

Designing Website as Digital Marketing to Promote Construction Company (A Case Study of PT NLA)

Nabila Syachfitria¹, Annisa Rahmani Qastharin²

Institut Teknologi Bandung, Indonesia ^{1,2}

Email: nabila.syachfitria@gmail.com

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Website.

Abstract: In this era of globalization, the construction industry continues to grow and significantly contributes to economic growth in Indonesia. However, the industry faces intense business competition and market dynamics that continue to change every year. These conditions pose challenges for companies to continuously develop and adjust their business strategies. One viable business strategy is the use of digital marketing as a promotional tool to reach a wider target audience, enhance the company's positive image, and increase brand awareness. Digital marketing can be implemented by companies through the use of websites to build the company's online presence. A website aims to improve the company's visibility and serve as accessible information for all people. In this context, PT NLA is a construction company in West Java that needs to implement a website as a digital promotional tool. Currently, the company does not have a website to introduce and market its services. As a result, PT NLA has limited information available on various online platforms due to the absence of direct information from an official company website. Therefore, having a company website is crucial for long-term marketing investment. This research aims to analyze and design two prototype website concepts to provide recommendations for the company. The research employs the design thinking method to assist in the analysis and design of the website prototypes for PT NLA. It also uses a mixed-methods approach to enrich the data. Qualitative data will be collected through semi-structured interviews with internal and external company stakeholders, while quantitative data will be used during the testing phase in the form of the System Usability Scale (SUS). The testing phase aims to obtain evaluation scores and feedback from both internal and external company stakeholders regarding the two prototypes designed by the researchers. These prototypes will be tested and evaluated based on the highest scores and validation from the company's internal stakeholders. The research results indicate that the second prototype website concept received the highest scores compared to the first prototype. This concludes that the second prototype is the best website concept that can be implemented by the company.

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INTRODUCTION

In this era of globalization, one of the industrial sectors that contributes to Indonesia's economic growth significantly is construction. The construction industry is seen as a stimulant that may inspire other economic sectors to thrive, therefore it can play a significant part in a country's economic advancement and growth (Olandirin et al., 2012). Currently, the development of construction in Indonesia continues to increase along with the increasing infrastructure developments in each province. However, it is undeniable that the industry has market dynamics that change each year depending on the level of demand and existing market conditions (Hidayat, 2022). The dynamic market conditions will be a challenge for companies to continue to develop and adjust their business strategies. It should be noted that the more companies involved, the more stringent business competition will result (Prasetya & Handayani, 2023).

Under these conditions, companies must compete fairly to exist and expand the relationships they run. In competitive conditions, company owners must showcase each other's strengths to ensure their service work consistently meets the expectations of both the company and the client (Pradana, 2021). Thus, company owners need a clear competitive strategy to survive and win the market by implementing an effective marketing plan as one of the strategies used (Ningsih & Oemar, 2021). One such strategy is the implementation of digital marketing to promote the company.

One company navigating these challenges is PT NLA, a construction firm based in West Java specializing in landscaping and maintenance services. PT NLA has significant potential for growth, yet it currently relies heavily on word-of-mouth promotion and its network of business connections to secure clients. While effective to some extent, these traditional methods are insufficient for reaching a broader clientele in today's digital age. The company recognizes the need to enhance its digital marketing strategy, particularly by developing a company website that can serve as a more effective promotional tool.

The development of a company website is crucial for PT NLA to establish a strong online presence. In the digital era, a website is not just a platform for providing information; it is also a powerful marketing tool that can significantly enhance a company's visibility and brand image. A well-designed website can serve as the primary communication channel between the company and its potential customers, allowing PT NLA to present its services, values, and advantages to a much wider audience. By offering detailed and easily accessible information on the website, PT NLA can build trust with potential clients, enhance its professional image, and stay competitive in a rapidly evolving market.

Digital marketing, particularly through a website, offers numerous advantages for companies in the construction industry. Unlike traditional marketing methods, digital marketing can reach a global audience and is cost-effective. A website allows the company to showcase its portfolio, explain its services, and provide potential clients with all the information they need to make informed decisions. This digital approach not only improves the company's visibility but also helps in building stronger relationships with clients, increasing brand awareness, and ultimately driving business growth.

For instance, PT BIPR, one of PT NLA's competitors, has successfully used its website as a promotional tool since 2018. The competitor's website provides detailed and clear information about its services, making it easily accessible to internet users and helping the

company to maintain a competitive edge. In contrast, PT NLA's current promotional efforts are limited and less effective, as they mainly rely on document files and other traditional methods that do not leverage the full potential of digital marketing.

Recognizing this gap, PT NLA has expressed a desire to develop a website that not only promotes its services but also improves its brand image and awareness. The company aims to create a positive perception among its target audience by being transparent and easily accessible through a well-designed website. This move is seen as essential for the company to attract more clients, enhance its reputation, and stay competitive in the market.

To develop an effective website, PT NLA needs to understand the key elements that contribute to a successful online presence. This includes identifying the relevant features, content, and visual elements that will engage visitors and convert them into loyal customers. The website should provide a seamless user experience, with easy navigation and appealing design, to ensure that visitors can quickly find the information they need. By focusing on these aspects, PT NLA can create a website that not only captures attention but also effectively supports its business objectives and promotes long-term success.

In conclusion, as PT NLA looks to the future, it is clear that developing a robust digital marketing strategy, centered around a well-designed website, is critical for the company's growth and competitiveness. The website will serve as a crucial tool in expanding PT NLA's reach, enhancing its brand image, and building stronger relationships with clients. By embracing digital marketing, PT NLA can secure its position in the competitive construction industry and ensure its long-term success. In developing a website, it must build a good first impression of the company in the minds of clients. In addition, the website must have an attractive visualization and be easy to navigate, so that prospective clients can quickly get information from the website that the company has. To support an attractive website visualization, a design thinking method is needed to find out what is needed by users and companies related to website design. Design thinking is crucial in web design because it guarantees that the user is the focal point of the design process. Designers can develop a website that is user-friendly and fulfills the user's expectations by comprehending the user's requirements and desires.

