a given scenario. During the process, we can review and document any arising user feedback or issues, turning them into crucial notes. We can then conduct user interviews to un-

derstand their reactions to the interface.

To improve the evaluation process, we conducted a thorough interview with a graphic designer in the organization to obtain validation of important data and an understanding of various issues faced during the website development. After that, we analyzed the collected data to gain insights and in-depth knowledge, which we will then summarize in the analysis conclusion.

Result

An interview with the company's graphic designer revealed that the stakeholders are interested in developing online sales and promotion activities, including the use of a website. With the aim of facilitating consumers' product transactions through the website, the company can obtain detailed and factual data from consumers as well as implement potential online advertising strategies. Therefore, we deem the website capable of meeting these objectives. The website design was carried out through the prototype stage (high-fidelity), but the evaluation of the prototype has not yet been conducted, especially with end users through user testing activities (usability testing).

A thorough understanding of basic UI/UX principles is absolutely necessary to design a representative user interface (Huda et al., 2023). Among these fundamental principles is simplicity: this principle serves as the cornerstone, requiring the interface design to be easily comprehensible without overuse of elements that could potentially confuse users. Clarity: This principle holds equal importance, guaranteeing the clear communication of information, thereby fostering efficient and productive interactions. Consistency: This principle ensures a uniform design system and interactions throughout the interface, promoting familiarity and com-

fort among users.

In addition to basic principles, it's crucial to consider important UI elements for optimal user implementation. These elements include attractive visuals, which can create the right context and function, thereby strengthening the brand and capturing users' attention. Effective navigation is crucial for facilitating users' exploration of the website through an intuitive structure; responsiveness is crucial for providing a prompt response to user actions; and finally, user testing is a crucial step to guarantee the optimal functioning of the interface design. Direct testing enables users to pinpoint obstacles that the design team might have missed, enabling them to make improvements prior to the launch.

Producing good UX involves several other aspects, such as aligning product or service features with user needs and goals. This means deeply understanding what users want, the challenges they face, and the solutions they expect from the offered product or service.

In addition to enhancing efficiency, a relevant and useful feature guarantees that users perceive the product as genuinely tailored to their needs. Moreover, ease of use becomes a crucial element that can create a positive first impression. If a website has an intuitive interface, new users will feel comfortable and confident in using it. The next aspect is the effectiveness of the product or service in helping users complete their tasks. Effectiveness here refers to the product's ability to help users achieve their goals in an efficient and unobstructed manner (Wiwesa, 2021).

UI Evaluation

The user interface (UI) refers to how a website or application appears through the use of graphic design layouts that in-

corporate elements like lines, colors, text, images, buttons, and more, all of which have aesthetic components (Jamilah & Padmasari, 2022).

Here are the analysis results of the high-fidelity website prototype's user interface and user experience, which are based on UI and UX fundamentals.

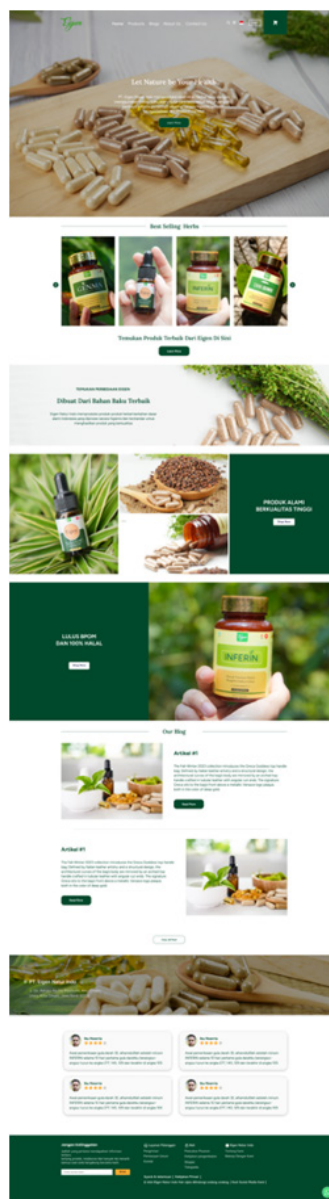


Figure 1. Homepage Display
(Source: Personal Research Documentation)

