

Making of MSME Website Design as a Means of Digital Marketing in Tangerang Regency

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ABSTRACT

In the era of digital transformation, information and communication technology is increasingly advanced, therefore the role of the website in a Micro, Small and Medium Enterprises business is important. The existence of a quality website design in addition to increasing the reputation and trust of consumers is also an effective and efficient marketing tool methods. Based on interviews results that have been carried out at the Habbani Boutique in Tangerang Regency, a modern and professional website design is made to improve marketing and to attract consumers broadly. The observation method is used by visiting the Habbani boutique directly to find out the product to be marketed. The results of this activity are in the form of website design <https://butikhabbani.com/>.

INTRODUCTION

Technological developments require business actors, especially MSMEs (Micro, Small and Medium Enterprises) to carry out effective marketing so that they can compete with competitors. Likewise, Habbani Boutique, which is domiciled in Tangerang, requires an official online store website to provide convenience and convenience to consumers in the transaction process. So far, the Habbani Boutique store is still doing the buying and selling business in the conventional way, it also has a store on the marketplace and Instagram, while sales on the marketplace and Instagram have weaknesses that can hinder the store's profits and even lose money, because they are subject to marketplace fees or the creation of fake accounts. same store name (Salbiah, personal communication, 2022/01/13). In addition, especially on Instagram, the recording of product data and transaction data is still done manually, that is, it is recorded or recapitulated on a book. Recording in this book causes data retrieval to take a long time and is vulnerable to data loss. (<http://internetmarketing.co.id>, January 16, 2021).

Based on these problems, a Web-based Habbani Boutique E- Commerce design was made , which can market products online and safely and manage customer payment data . The main function of this website is as the official media for online sales to make it easier for buyers to place orders and make it easier for the Habbani Boutique to process sales transaction data and product stock. Customers can get information about the details of the desired product. (<https://www.tokotalk.com>, January 16, 2021).

Destination design making habbani boutique website is for elevate sales potential at habbani boutiques and provide interesting, communicative and informative information through promotional media website design and can attract people to shop at habbani boutiques in Tangerang Regency. It is hoped that MSME businesses that use modern and professional websites will get more attention and have more potential to reach wider marketing.

IMPLEMENTATION AND METHODS

Execution time activity Devotion to the Community , namely since month March until month July 2022. Place implementation this PKM activity done on the spot stay team with using the internet, because coincide with existence Covid-19 pandemic . And done 3 times direct with owner effort . Activities carried out with owner effort that is interview , record products and education using websites.



Figure 1. The location of the Habbani Boutique business

boutique Habbani located on Jl. Talaga Sari No.84, RT.01/RW.2, Talagasari , Kec . Balaraja , Tangerang Regency , Banten. For To do observation and distribution results product devotion society . Audience intended target _ in activity this consist from aspect :

1. Demographics :

- a. Type Gender : Male and Female
- b. Age : 17-40 years old
- c. Education : SMA, S1
- d. Economic status : SES B
- e. Class Social : Intermediate to the top

2 reviewed from factor geographic , what is meant here that is area where who will made as the place delivery message who became target promotion this that is be in Regency Tangerang and surroundings Jabodetabek nor outside Jabodetabek, Indonesia to the audience.

Participation partner in program implementation is play a role active in every activities that are programmed and able implement results activity in the form of a website.

RESULTS AND DISCUSSION

The implementation of the website design for the Habbani Boutique is carried out with the design stages described by Robin Landa in his book, *Graphic Design Solution*. Landa explained that there are five stages in making a design, namely orientation, analysis, concepts, design, and implementation. The first stage, orientation , is also understood as the stage of collecting data. The purpose of this data collection is to find out as much as possible about the design theme. Concretely, what is done in this orientation process is a survey or coming directly to the place of business and conducting interviews with the owner of the Habbani Boutique business, namely Siti Salbiah.



Figure 2. Interview with Habbani Boutique owner

In addition, to enrich the perspective, the author searches for data about the theme of the book to get comparisons and outside opinions regarding the theme being carried. After obtaining abundant material, the next stage is analysis, where the abundant content is studied and analyzed. In this stage, the author concludes and simplifies the main data obtained from the previous stage (the results of interviews and literature or the website design that was designed).

Stage second Analysis. From the results of interviews, it is known that so far the habbani boutique wants to maximize its business by using the official website, besides that there are still many shortcomings when using social media and marketplaces, for example, limitations in designing online stores to be more attractive and stronger in store identity, with the existence of a website. then the habbani boutique can be creative in designing its online store to the fullest.

Nayyara Boutique is one of the competitors that already has an official website . The Nayyara Boutique website already has a good UI/UX. In terms of design, there is nothing special, it's just that the information content described is quite good and complete which makes it easier for people who want to shop at Nayyara Boutique to get information more easily.

According to Paul Rand in his book *Thoughts On Design* (2014: 86), layout is the layout of a process of configuring visual design elements based on concepts that cannot be separated from the design principles presented in 2/3 dimensions (2/3 finished). So in other words, layout is the arrangement of related design elements into a field so as to form an artistic arrangement.

The design style used in this Habbani Boutique website is the Bauhaus design style . Bauhaus , is an architectural style (style) founded by Walter Gropius in 1919. Pioneer of the International Style and introducing the concept of " form " follows function " , i.e. the shape of the building follows the existing function in the building. (Santoso, I, 2014:147).

website applies a minimalist theme by using geometric ornaments on every page on the website. Because in this design style it has a design principle that is very suitable to be used or applied to this Habbani Boutique website design style , considering the target audience of this Habbani Boutique website is all circles, therefore the design style used is minimalist with a few additional geometric elements. taken from the Bauhaus design style.