LITERATURE REVIEW

A. B2B Characteristics

B2B is a business model that involves marketing transactions between one company and another. In the B2B context, companies focus on selling products or services to other business entities rather than directly to individual consumers. B2B transactions are particularly important in supply chains and logistics as they connect the various stages of production and distribution of goods (Gomez et al., 2023). In B2B markets, purchasing decisions tend to be more rational and based on specific business needs. Purchases are made after an in-depth evaluation process. Then, B2B businesses often focus on building long-term relationships with customers. Loyalty and trust are very important in B2B interactions. B2B markets typically have a smaller number of buyers but with a larger volume of purchases per transaction. Products or services are often customized to the specific needs of the customer's business. In addition, the buying process involves many parties and stages, such as research, evaluation, negotiation, and approval from different levels in the organization.

B. Digital Marketing in B2B Markets

Digital marketing encompasses all activities that involve the promotion of businesses and the provision of products and services through digital channels such as websites, social media, email, and other digital channels (Vukovic et al., 2023). In B2B marketing it is important to understand what makes a significant difference in a business model by developing strong brand equity and identifying a marketing strategy for that B2B company (Gomez et al., 2023). Digital marketing toolkits are highly effective for business marketers because they can target value chain intermediaries, create value propositions centered on economic benefits, and cater to a smaller customer base with larger individual transactions (Lilien 2016). According to an industry survey, more than 80% of business customers reported that social content has influenced their purchasing decisions (Vieira et al., 2019). In B2B markets, generating recurring revenue through contractual agreements is essential. Therefore, it is crucial to enable and maintain customer engagement through digital media to secure consistent sales on a weekly, monthly, quarterly, and yearly

C. Promotion

Promotion plays an important role in achieving the goals that businesses have implemented, especially in terms of marketing. The purpose of promotion is to increase sales by attracting buyers' attention through points of sale, information, belief, training, and retaining customers so they remain interested in the products and services offered (Alexandrescu & Milandru, 2018). The brands often shape promotions to influence consumers' views and encourage impulse purchase decisions. Businesses can aim promotions at various target groups, including potential new customers and loyal customers (Peurala, 2017). Businesses can use six promotion mixes, which include advertising, sales promotion, publicity, personal selling, direct marketing, and interactive media. Direct marketing involves direct interaction with predetermined target customers to carry out promotion. The goal is to build loyal relationships with customers (Ningsih & Oemar, 2021).

D. STP Analysis

STP is a marketing framework that can help businesses analyze products and services by communicating their benefits and value to specific groups. This method is very useful for identifying the most valuable market segments, targeting them effectively, and positioning products or services to meet the specific needs of these segments (Hanlon, 2024). STP stands for segmentation, targeting, and positioning. According to Brennan (2024), segmentation involves dividing markets and customers into smaller categories that share common characteristics, such as demographics, psychographics, behaviors, or needs. Then, targeting involves evaluating the potential of each segmented group, considering factors like size, growth, competition level, and alignment with your brand values. In addition, positioning involves crafting your messaging to ensure that your target audience comprehends how your product or service benefits them and distinguishes itself from competitors. The strategy highlights your brand's unique value proposition and aligns with customer preferences within the selected segments.

E. Website Design

A website is a compilation of web pages that exhibit various forms of media, including text, static or moving images, animation, sound, or a combination thereof. These pages may comprise an interconnected matrix of static or dynamic pages (Asmara, 2015). The process of developing websites that are accessible via the internet is referred to as website design. It includes a variety of components, such as graphic design, content production, and layout. The

objective is to create a website that is both visually enticing and user-friendly, thereby guaranteeing an optimal user experience (Elakiya, 2023). Website design consists of several important elements that include function, content, form, organization, and interaction. Each of these elements contributes to the overall user experience and the website's effectiveness in delivering the information or services offered. According to Shedroff (1997), there are six important components in building website design and each component has a different meaning consisting of content, organization and Navigation, performance, compatibility, interactivity, and visual design.

F. Design Thinking

Design thinking is a creative and analytical process that involves the opportunity to experiment, create and prototype models, collect feedback, and redesign (Razzouk & Shute, 2012). Design thinking aims to generate and develop creative business ideas or entire business models (Yudhanto et al., 2022). Different from other innovation and ideation processes, design thinking is solution-based and user-centric, as opposed to problem-based. This implies that the primary focus is on identifying and implementing solutions to the problem, rather than dwelling on the problem itself (Han, 2022). Design thinking has five stages, consisting of Empathize, Define, Ideate, Prototype, and Testing.

METHOD

A research approach is the method chosen by the researcher to gather, analyze, and interpret data. There are three approaches to research consisting of qualitative, quantitative, and mixed methods (Waltz & Moffitt, 2023). In this research, a mixed-method approach is essential to support the analysis within the design thinking process. Qualitative data will be used in the initial stages of design thinking, such as empathize, define, ideate, and prototype. Furthermore, the research will utilize quantitative data in the final stage of design thinking, the test phase, to obtain client feedback.

Qualitative Approach

An interview is a qualitative research method that utilizes the process of asking questions to gather data. Interviews typically involve two or more individuals, one of whom is the interviewer who poses the inquiries (Georgo, 2023). This type of interview was chosen to get direct insight and brief about the concept of the PT NLA company's website which will be used as a digital promotion. These interviews will enable the researchers to explore the participants' experiences, preferences, and expectations in detail, providing a comprehensive understanding of the needs and challenges related to the website design.

Data Collection

1) Population and Sample

The informants needed in this interview are both internal and external to the company, particularly in Bandung. An internal person is someone who is in the management of the company. Then, external people refer to individuals who are familiar with PT NLA and have had experience working with them. In qualitative research, the sample size is smaller in scope and there is no minimum sample size for interviews. There are two conditions that must be met to determine the number of informants in the interview, namely adequacy and suitability in digging up information (Martha & Kresno, 2016). The purpose of selecting these informants is to determine the client's needs and expectations regarding the website.

2) Sampling Technique

The qualitative approach in this research will employ non-probability sampling, selecting participants based on predetermined criteria and specific sample characteristics rather than random selection. Non-probability sampling is frequently linked to case study research design and qualitative research. In these contexts, case studies typically involve small sample sizes and aim to explore real-life phenomena rather than to make statistical generalizations about a broader population (Yin, 2003). This non-probability sampling method employs a purposive sampling approach particularly. Purposive sampling is a technique where specific settings, individuals, or events are intentionally chosen to provide crucial information that cannot be acquired from other sources (Maxwell, 1996). This approach involves the researcher selecting cases or participants for inclusion in the sample based on their belief that these selections are particularly informative or relevant (Taherdoost, 2020).