Simplicity, in general, means that the interface does not use excessive elements and looks proportional. However, it needs to be reevaluated, especially when it comes to using the Serif typeface for lengthy product titles that are formatted as links, especially on the product page where the layout typically consists of 4 to 5 columns. This aims to simplify the product page interface and enhance the readability of titles on each product image.

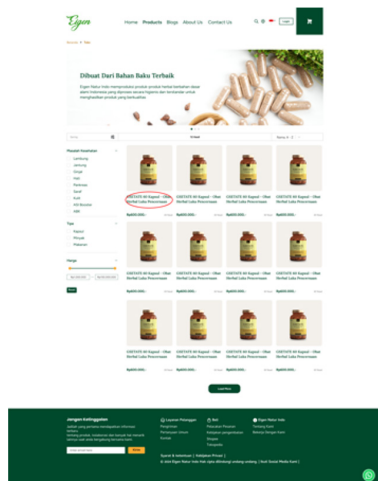


Figure 2. Product Page Display
(Source: Personal Research Documentation)

Clarity: Visitors can easily grasp the essence of the offer due to the well-organized and systematic presentation of information. The primary focus appears to be on selling the product, providing a comprehensive explanation of its advantages and benefits through both attractive supporting images and informative text. The placement of this information shows an effort to help users make quick and informed purchasing decisions. In addition, the website's buttons are easily recognizable due to their use of colors that contrast with the background and their large size, which enables users to easily identify and click on the relevant button. There are still shortcomings in some sections, such as the 'Product Rating' button on the 'My Orders' page. This button appears biased and

lacks clear functionality, both in terms of visuals and placement. This may cause confusion for users who want to leave a review or evaluation of the product they purchased.

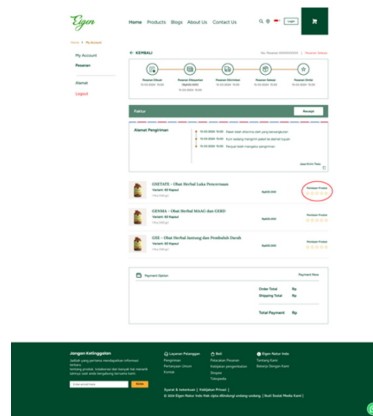


Figure 3. Order Page Display
(Source: Personal Research Documentation)

Consistency and effective navigation: the header and footer contain the same information and navigation on every page of the website. This effectively exemplifies the application of UI principles and elements, and when done correctly, this consistency not only facilitates user navigation but also enhances the website's brand.

Attractive visuals and color elements on the UI that align with the theme and product identity can serve as a strong visual communication tool for the brand's products and services to users. Image elements on the UI in the form of clear photography can help convey the product and service messages visually, especially when text alone is not enough to provide a deep understanding. The typography elements on the UI utilize two types of fonts, namely Sans Serif and Serif, which can create harmony and visual hierarchy, thereby enhancing users' ability to process information more efficiently.

The features offered at the beginning of the website page exemplify responsive-

ness. The website allows users to select their preferred language, either Indonesian or English, facilitating easier access to information based on their linguistic preferences. This language option not only helps local users but also reaches an international audience, expanding the website's service coverage. In addition, the presence of a search bar on the homepage becomes an essential feature that simplifies information retrieval. With this feature, users can directly find the content they need without having to browse through various pages, thus saving time and increasing efficiency. Equally important, this website has provided a direct interaction feature (customer service) integrated with the WhatsApp application. Additionally, there is a contact form that users can fill out to send written messages, whether asking something or requesting additional information.

