

Website Design Content Management Based on Visual Communication Design at SMK Negeri 3 Batu

^{1*}, M Ariffudin Islam ², M Rois Abidin³, A Gabriella Titaley⁴

^{1*} Universitas Negeri Surabaya, Surabaya, Indonesia

² Universitas Negeri Surabaya, Surabaya, Indonesia

³ Universitas Negeri Surabaya, Surabaya, Indonesia

⁴ Universitas Negeri Surabaya, Surabaya, Indonesia



ABSTRACT

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A well-designed school website not only represents the institution's brand, but also plays an important role in providing relevant information to various stakeholders such as students, parents, teachers and the wider community. The website serves as a hub for announcements, events, curriculum details, and contact information, increasing accessibility and fostering engagement. In this article, we will discuss the importance of a website. School websites serve as an important digital platform for communication, information sharing and community engagement. To ensure a smooth user experience and efficient administration, it is important for schools to implement an effective content management system (CMS) for their website. SMK Negeri 3 Kota Batu is one of the high school institutions that utilize the website as one of the information centers for the community. However, in its use, several problems are still found such as the lack of news content updates, video content that is partially truncated, there is a counseling page but has no content, reducing the comfort level of the user experience. well-designed school website and discuss the benefits of using a powerful CMS to manage its content.

INTRODUCTION

A well-designed school website not only represents the institution's brand but also plays a vital role in providing relevant information to various stakeholders such as students, parents, teachers and the wider community. The website serves as a hub for announcements, events, curriculum details, and contact information. Implementation of an effective content management system (CMS) for their website. In this article, we will discuss the importance of a well-designed school website and discuss the benefits of using a CMS to manage its content.

Website is part of internet technology, where technology is a system created by humans for certain goals and objectives to make it easier for humans in easing his efforts, increasing his results, and saving existing energy and resources (D. Puspita & S. Aminah, 2018).

Nowadays, the internet is the most widely used source of information used to find the information needed. Websites are part of internet technology, where technology is a system created by humans for certain purposes and purposes to make it easier for humans to ease their efforts, increase their results, and save energy and resources. save energy and resources (D Irawan, 2011) because on the internet network there is a search engine or search engine that can be used by users to find the web pages they need

SMK Negeri 3 Kota Batu is one of the high school institutions that utilizes the website as one of the information centers for the community. However, in its use, several problems are still found such as the lack of news content updates, video content that is partially cut off, there is a counseling page but has no content, reducing the comfort level of the user experience.

Speaking of websites, based on data collected by researchers from surveys conducted in April 2022, it turns out that some website managers at SMKN 3 Batu City have implemented a good design in terms of IT systems but in terms of managing the visual layout on the website, no one has managed it separately. Of course this condition will not be good because some basic managers from the IT team therefore need an understanding of the rules and principles of visual communication design to some of these managers.

well-designed school website and discuss the benefits of using a powerful visual communication design review to manage its content. Poor interface design will tend to make users leave the website (Haspritareni, 2011). The explanation indicates that a website needs to be planned for management and needs to be reorganized and developed through the perspective of visual communication design review.

Previous research with the title "Implementation of SMK Profile WebsiteKartini as a Promotion and Information Media Based on Open Source". This research discusses implementation of the SMK Kartini school profile website. Tangerang which is designed using the Wordpress platform as one of the media for delivering information and promotion. This media was chosen because it is considered more effective to convey information to the public compared to the print media that has been used previously used because the delivery of information becomes and easy to obtain [4].

Research conducted by Yulianti, et al (2020) with the title "Website Development and Socialization to Improve Information Dissemination of Madinatul Islamic Junior High School Ilmi Ciputat - South Tangerang". This research discusses about the creation of the Madinatul Ilmi Islamic Junior High School website using Wordpress as an alternative to conveying information. using Wordpress as an alternative to delivering information that is more efficient and easily accessible. Website which has been made is then socialized to students of Madinatul Ilmi Islamic Junior High School and conveying the how to manage the website to teachers and Information Technology (IT) staff.

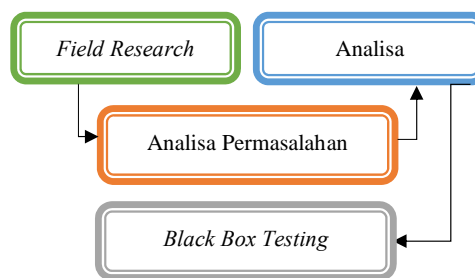
Design is planning in creating an object, system, component or structure. In a broader sense, design is applied art and engineering that is integrated with technology. Design is imposed on the form of a plan, in this case it can be in the form of a proposal, drawing, model or description. "Designing is the process of creating an image for a specific purpose. In contrast to works of painting or sculpture which are purely expressive, a work of design must fulfill a practical function. Or in other words, it can be said that design work (design) must be able to meet the needs of its users. Good design work is the best possible visual expression, which contains a message or form."