Interview Procedure

In this research, the researcher employed semi-structured interviews to conduct in-depth interviews, which offer greater flexibility in exploring topics compared to structured interviews. This approach allows for the inclusion of follow-up questions during the interview to delve deeper into the information needed and to clarify any ambiguities in the respondents' answers. The researcher meticulously designed the interview sessions in advance, incorporating specific follow-up questions to ensure a clear and comprehensive understanding of the responses. The desired sample size for the interviews is three clients from both external and internal companies, which is expected to provide sufficient insights to meet the research objectives. Additionally, the interviews will be conducted in Bahasa Indonesia to minimize misunderstandings and ensure that the informants' answers are accurately captured

Data Analysis

1) Coding

According to Charmaz (2006), coding is a methodological process undertaken during research in which collected data is systematically categorized by organizing it into groups or assigning abbreviated labels. This analysis was performed using open coding, axial coding, and selective coding. According to Akhtar (2016), open coding marks the initial stage of the coding process within grounded theory methodology. Following this, axial coding is the process of relating categories to their subcategories, linking them through their properties and dimensions. Then, selective coding is the concluding phase in grounded theory methodology, where the researcher integrates and refines the theory. This involves selecting the core category, systematically relating it to other categories, validating these relationships, and refining categories that require further development.

2) Data Triangulation

In this research, data validation is accomplished through triangulation, which entails the utilization of multiple data sources to guarantee comprehensive coverage and a variety of viewpoints, including time, geography, and individuals (Patton, 1999). By employing this approach, theory is developed in accordance with the current situation, rather than imposing pre-existing theories onto the data source (Hopper & Hoque, 2006). Triangulation is a critical approach that improves the validity and credibility of a study. By employing a variety of data sources, including interviews, observations, and documents, it is possible to reduce the influence of procedural biases, sampling biases, and researcher biases

Secondary Data

Secondary data is data that has been previously collected for a different purpose but can be repurposed for new research (Panchenko & Samoilova, 2020). The secondary data in this research was obtained from a wide variety of sources to support the visual design of the website. First, internal data from the company. Secondly, to facilitate the design process, the researcher also used references from literature reviews related to best practices in website design and related theories. This literature provided a strong theoretical basis for each design element chosen. In addition, the researcher reviewed various competitor websites to gain additional insights and innovative ideas.

Quantitative Approach

Quantitative approach involves the collection and analysis of numerical data. This method can be used to identify patterns and averages, make predictions, examine causal relationships, and generalize findings to larger populations (Bhandari, 2020). The researchers in this research will utilize survey research as a means of gathering data. In the survey, researchers will ask questions related to usability testing that pertain to the website design they have developed. The researcher selected the usability testing using System Usability Scale (SUS) method to get a score assessment related to the website prototype that the researcher was designing.

Data Collection

1) Population and Sample

The population for this study includes clients or potential customers of PT NLA. This broad group encompasses various demographics, including different age groups, professional backgrounds, and levels of familiarity with digital interfaces. A recommended sample size for usability testing with the System Usability Scale (SUS) is a minimum of 15 participants. It is essential that these participants have prior familiarity with the product or service being evaluated (Soegaard, 2024).

2) Sampling Technique

In this quantitative research will use non-probability sampling, which employs non-random sampling based on convenience or other criteria (McCombes, 2019). Non-probability sampling is a sampling method that is typically based on the subjective judgment of the author, and it does not ensure that all members of the population have the same potential for selection. The approach will concentrate on purposive sampling, in which the researcher selects the sample for the study based on their perception, knowledge, or judgment of the necessary sample set.

3) Research Questionnaire

In this research, the questions comprise the System Usability Scale (SUS), which are evaluated using a Likert scale. The scale ranges from 1 to 5, with "I strongly agree" and "I strongly disagree" being the extremes. The following is the questionnaire design for the usability testing survey through google form.

Code	Questions
Q1	I think that I would like to use this website frequently.
Q2	I found this website unnecessarily complex.
Q3	I thought this website was easy to use.
Q4	I think that I would need assistance to be able to use this website.
Q5	I found the various functions in this website were well integrated.
Q6	I thought there was too much inconsistency in this website.
Q7	I would imagine that most people would learn to use this website very quickly.
Q8	I found the website very cumbersome to use.
Q9	I felt very confident using this website.
Q10	I needed to learn a lot of things before I could get going with this website.

Table 1. Research Questionnaire
(Source :Grier et al., 2013)

Data Analysis

System Usability Scale (SUS) is a standardized questionnaire that is frequently employed to evaluate perceived usability (Lewis, 2018). The System Usability Scale (SUS) is a user test method that offers a reliable, "quick and dirty" measurement instrument (Kosim et al., 2022). The SUS questionnaire comprises ten items, each rated on a Likert scale from 1 (strongly disagree) to 5 (strongly agree). To calculate the SUS score, responses are processed by subtracting 1 from the scores of odd-numbered items and subtracting the scores of even-numbered items from 5. The adjusted scores are then summed to yield a total score ranging from 0 to 40, which is subsequently multiplied by 2.5 to convert it to a scale of 0 to 100. A SUS score above 68 is generally considered above average, indicating good usability, while a score below 68 suggests potential usability issues that need to be addressed (Susila & Sri Arsa, 2023).

CONCLUSION

A. STP Analysis

Before designing a company website, it is crucial to undertake an STP (Segmentation, Targeting, Positioning) analysis. This analysis is instrumental in identifying market segments, determining the target audience, and establishing the company's positioning. With a clear understanding of these market segments, the website can be tailored with content and design that resonate with and appeal to the target audience.

1) Segmentation

Segmentation involves dividing the broader market into distinct groups of potential customers who have similar needs and characteristics.

Demographic	
Age	Target business owners and decision makers aged 30-60 who are responsible for infrastructure and landscape projects.
Income level	high income level business
Geographic	
Urban areas	Major cities in Indonesia where there is a high demand for commercial construction and landscaping services.
Suburban areas	Areas surrounding major cities where residential development is booming and requires landscaping and road paving services.
Psychographic	
Quality-conscious Clients	Customers who prioritize high quality construction and landscaping services
Environmentally clients conscious clients	Clients who value sustainability and environmentally friendly practices in construction and landscaping.
Behavioral	
Loyal clients	Customers who have previously engaged PT NLA and are likely to return for future projects.
New clients	Target new clients needing comprehensive landscaping solutions and existing clients requiring ongoing maintenance services.