UX Evaluation

UX encompasses all aspects of a user's experience with a product, such as their feelings during use, the system's efficiency, and the product's ability to help them achieve their goals (Albert et al., 2021).

Usability evaluation regarding the structured information (data) collection process. The data in question pertains to user insights and methods used when performing tasks on the product under specific conditions, with the goal of identifying issues and optimizing the design for increased efficiency (Listikowati et al., 2019).

Nielsen (2000) suggests that conducting usability testing with a maximum of 5 participants can yield good results, as it can yield insights and learnings that address nearly one-third of the usability issues in the related design.

We conducted usability testing on the high-fidelity website prototype with 5 us-

ers aged 25-40 years, aligning with Eigen Natur Indo's target consumer age. The tasks tested on users regarding this website prototype are purchasing a product (task 1), tracking an order (task 2), and providing product feedback (task 3). The user testing scenarios are outlined below:

1. First task: "You saw the product and its benefits on the website, so you want to buy it online."
2. Task 2: "After you have successfully made the payment, you want to track the product order on the website."
3. Task 3: "You have purchased the product; you want to provide feedback on it."

Following the completion of three tasks in the three aforementioned scenarios, five users identified obstacles or challenges and provided development suggestions for the future high-fidelity website prototype.

Table 1. User and Task Information
(Source: Personal Documentation)

No. User	Task 1	Task 2	Task 3
User 1	The user has obstacles	The user has obstacles	The user has obstacles
User 2	The user has obstacles	The user has obstacles	The user has obstacles
User 3	The user has obstacles	The user has no obstacle	The user has obstacles
User 4	The user has obstacles	The user has obstacles	The user has obstacles
User 5	The user has obstacles	The user has no obstacle	The user has obstacles

1. User 1

a. Constraints/obstacles

In task 1, a new user initially does not register to purchase the product but rather logs in.

In task 2, the user initially encountered obstacles when searching for the order status menu. However, they eventually found this menu through the 'order tracking' menu in the footer.

In task 3, the user was unable to provide a product rating because they could not find the menu.



Figure 4. Footer Display
(Source: Personal Research Documentation)

b. Development Suggestions

After completion of the product payment, the user desires immediate access to the order tracking and product rating page or menu in an organized format without reverting to the homepage.

2. User 2

a. Constraints/obstacles

In task 1, a new user initially does not register to purchase the product but instead logs in.

In task 2, after making the product payment, the user encountered difficulties returning to the homepage, then accessing the "My Cart" page. Ultimately, they were unable to find the order status menu.

In task 3, the user initially logged into their account, then searched for the product review menu on the homepage but could not find it.

b. Development Suggestions

After the user successfully purchases the product, the user expects the order status (including the tracking status) and product rating to be displayed immediately, similar to the systematic order status display in the Tokopedia marketplace application.

3. User 3

b. Constraints/obstacles

In task 1, the user initially did not register first, so when they are on the product purchase page, they need to go back to the login/register page.

In task 3, the user was unable to find the product review menu.

b. Development Suggestion

The homepage should also display the product review menu.

4. User 4

a. Constraints/obstacles

In task 1, a new user initially does not register to purchase a product but instead logs in.

In task 2, after completing task 1, the user looks for a way to go to the homepage.

In task 3, the user fails to find the product rating menu.

b. Development Suggestion

When using the website prototype, users need to adapt to the system flow, especially in tasks 2 and 3. Therefore, the user should receive instructions or information on how to check the order status after making a payment. Additionally, the display/description in the product review menu should ideally be in a clearer text

format. The flow of activities (tasks) refers to the Shopee marketplace application.

5. User 5
 - a. Constraints/obstacles

In task 1, the user initially intended to search for a specific product on the homepage (best-selling products), but they were unable to find the intended product, leading them to navigate through the product menu at the top.

In task 3, when the user reached the “My Orders” page, they were unable to find the product rating menu/button.