Website which has been made is then socialized to students of Madinatul Ilmi Islamic Junior High School and conveying the how to manage the website to teachers and Information Technology (IT) staff. Website Implementation as Information and Promotion At Pondok Pasantren Putra-Putri Addainuriyah 2 Semarang". This research discusses how to overcome promotional problems used through video. Based on this research, brochures and banners are still not able to provide a lot of information so that the able to provide a lot of information so that causing the pasantren to be less recognized by the the wider community. Therefore, a website media was created so that the information and promotions conveyed can be widely disseminated and can be accessed easily.

RESEARCH METHOD

The research method used is to use descriptive qualitative and design thinking method to process making website layout visual design with survey, then look at several things that are used in designing layout and content design to facilitate the target audience of the website and the aesthetic nature of its content layout using the design method. The user interface is a study of the graphic layout of a web or application to make it look attractive, simple, and easy to use. The user interface is the communication between the user and the system through control selection, layout, icon, and other graphic design, color, and animations to achieve the user's goals (Mukarromah, 2016).

In this study, the authors used the field research design method, namely by visiting SMKN 3 Batu as the place under study to obtain the necessary data through observation, interviews and documentation. As for other methods such as the problem analysis method to find out what problems are faced in the use of current information media, the needs analysis method and the black-box testing method to test the website to be created.



Picture1. designing method

User interface design is fundamental to making it easier for users to interact with the used web. The design method of comfortable visual elements will significantly affect the loyalty of its users. In running a website-based marketplace, a user interface design is needed. In designing a website, several things need to be considered, such as making an attractive interface design comfortable to use by users and can meet the needs of its users. "To make it precisely and effectively, designers have to figure out the best way to make

something happen it can be shaped, created, distributed, used and linked to the environment. Who does not should be forgotten is that a designer is a problem solver. Because of that designers are required to always try to find suitable problem solving. And the second thing what must not be forgotten is that of creation designers should not only be beautiful, but it must also function and reflects the tastes of the times (Smith, 2020).

The user interface design of a good website can increase effectiveness by making it easier for users to operate and making it easier for users to get the information they need quickly. Conversely, a user interface that is too complex can make users feel difficult, and there is a possibility that users can make mistakes in using it when faced with overly complex menus, difficult-to-understand terms, or chaotic navigation flows. The principles of design thinking are human-centered, that is, the results are specifically tailored to the end-user, and are created using a process of collaboration, active engagement, and reflection (Rochman, M. I. Hanafri, & A. Wandira, 2020).

RESULTS AND DISCUSSION

3.1. Problem Analysis

The print media used by SMKN 3 Batu in informing and promoting the school to the wider community there are still several problems as follows:

- a. The information media used at this time is still not efficient because the wider community must come to the school directly to just get the information needed.
- b. The delivery of information and promotion about The delivery of information and promotion about the school is still limited. This is because the media media used is still in the form of printed media, so that information to be conveyed is still less extensive scale of dissemination.
- c. The limitation of information dissemination, limited information dissemination, making the school image less known by the community and difficult to find out school information. Things like this will create an opinion that the school is not serious in managing information resources that are needed for the community.

3.2. Problem Solving

Based on the problems that have been described, there are problem solving as follows:

1. There is a need for additional information media and information and promotion media as a form of media support that existing media so that the dissemination of information and information and promotion carried out to be effective and efficient.
2. Need to design website media as a media information and image enhancement that has wide access coverage. Where to get school information, the wider community only needs connected to the internet so that there are no restrictions on place and time in obtaining the information needed.

3. Need to improve the school's image through the management of management of academic information so that the community will assess that the school is really serious about paying attention to information resources in the academic aspect. This can build the image of the school in the eyes of the community.

Social media refers to activities and behavior in a community of people who meet online to share information and knowledge and opinions using conversation media. Conversational media is a web-based application allows easily create and deliver content in words, images, videos and audio (Yulianti, A. Saifudin, W. Haryono, A. F. Zulfikar, and T. Desyani, 2020).

3.2. Functional Needs Analysis

The following are the functional requirements of the website to be created:

1. The website must have information needed by the wider community and the school community.
2. The website must be able to present content in the form of articles that will be used as information about the implementation of school activities.
3. The website must have a clear and well-structured navigation menu as a guide for users to more freely access the information on the website.