The design style on the website greatly influences the User Experience (UX) of how the service or product works when someone comes or uses it, not about

its internal performance. User Experience aims to make information technology easy to use by users or commonly called user friendly. (Agustin, L., Pertiwi, R., & Visual, DK 2021:26)

In this case, it uses an asymmetrical balance with a neat mix of elements so that there is an emphasis in every component of the website. The design of this promotional media cannot be separated from the help of the grid to create a visual composition. Through the grid system a graphic designer can make a systematic in order to maintain consistency in the repetition of a composition that has been created.

Stage third in the form of concept. Based on the creative concept, the overall visual identity on digital media is presented in the form of photography and graphic elements of one ethnic motif Arabic which is processed in vector format and combined with fashion product photography from the habbani boutique .



Figure 3. Website Design Concept

The photography becomes a pattern or visual element that is used for layout purposes the website becomes the visual identity of the boutique. For the visual elements, a combination of typical ethnic decoration motifs is used Arabic .

Colour The scheme used for the visual identity of this design is also an amalgamation of colors that reflect Muslim fashion .

The reason for the merger is as a form of representation that Habbani Boutique does not only have a collection of Muslim clothing, but also fashion models from the Middle East that are modern and contemporary. The overall design on digital media will also be visualized in the form of an asymmetrical design, adjusting the asymmetrical characteristics of the boutique.

At the design stage During this time, a number of website design preparations were carried out for the Habbani Boutique in Tangerang Regency, including covering the following: layout , color, and typography. there are several processes to enter the application on the website such as rough sketches of layouts to digital sketches.

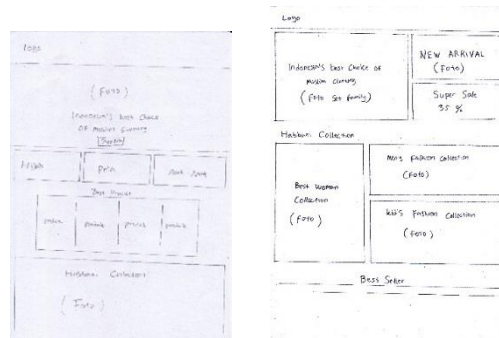


Figure 4. Alternative 1&2 Rough Sketches

From the two rough sketches made, alternative sketch 2 in Figure 2 was chosen to enter the digital sketch stage.

The second stage is a digital sketch using the Adobe Illustrator application, in Adobe Illustrator there are already several settings for the size of the artboard that we want.

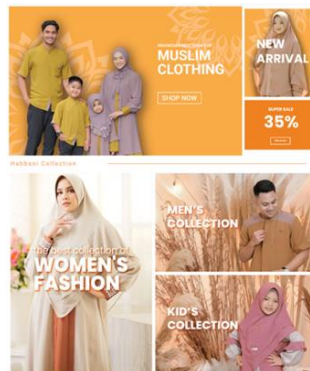


Figure 5 . Website Digital Sketch

The design style that is used as a reference is the Bauhaus. This is because the Bauhaus was inspired by geometric shapes in the architecture of the building. by using geometric ornaments on every page on the website. Because in this design style it has a design principle that is very suitable to be used or applied to this Habbani Boutique website design style, considering that the target audience of this Habbani Boutique website is all circles.

Then after the website design process is complete, a website is produced for the Habbani Boutique in Tangerang Regency which is ready to be published to the wider community. The following is the appearance of the main website page that has been made according to a good design.

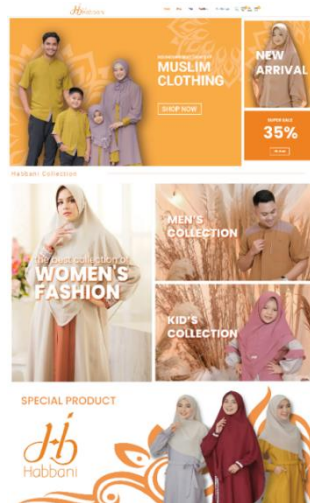


Figure 6 . Website Design Final Result

In stages implementation , is the stage of implementing and developing a layout with a concept that has been made. The first step is to use basic web WordPress to apply the layout design to the plugin Elementor to optimize the design website , so that the message to be conveyed becomes easier to understand and can beautify the visual media design created. In the process of laying out a good website, it is required to place a structure using customize menubar in Elementor. The structure consists of headers, menus, navigation and dashboards.



Figure 7 . Applying Process Layout Website

The activity after the website creation process is hosting the website becomes online and the final result becomes a complete display and can be accessed by the public. The important thing on the website to be easily accessible is that there is a Search engine Optimization (SEO) to optimize website score into a google search . The e -commerce website must use a transaction system for the buying process, for the transaction system on the website using the direct transfer method and using a third party, namely DuitKu , which has the most various other digital payment methods, the website is ready for hosting . The domain of this Habbani Boutique Website will be named after the domain name www.butikhabbani.com.

CONCLUSION AND RECOMMENDATION

Based on the results of community service activities that have been carried out, website -based digital sales media can be used and utilized by Habbani Boutique SMEs . The website can become a more professional digital marketing medium so that with the help of this website it is hoped that Habbani Boutique can compete with similar competitors. From a marketing perspective, it is hoped that the website can be a medium for communicating with potential customers so as to generate better sales for the MSMEs.

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