Table 2. Segmenting

2) Targeting

Targeting involves selecting the most attractive segments to focus marketing efforts on. PT NLA should focus on B2B markets.

Target	Reason
Government Entities	Governments often have large budgets for infrastructure projects and can provide long term contracts.
Property Developers	This segment has a constant need for landscaping, construction, and maintenance services.
Private Companies	Corporations requiring large scale commercial projects and landscaping services.

Table 3. Targeting

3) Positioning

Positioning involves creating a distinct image and identity for PT NLA in the minds of the target customers. The positioning strategy for PT NLA should highlight its strengths and unique selling propositions.

- PT NLA has a team of experts, experience, and a portfolio of successful projects.
- PT NLA is committed to maintaining high quality standards and ensuring safety in all projects.
- PT NLA focuses on PT NLA's customer-centric approach and high level of satisfaction from its clients.
- The company leverages its strong relationships with suppliers and business partners to demonstrate its reliability and ability to handle large projects.
- The company promotes and dedicates PT NLA to environmental sustainability and green practices.

By focusing on these segments and positioning itself as a quality-driven, reliable, and customer-centric company, PT NLA can effectively attract and retain its target customers, ultimately driving growth and success in the competitive construction industry. Additionally, the STP analysis has determined that government entities, property developers, and private companies are the main target segments of PT NLA that are considered as clients or potential clients of the company. These segments have significant potential as users of the company's website. The importance of website usage in business as a means of communication and marketing. Therefore, the researcher will conduct further analysis of the needs and wants of each of these target segments for the design of PT NLA's website.

B. Qualitative Approach Analysis

a. Empathize

This stage is crucial before advancing to the subsequent stages of design thinking. During this stage, researchers aim to understand the users' perspectives, the problems they face, their experiences, and their specific needs (Pratama & Indriyanti, 2023). Consequently, this stage will involve engaging several users to gather relevant information. The researcher conducted the empathy stage in this study through offline interview sessions. Through these interviews, the researcher will obtain a comprehensive understanding and diverse perspectives from various company stakeholders. This information will serve as a strong foundation for designing a website that not only meets technical requirements but also aligns with user expectations and preferences. The following are key insights from the coding results analyzed based on the interview results:

b. The user's goal in using website

Respondents' primary purpose in using the website is to seek information. The interviews revealed that some respondents primarily utilize the website to acquire insights about their competitors. Additionally, respondents utilize the website to find references, viewing it as a valuable source of data and knowledge that supports their professional tasks. Respondents also use the website to conduct online transactions, such as purchasing products or services and engaging in other commercial activities. Beyond transactions, users also use the website as a communication tool with the business in question. Respondents mentioned that they frequently visit the website to contact customer service or to ask questions.

c. Constraints on using other companies' websites

Respondent interviews revealed several common challenges encountered when visiting other websites. One of the main issues identified is the lack of updated and detailed information regarding the services offered. Respondents revealed that the information presented on these <https://journal.institutemandalika.com/index.php/mjbm>

websites often does not include the latest updates, making it difficult for them to obtain accurate and current information, especially when there are no alternative sources for obtaining information about the company or business. Additionally, the visual appearance of the website is a significant factor for respondents. Some respondents reported visiting other websites where the visual design was unappealing, which decreased their comfort and interest in further exploring the site. In addition to the website's appearance, some respondents have encountered features that they couldn't click on or access, which impeded their engagement with the website.

d. Information on features and content

According to both internal and external stakeholders, the website's essential features and content include services, a company portfolio, a company profile, and contact information to facilitate communication between the company and its users or potential clients. Then, client testimonials can basically be an optional part to include on the website. If included on the website, it will provide information on how far the company has come in the industry. Lastly, a news feature is very important to include on a website to provide the latest information about the company's development. This feature can help the company maintain transparency and provide the latest information to website visitors, which in turn can increase user engagement and trust.

e. The visual appearance

Respondents expressed that the website, particularly for PT NLA, should use eye-catching colors that align with the company's values and concepts. The right color selection has a significant influence on the user's perception and emotions when visiting the website. In addition, respondents stated that in designing a website, they must also pay attention to a layout that is simple to understand and not rigid. To enhance the visual appeal, suitable icons can be added to the website concept to make it more interactive and less monotonous. Additionally, it is recommended to use typography that is semi-formal and easy to read. Then, engaging illustrations that align with the website's concept can then enrich the website's visual aspect. Using appropriate illustrations will strengthen the message conveyed and increase user interest. Therefore, the combination of the right visual elements can significantly enhance the overall appeal and functionality of the website.

f. User Expectations

According to the results of the interview coding, respondents hope that the website will increase brand awareness and aid the company's marketing efforts as a promotional tool. Additionally, respondents expect the PT NLA website to feature attractive and interactive visuals, informative and clear content, and be accessible to all audiences. With these expectations, respondents hope that the design of the PT NLA website aligns with the needs and preferences of its users.

Define

The defined stage facilitates the interpretation of various user problems, references, needs, and desires, leading to the development of solutions. This stage will certainly help the design team collect ideas for designing a company website so that the solution developed is in accordance with what users need and want. The researcher will categorize the problems in order to assist the design team in developing the visual concept of the website in alignment with the identified users' needs, preferences, and desires. At a later stage, the classification of these problems will facilitate solution creation. It will present the results of the problem classification below, which can serve as a reference for developing concept designs for PT NLA at a later stage.

User Problems	User Needs	Classification
Users have experienced and found websites that are difficult to navigate on other websites.	Users want a website layout that is simple to understand and not complex.	Layout
Users have encountered difficult-to-use and comprehensive media features. features lack of social	Users want a website with features that are simple to use, complete according to the company's capacity, and understandable.	Features
Users have encountered incomplete and outdated information.	Users want website features and information related to company profile, services, portfolio, contacts, news, location, and more.	Information and Contents
	Users want the website visuals for PT NLA to be more modern and minimalist and align with the company's identity	Color
	Users want pop-up icons to support more interactive website visuals.	Visual

Table 4. Classification of User Problems and Needs

Ideate

After classifying the problems and user needs, the next stage is ideation. This stage is of particular significance within the design thinking process, as it entails the generation of innovative solutions. At this stage, various ideas will be thought of and explored to find the best way to solve user problems by providing various elements, features, and other aspects needed for the website (Irfansyah, 2022).