3.3. Software Analysis

This website media design uses the XAMPP application as a localhost (local network) and Wordpress as a platform used to build and manage the website. There are also plugins which are additional features on Wordpress as a supporter of design of this website, including the Elementor plugin, Elementor addon plugin, Yoast SEO plugin, Everest plugin Form plugin, TablePress plugin, VVame Chat plugin, Use Any Font and Classic Editor plugins as well as Adobe Premiere CC and Adobe Photoshop CC

3.4. Web Site Design strategy

The design used in designing this website is a landing page. Landing page is a website page that is designed to display more specific information on the specific information on the front page (Homepage) to encourage visitors to focus more on the information displayed. Landing Page has a different design with websites in general, where the landing page only has only 1 (one) column without any sidebar and usually supported by additional information on the navigation menu provided in the Header and Footer. navigation menu provided in the Header and Footer.

For colors chosen on this website are dark blue, dark red, dark green, yellow, orange and red, dark green, yellow, orange and white. Dark blue and orange on this website become the basic color following the theme used, while for other colors are used as variations to make the website more interesting.

There is the use of typography used on this website such as Verdana, Quicksand and Comic Sans MS which has been adjusted to have a high comfort level when read. The information displayed on this website has 3 sources of power, namely text, images and videos that have been adjusted to the information density. In this web design strategy, there are several important elements that are considered so that the website can be displayed properly, namely:

Responsive A responsive display is one way for a website to be displayed and adjust the size of the screen resolution when opened on various devices. Each device used by visitors certainly has a different screen resolution, so that the website displays.

3.5 Website Media Objectives

As a form of strategy to acquire new students and as well as efforts to improve the school's image, there are objectives that have been planned in designing SMKN 3 Batu website to fulfil the following four aspects: 1. Geography: Batu City, Metro 2 area 2. Demography: a. Gender: Male & Female b. Economic Class: Middle 3. Target: a. Junior high school students. b. Transfer students. c. School community d. Relationship 4. Psychographics: As a means to augment the way Communicating

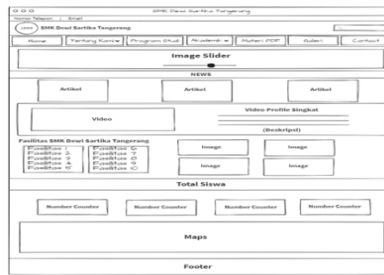
Integrated Marketing Communication or IMC is a cross-functional process for planning, implementing and monitoring brand communications designed to obtain, retain and increase the number of customers. IMC is cross functional because Every communication relationship established with customers can build a brand image. Social media is an accompaniment to existing awareness and point of purchase campaigns, isn't it as a replacement (Lockwood, 2010).

In short, Integrated Marketing Communication (IMC) is a cross-functional approach designed to plan, execute, and monitor brand communications with the goal of acquiring, retaining, and increasing the number of customers. IMC is considered cross-functional because every communication relationship built with customers can form a consistent brand image. Social media, in this context, is not a replacement, but a complement to existing awareness and point-of-purchase campaigns

3.6 Website Media Objectives

The process of designing a website as a medium of information and image enhancement at SMKN 3 Batu is carried out in stages in accordance with the stages that have been. One strategic measurement that is starting to attract attention from marketers, entrepreneurs and companies is related to mentions on social media. There is already several software on the market that can help measure positive, neutral or negative mentions from all consumer conversations on social media (Wong, 2003).

stages that have been determined to get an attractive and effective design. attractive and effective. The following are the results of the website design website that has been created:



Picture2. Low fidelity web



Picture3. Low fidelity web



Picture4. High fidelity web

creates form stages of social media analysis used to measure the success and effectiveness of each social media campaign carried out together with the social media team at Virtual Consulting. Following illustration of a social media analysis model which is called the 3 layers of social media analysis: Media Analysis consists of 3 main matrices, namely reach, engagement, and virality. Reach measures our reach to the audience, an example is total fans or followers, total views/unique views and information regarding demographics or behavior from the reach of that audience. Then the second matrix is engagement. This matrix is trying to measure how much activity in creating content is also by how much content to get feedback from the audience (Safko, Lon & Brake, 2009).

CONCLUSION

This research is aimed at designing a website that can be used as an additional media in information and website-based promotions at SMKN 3 Batu Based on the results of analysis and testing, this website design is website design is ready to be widely used and implemented so that it can be accessed by anyone and anywhere through the internet. internet network.

The addition of Website-based information and promotion media at SMKN 3 Batu can make the scope of access to information that wants to be conveyed to the the public

becomes broad. This information media is efficient because it saves time and money for the public to just to find out school information and is effective in information. In addition, the community does not need to visit the location of the school. It is enough for the community to know the school information that has been provided on the website. School information management that is information management will also create a positive view of the community regarding academic information sources that are well managed so that it can improve the image of the school in the eyes of the community.

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