IDSCIPUB
Indonesian Scientific Publication

Website Landing Page Design for Promotion of Hartbox Motor Bogor Msme Products

Hilman Jihadi[1], Nuraini Purwandari[2], Dade Maulana[3]
[123]Institut Bisnis Informatika Kosgoro, Indonesia
Correspondent: hilman.system@gmail.com[1]

ABSTRACT: MSMEs In the era of digitalization and the development of information technology, it is necessary to adopt modern marketing strategies to remain competitive. One effective strategy is to have a good website landing page. This study will explain the design of the landing page of the Hartbox Motor MSME website in Bogor, using a prototype development model. Then the interface and user experience (UI/UX) design process is carried out. The method used is the waterfall method such as requirements, design, implementation, verification and maintenance. This website uses a Use Case Diagram, users are the main actors who can access the entire front page of the website. Then on the Product page, customers can access more details about the Box, Bracket and Accessories. The conclusion of this study is that the results of the analysis of the Hartbox MSME Website needs show several main menus that can be accessed properly which are also depicted in the use case diagram. The design is carried out using Single Page Application Technology, HTML, CSS, JS, which is then hosted on the server, making it easier for buyers to see all the needs on the Hartbox MSME Website.

Keywords: Website, Landing Page, UMKM, Hosting.

INTRODUCTION

UMKM (Micro, Small, and Medium Enterprises) in Indonesian or English UMKM is an acronym that stands for Micro, Small, and Medium Enterprises(Utami & Ferdiansah, 2017). In the era of digitalization and the development of information technology, they need to adopt modern marketing strategies to stay competitive (Choiruddin & Hardiani, 2021). One effective strategy is to have a good website landing page(Thomas & Mathew, 2023). This study will explain the design of the Hartbox Motor UMKM website landing page in Bogor which will function as a product promotion media(Alfina et al., 2022; Kodrat et al., 2023).

UMKM Hartbox Motor Bogor is engaged in the sale of Motor Boxes. With the Landing Page Website you will have a strong online presence, making it possible to reach a wider market(Tandon et al., 2016). This online-based promotional media will help UMKM Hartbox Motor to be more visible to consumers, as well as strengthen the image of professionalism and credibility. This study

will focus on designing an effective landing page, considering attractive and informative design elements(Hoesselbarth et al., 2017). The landing page will display the superior products of UMKM Hartbox Motor Bogor, as well as information about the services and contacts needed by prospective consumers (Krestianti et al., 2023).

Previous research conducted by Andriyanto et al on Digital Marketing Of Umkm Through Landing Page Design As A Business Development Effort The purpose of implementing this activity is to improve its ability to do business digitally as part of an effort to increase competitiveness, sales reach, ease of access and level of trust by expanding its digital services through training in creating and managing business landing pages(Çetinkaya et al., 2024; Garzón-Orjuela et al., 2024). The method used in this activity is qualitative research with an observation approach, interviews, data literacy so that the formulation of the problems faced, the activities needed to overcome these problems and the model for implementing the activities can be determined (Andriyanto et al., 2023).

The second research conducted by Ferlin Firdaus et al on Development of Web Landing Page for Small and Medium Enterprise Promotion Bussiness. This study aims to build a web landing page that is used to promote SME's product or service business. Application development is carried out using a waterfall model with UML-based system modeling(Angellia et al., 2023). The programming language used is PHP with the Codeigniter 3.1 framework and uses the MVC concept. Website design using CSS Framework Bootstrap and Javascript Library using Jquery(Shroff & Sreeramareddy, 2024). The RDBMS used is MySQL with the XAMPP tool. The results of this study are a website dashboard and landing page display that can be used to promote business (Nainggolan et al., 2021).

It is expected that with the optimally designed Landing Page Website, UMKM Hartbox Motor Bogor will gain great benefits in terms of increasing sales, expanding customer networks, and strengthening its position in the Bogor automotive market(Widodo Purbo, 2021). It is hoped that this study can provide valuable direction for other UMKM who want to utilize the power of digital media in increasing competitiveness in this digital era.