In this stage of the process, the researcher will create two different website concepts, which will then be tested in the next design thinking stage. The two website concepts will be evaluated to ascertain the optimal one for implementation by PT NLA based on the results of user testing, the specifics of which will be elucidated in greater detail in the next design thinking stage. The two concepts will be initially designed by the researcher and subsequently refined by the design team using Figma to create a prototype that is more visually imagined. The two website prototype concepts exhibit differences in terms of appearance. Subsequently, the concept will be designed using the visual design parameters established by the researcher, taking into account the preferences and requirements of users to facilitate the website design.

a) User flow

A user flow is a visual representation of the steps that users take when navigating a website. It provides an understanding of the website's navigation flow (Hannah et al., 2024). This study presents two user flows for two prototypes, illustrated through flowcharts. This approach facilitates user comprehension of the processes they encounter during website interaction. The design of the portfolio and news pages is the primary difference between the two prototypes. The first prototype employs a more straightforward and minimalist design for the "Portfolio" and "News" pages, enabling users to directly access pertinent information without requiring additional navigation. In contrast, the second prototype provides a greater number of navigation options. On the "Portfolio" page, users have the option to browse the company's portfolio based on a selected category or to view the company's portfolio in its entirety. Then, the second prototype's "News" page enables users to search for news items based on their desired keywords. Additionally, the "News" page enables social interaction, allowing users to respond to or answer comments from other visitors. Figures 4.7 and 4.8 provide a more detailed examination of the user flow illustrations for both PT NLA website prototype concepts. The two user flows serve not only to illustrate the disparate navigation pathways between the two prototypes, but also to elucidate the impact of design and functionality on the user experience when exploring the website content.