- b. Development Suggestion

Users, who are accustomed to the general flow of marketplace systems, encounter obstacles with this website prototype, particularly when they attempt to rate a product. Therefore, we recommend triggering a notification to rate the product upon order completion.

Discussion

The PT. Eigen Natur Indo website prototype’s analysis and evaluation of user testing (usability testing) yielded several significant findings that can serve as recommendations for the website’s future development. The observation and analysis process of the high-fidelity website prototype, guided by basic UI/UX principles, concluded that careful consideration should be given to the selection of font type and size. This is crucial for creating a layout that is both simple and easy to read. This is particularly crucial for texts that function as primary and secondary navigation elements, like titles and navigation buttons. A well-chosen font selection can enhance the user experience, facilitating website navigation without causing confusion or difficulty in reading.

Five end users conducted usability testing on the high-fidelity website prototype, identifying several areas requiring improvement. These activities included purchasing a product (task 1), tracking an order (task 2), and providing product ratings (task 3). The workflow of the website should be more systematic; especially after users complete the payment process, they desire easy access to features to track orders and provide ratings for the products they have purchased without having to return to the homepage. Make the website’s workflow more systematic. Users accustomed to large marketplace applications or websites like Shopee or Tokopedia, which offer a more direct and efficient navigation flow, relate to this. Therefore, we need to adjust the navigation flow after payment to better align with user expectations and preferences.

Additionally, we recommend adding a clear and easily recognizable button or menu on the payment page that leads to the homepage. This will make it easier for users to return to the main page after completing the transaction. Similarly, the feature for rating purchased products should have buttons or menus designed with clearer sizes and shapes, making them simple to find and recognize. We also highly recommend adding an additional feature, such as notifications containing reminder messages or instructions to rate the purchased product. Features like this will not only enhance user interaction but also help the company obtain important feedback from customers, which in turn can improve the quality of the products and services provided.

Effective navigation in the digital world has become a significant issue. For example, organizing content on a well-structured web navigation can help users find what they are looking for. Conversely, problems can arise if users struggle to find what they are looking for or understand the purpose of a website

(Nicholas et al., 2023).

Referring to the results of other research, the website development team can provide features such as a simple and easy-to-understand feedback form, which allows users to provide feedback or input after using the website. Users can provide feedback on both the products and services they have received (Nur et al., 2024)

We hope that the conclusions, findings, and insights from this research can serve as a useful reference for future website development. These findings provide an initial overview that can enrich the design and development process of a better website, particularly in enhancing user experience and functionality efficiency. This research provides an important foundation for understanding various technical and aesthetic aspects in designing a website that can meet the needs of its users.

Note that this research is still in its basic evaluation stage, with ample opportunities for further development. In this regard, this research can serve as a foundation for similar studies that delve deeper into the factors influencing the success of a website, ranging from technical aspects and user interaction to its impact on company performance.

Conclusion

In the process of website design, understanding and implementing UI/UX principles are necessary. This is to produce an optimal website, both in terms of appearance (visual) and functionality (usability) as a whole. In this research, we conducted an evaluation of the Eigen Natur Indo website prototype, utilizing the fundamental principles of UI/UX, to gather findings and insights that should accurately reflect end users' needs for future website development.

The conclusion, based on the analysis

and evaluation activities presented in the previous paragraphs, proposes a development suggestion that comprehensively encompasses the workflow (task), product purchase, order tracking, and product assessment, all of which require a more systematic and universal display pattern. And on the 'my orders' page with the status 'completed', navigation in the form of a button with a size and shape that is easier for users to recognize is needed, especially on the button that directs users to rate the products they have purchased. Another suggestion is to add a notification feature to the website.

This research is perceived to still have limitations or a lack of diversity in the objects studied, such as the absence of an analysis of basic UI/UX principles on similar e-commerce websites. Additionally, the study lacks visual recommendations from user testing (usability testing). Therefore, we hope that future research will be able to address both of these inputs.

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