The purpose of this study is to design and build the Hartbox Motor Bogor Landing Page Website as a Product Promotion Media. The formulation of the problem in this study is how to design and develop a landing page website that can provide information related to the products sold and information about UMKM Hartbox Motor(Bazin et al., 2024; Mazzoni et al., 2024).

METHOD

The research for designing the landing page website for HartBox Motor Bogor, utilized the Waterfall methodology. The Waterfall model is a sequential design process, often used in website development, where progress flows in one direction downwards through the phases of conception, initiation, analysis, design, construction, testing, and maintenance (Aritonang et al., 2023). This method was chosen for its structured approach, which ensures that each phase is completed before moving on to the next. The initial phase involved gathering requirements through detailed consultations with HartBox Motor Bogor to understand their promotional needs and target

audience. This was followed by a thorough analysis to define the system requirements and create a comprehensive project plan.

In the design phase, the layout and functionality of the landing page were meticulously planned to ensure an optimal user experience. Wireframes and mockups were created to visualize the website structure and design elements. During the construction phase, the actual coding and development of the landing page took place, followed by rigorous testing to identify and rectify any issues (Darna et al., 2022). The final phase involved deploying the landing page and providing ongoing maintenance to ensure it remains up-to-date and functional(Mustika et al., 2023). By adhering to the Waterfall methodology, the project ensured a systematic and disciplined approach to designing an effective promotional tool for HartBox Motor Bogor.
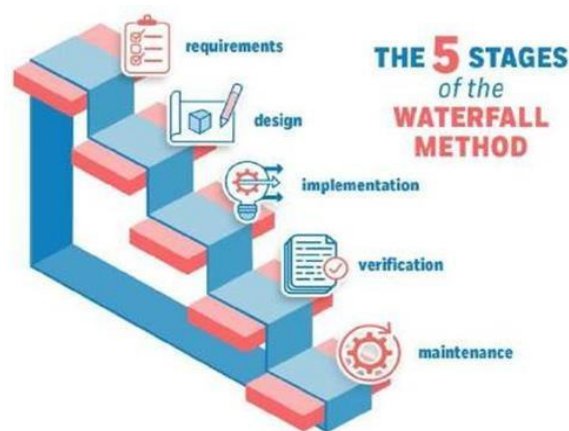

Figure 1. Methods and Design of the Research using Waterfall methodology

Single Page Application (SPA)

Single Page Application (SPA) is a website application that uses one website page to be displayed simultaneously on the index page so that users only need to access one page to get all the simple information they need(Rusli et al., 2022). Client and server is a software architecture concept or software that connects two objects in the form of a client system and a server system that communicate with each other via the same computer network or computer(Purwandari & Fauzi, 2022). The server ensures the security of applications, data and Website customer data(Purwandari & Kristantini, 2021; Raudhah & Afrianto, 2023).
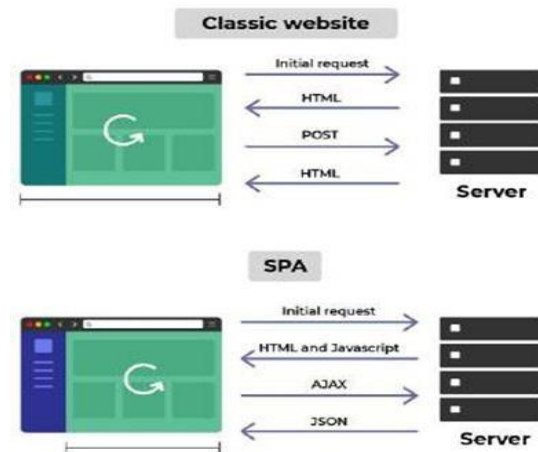
Figure 2. Single Page Application (SPA) Works

Hosting Administrator Panel (Vista Panel)