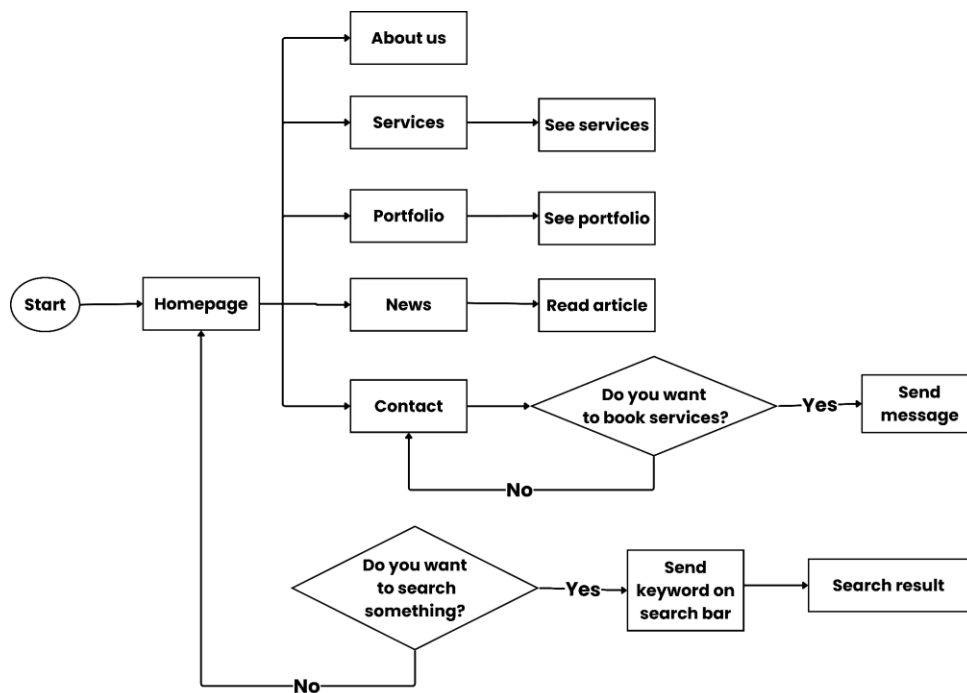


Figure 1. User Flow For First Prototype

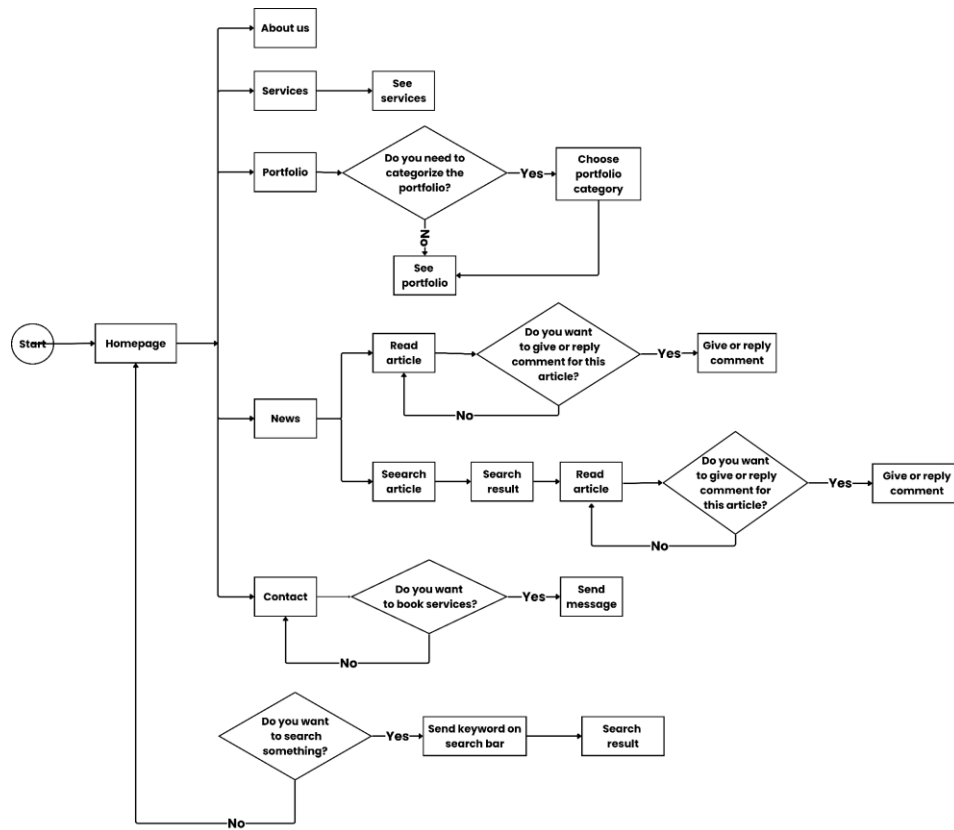


Figure 2. User Flow For Second Prototype

b) Site map

A sitemap serves as a tool to outline the navigational structure of a website (Faradilla, 2022). In this study, the researchers developed two sitemaps for two distinct website prototypes. The distinction between the two sitemaps is found in the manner of presentation of the “Portfolio” page. In the first prototype, the sitemap illustrates that users can access a singular “Portfolio” page without any category and offer a more comprehensive overview. In contrast, the second prototype enables users to navigate the portfolio based on specific categories. Each category presented distinctly, thus this approach enables users to more easily identify projects or works aligned with their interests. Figure 3 and 4 display the sitemap designs for both prototypes. In addition to illustrating the navigational structure, the sitemaps offer valuable insight into the organization and accessibility of information, thereby enhancing the efficacy of the website in addressing user requirements.

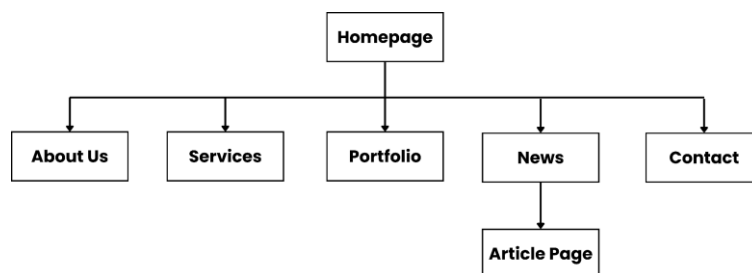


Figure 3. Sitemap For First Prototype

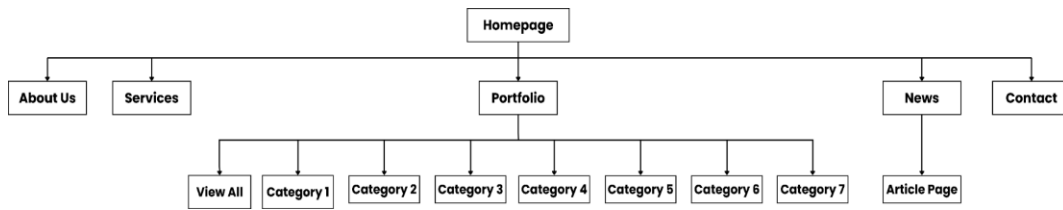


Figure 4. Sitemap For Second Prototype

c) Wireframe

A wireframe is the fundamental structure of a web page, serving as the foundation for the desired visual design. The creation of the wireframe is typically undertaken before the production of the final prototype. The wireframe will include a variety of elements, such as text, images, layout, and other design components (Awwaabiin, 2022). In this instance, the wireframe will be designed in a modern style and kept relatively simple to ensure clarity and coherence with user preferences. The following are wireframes that will be used for the first and second prototype for PT NLA's website.



Figure 5. Wireframe For First Prototype

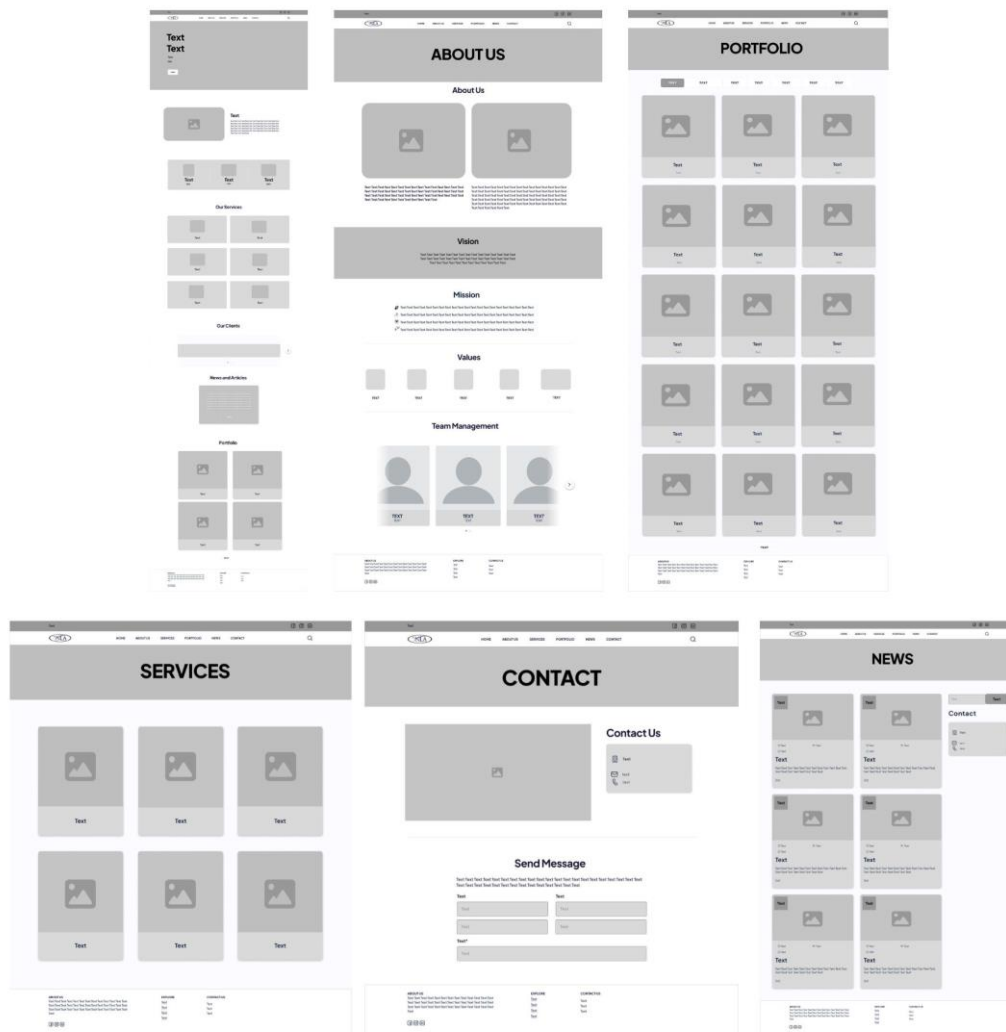


Figure 6. Wireframe For Second Prototype

Prototype

A prototype is a type of design that is created to resemble the original form of a product for applications or websites that will be developed before progressing to a subsequent stage or being used (Aulia et al., 2022). Prototypes play a significant role in the website development process. Consequently, the prototype functions as an initial model, allowing the design team to detect and correct any errors prior to the website's public release. The correction of errors in the prototype is a cost-effective process, as the identified errors can be addressed without necessitating a complete alteration to the website concept that has already been finalized. This is because it is still being developed, thereby allowing the design team to make adjustments or changes to the design in a more flexible manner. This opportunity to make revisions not only facilitates design optimization, but also mitigates the risk of incurring significant production costs in the later stages, which could otherwise result from major changes.

In this study, the researcher tasked two distinct design teams with prototyping two separate concepts. Subsequently, the two prototypes will be evaluated to ascertain which is the most optimal, based on the client's requirements and the preferences of several potential users from PT NLA. The two concepts that the researchers devised exhibit discrepancies in terms of layout, chromatic nuances, visual presentation, and content, thus endowing each prototype with distinctive characteristics. This study aims to ascertain the impact of varying designs on the overall user experience and to select a concept that not only meets visual expectations but also facilitates user access to information. The success of PT NLA's website will be contingent upon its ability to tailor the color, layout, and content to align with user preferences. The researcher presents the two

prototypes below as an initial overview.

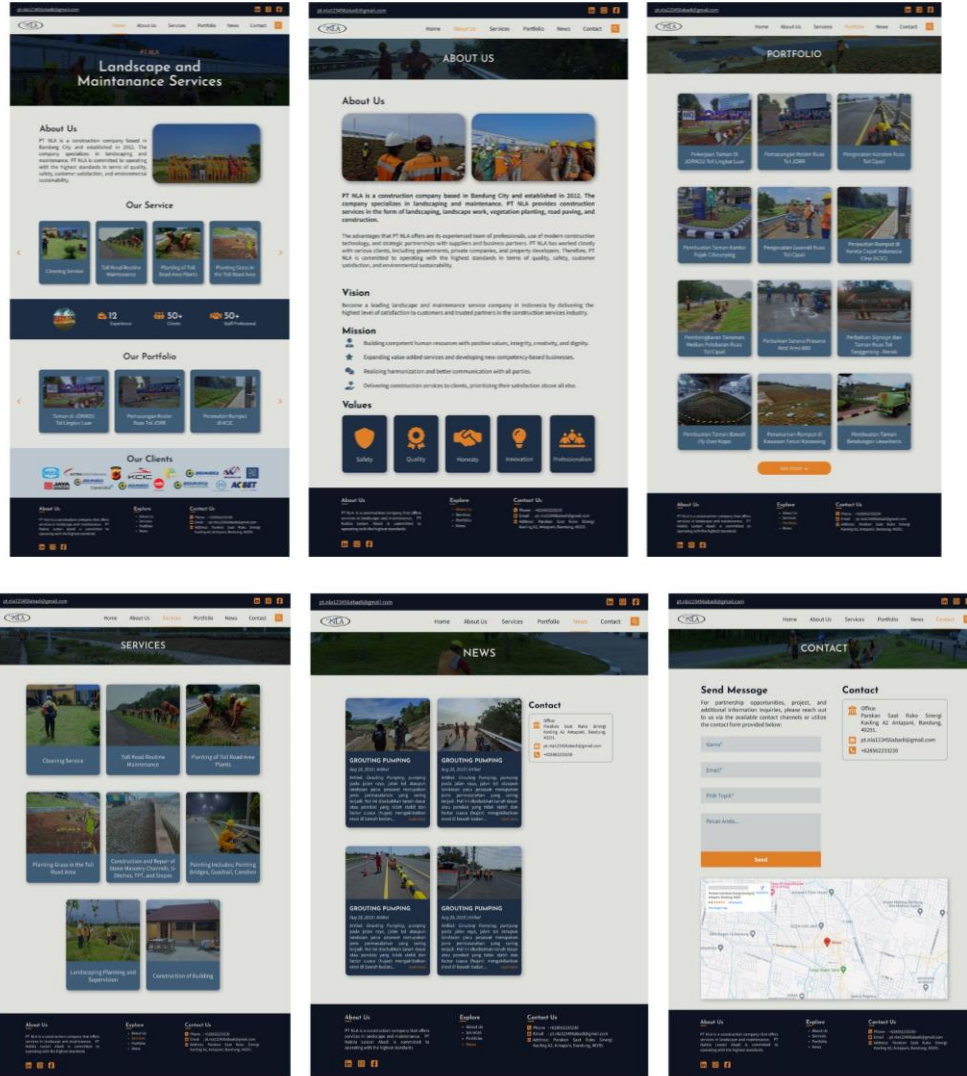
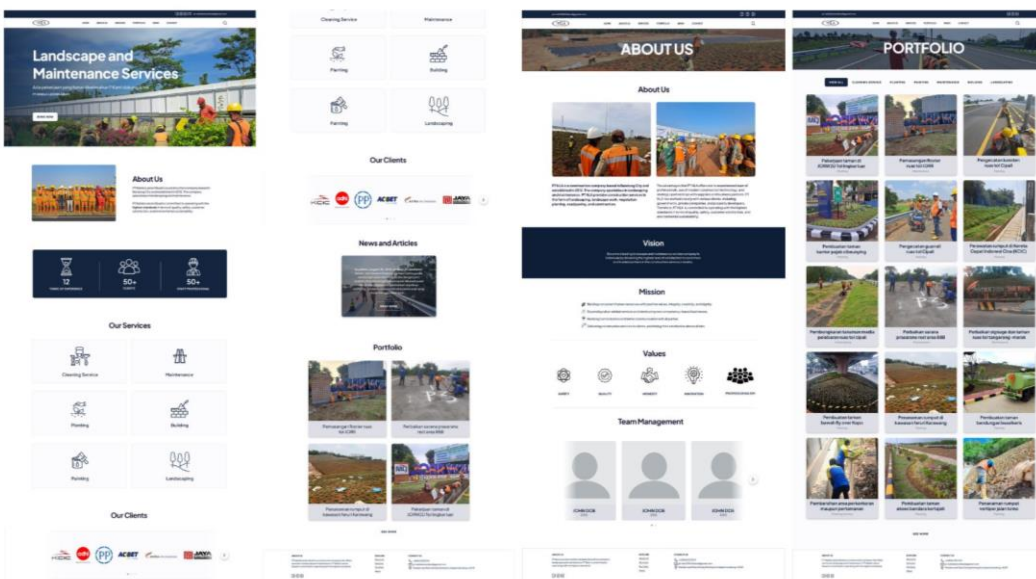