Vista Control Panel (also known as Vista CP) is a platform-based hosting control panel that can be used as a VPS (Virtual Private Server). Vista allows developers to manage their own web hosting. Besides server management, VistaCP also allows to manage websites, FTP accounts, MySQL databases, and more(Bottai et al., 2024; Couto et al., 2024). The goal is to optimize the website from various aspects. VistaCP presents various features offered for managing websites (Pramita et al., 2023).
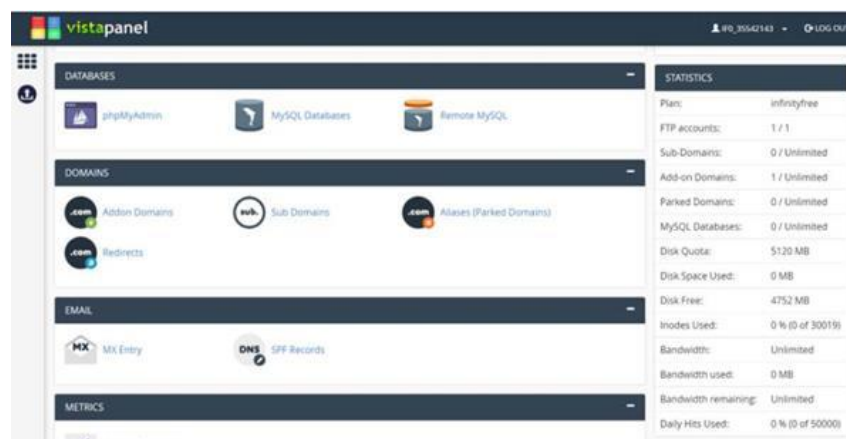

Figure 3. Hosting Administrator Panel

RESULT AND DISCUSSION

Domains and Hosting

At this stage, an analysis of the best domain is carried out, namely .com or for commercial, which is already known to the public in general and is already familiar(Pramudya & Purwandari, 2019; Priansa & Kurniati, 2017). For the website name, hartboxmotor was chosen because it reflects the content of the main business, its branding and the business category itself, so it is very make it easier for ordinary users and others to become aware of the Website(Jihadi, 2023; Kurniawan, 2004).
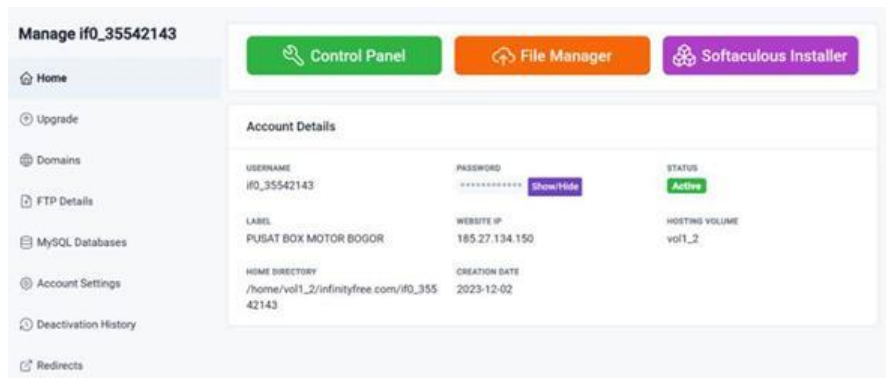
Figure 4. Hosting Process

Use Case Diagrams

This website uses a Use Case Diagram User as the main actor who can access the entire front page of the Website, namely: Home, About, Services, Portfolio, Team, Product, Contact. Then on the Product page you can access deeper details about the Box, Bracket and Accessories(Fatoni et al., 2021; Jayatilleke et al., 2019).
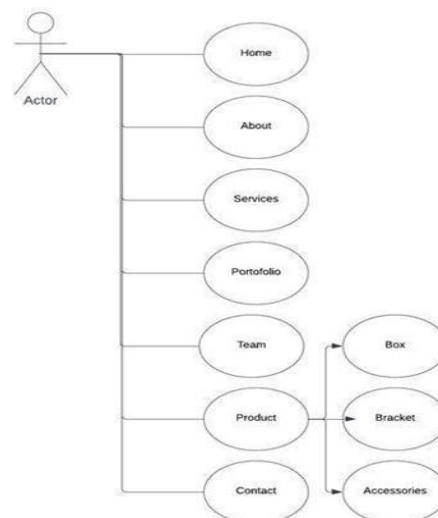