Figure 7. Prototype For First Prototype



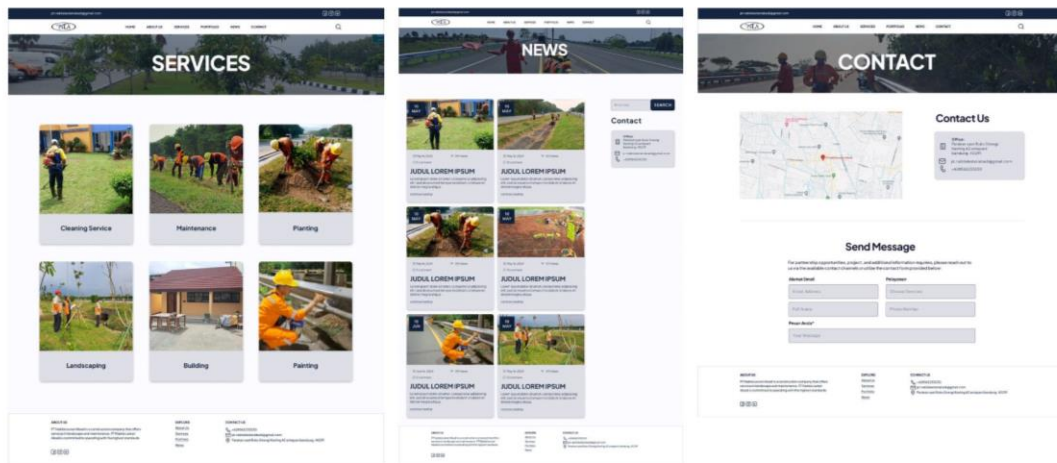


Figure 8. Prototype For Second Prototype

Quantitative Approach Analysis

a. Testing

Testing is the last stage in design thinking. Users will test the developed prototype to ensure it aligns with their needs and preferences (Yonathan, 2023). In this research, the System Usability Scale (SUS) is obtained from the assessment results of external people (clients or prospective clients). This test involves evaluating two prototypes. The testing of the two prototypes was carried out by two different groups with the same number of respondents.

According to Thomas (2015), group 1 will assess and use website prototype version 1, while group 2 will assess and use website prototype version 2. The assessment results from each group will be calculated using the System Usability Scale (SUS) calculation rules. Then, each assessment result will be compared to find the winner with the highest score regarding the prototype website designed by the researcher. In this case, the researcher created two different groups of 15 respondents each to assess two prototypes with 10 specific questions. The respondents rated each question on a scale ranging from 1 (disagree) to 5 (strongly agree). Here’s the final result of the SUS calculation for the two prototypes.

	Total SUS each Respondent	Total Respondent	Final SUS Score
First prototype	1107.5	15	73.83333333
Second prototype	1217.5	15	81.16666667

Table 5. Final Score of SUS for Each Prototype

The research yielded a SUS score result of 73.8 for the first prototype, which it will categorize according to the SUS score interpretation scale in Figure 9.

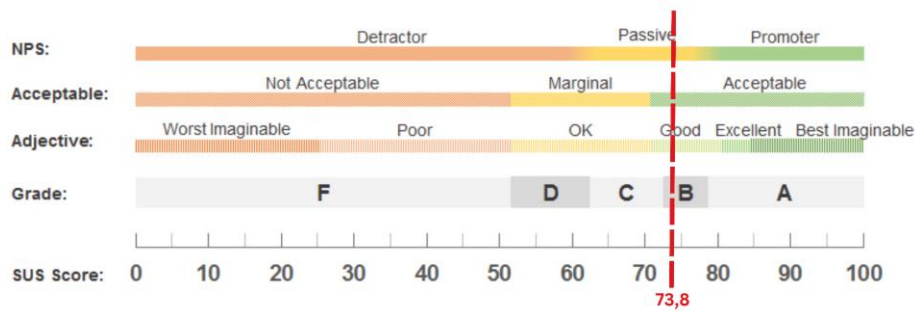


Figure 9. Categorize Score SUS for First Prototype

The grade scale and adjective rating for the first prototype in Figure 9, with a SUS value of 73.8, can be classified as a B rating scale, indicating that the website is considered good. The acceptability ranges fall within the acceptable range, indicating a general level of user satisfaction with the website. Additionally, prototype 1's net promoter score (NPS) falls into the passive class, indicating that users do not provide either positive or negative feedback when recommending PT NLA's website to others. In other words, users are quite satisfied but not yet fully convinced to actively recommend the website.

Then, the SUS score result for the second prototype is 81.1, and it will be classified using the SUS score interpretation scale shown in Figure 10.

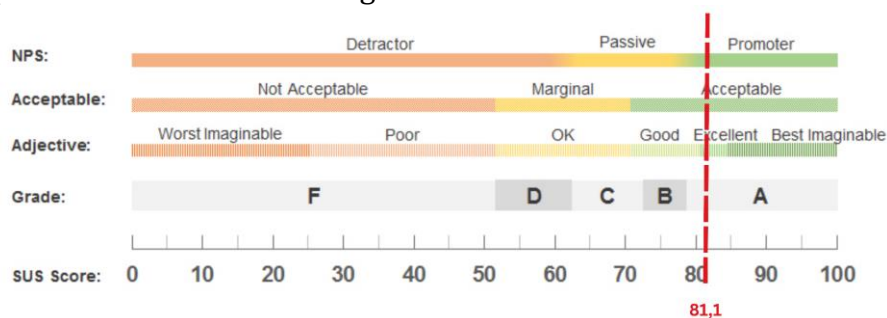


Figure 10. Categorize Score SUS for Second Prototype

The results of SUS second prototype categorize the grade scale and adjective rating, with a score of 81.1, as an A rating scale, indicating that the website is considered very good. Subsequently, the acceptability ranges fall within the acceptable range, indicating a general level of user satisfaction with the second prototype. In addition, the net promoter score (NPS) is categorized into the promoter class, which means that users are sure to actively recommend the website to others.

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