Figure 5. Use Case Diagrams User

Website File Management Structure Design

In designing the website file management structure, there are several main folders, namely assets which contain CSS files to adjust fonts, color, margins, hover, padding and others. Next, there is an img folder to accommodate all the images on the website(Subiyantoro et al., 2023). JS Folder to accommodate all Javascript, Mobile Responsive Display, Effects and Animation(Arrahman & Hasti, 2020).

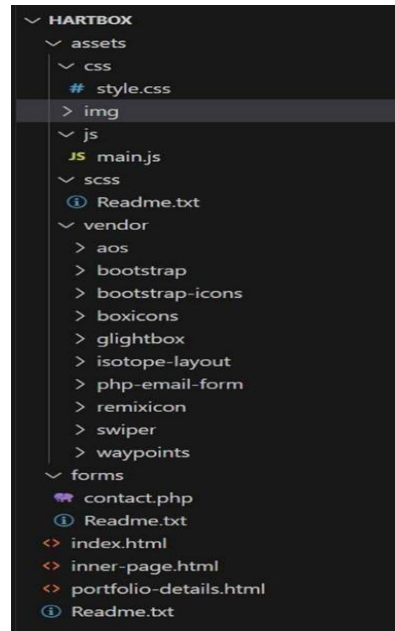Figure 6. Website File Management Structure Design

Black Box Testing

Black Box testing is carried out on every page, button and feature, to find out whether the function output results are as expected, and after carrying out all the tests the results obtained are successful for each variable (Setyawan et al., 2022).

Figure 7. Testing Responsive Website on Mobile Device Layout Using Iphone SE 375 x 667 px
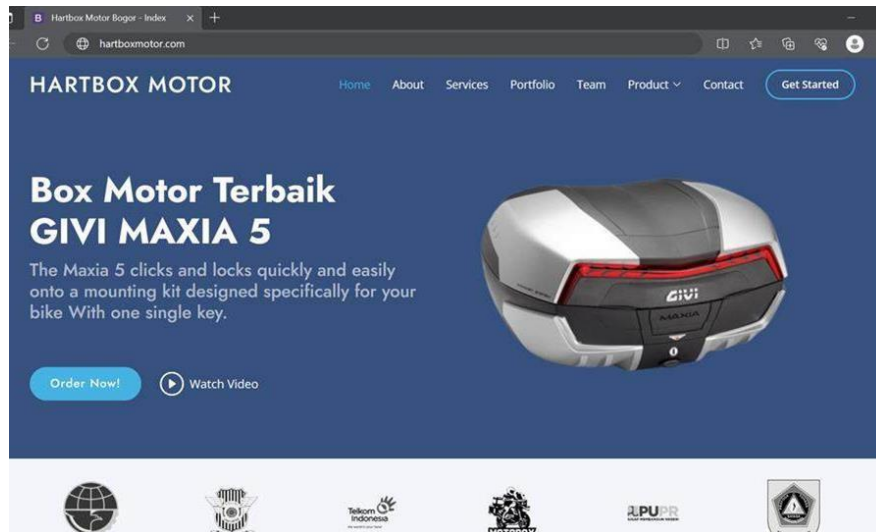
Figure 8. Website Testing on Laptop and PC Device Layouts 1024 x 768 pixel

Table	1. *Black Box* Testing		
Description	Expected Results	Testing Results	Status
Access Page Home / Index	Page Index Open	Page Index Open	Successfully
Access Page About	Page About Open	Page About Open	Successfully
Access Page Services	Page Services Open	Page Services Open	Successfully
Access Page Portfolio	Page Portfolio Open	Page Portfolio Open	Successfully
Access Page Team	Page Team Open	Page Team Open	Successfully
Access Page Product	Page Product Open	Page Product Open	Successfully
Access Page Contact	Page Contact Open	Page Contact Open	Successfully
Access Page Hosting / Vista Panel with username and password	Page Hosting Open	Page Hosting Open	Successfully
Fitur Forgot Password with registered Account Server	Email Send and Success	Email Send and Success	Successfully
Fitur Tampilan Mobile	Open Mobile View	Open Mobile View	Successfully

CONCLUSION

The conclusions of this research are:

a. The results of the need analysis for the Hartbox MSME Website show several main menus that can be accessed well which are also depicted in the use case diagram(Angellia et al., 2020).

b. The design is carried out using Single Page Application Technology, HTML, CSS, JS, which is then hosted on a server making it easier for buyers to access everything they need on the

Hartbox MSME Website(Angellia & Firmansyah, 2022).

c. Black Box Testing Results for all functions have been carried out and obtained 100% Success results.

Suggestion

From the research that has been carried out, there are several suggestions that can be developed for further research:

a. Using the WhatsApp Web API to facilitate direct communication to blast information and promos to users

b. Use of the Instagram Web API to speed up image updates such as on Instagram / Facebook social media, including promos and other information

c. Use of Ads / Advertisements and SEO to increase visitor traffic and increase purchases, to increase promotions via the Website(Marsia et al., 2024; Roucka, 2024).

REFERENCE

Alfina, O., Siregar, E. T., & Angelina, A. P. (2022). Training in Creating Online Store Websites and Landing Pages Using Canva at Smk Tritech Indonesia. *Journal of Community Service METHABDI*, *2*(1), 32–37. https://doi.org/10.46880/methabdi.vol2no1.pp32-37

Andriyanto, A., Pranoto, R. E., Bangun, D. A. N., Anggarini, A., DK, M., & T, M. (2023). Digital Marketing of MSMEs Through Landing Page Design as an Effort to Develop Business. *Besaung: Journal of Art, Design and Culture*, *8*(1), 15–20. https://doi.org/10.36982/jsdb.v8i1.2826

Angellia, F., Cahya, W., Ramadhan, R., & Hariyansah, I. (2020). Socialization of the Use of Virtual Meetings to Support MSME Business Activities during the Covid 19 Pandemic. *Jurnal Pengabdian Teratai*, *1*(2), 206–213. https://doi.org/10.55122/teratai.v1i2.153

Angellia, F., & Firmansyah, B. (2022). Analysis of Digital-Based MSME Strategy Development to Build a Technopreneur Mentality. *JATISI (Journal of Informatics Engineering and Information Systems*, *9*(1), 259–273. https://doi.org/10.35957/jatisi.v9i1.1466

Angellia, F., Setyawan, I., Gultom, J. R., & Laksono, R. (2023). Analysis of Public Service Administration Information System Design in Tamansari Village, Bogor. *REMIK: Research and E-Journal of Computer Informatics Management*, *7*(3), 1265–1275.

Aritonang, S. K., Setiawardani, M., & Pramono, T. D. (2023). Making Website-Based of Promotional Media Using Cms Wordpress At Eltabo Coffee in Cimahi. *Records Management System Journal*, *2*(1), 1–5. https://doi.org/10.62201/rmsj.v2i1.76

Arrahman, A. A., & Hasti, N. (2020). *Web-Based Catering Service Information System at UD. Berkah Web Catering Service Information System At UD.*

Bazin, A., Georges, T., Huchard, M., Martin, P., & Tibermacine, C. (2024). Exploring the 3-

dimensional variability of websites' user-stories using triadic concept analysis. *International Journal of Approximate Reasoning, 173*. https://doi.org/10.1016/j.ijar.2024.109248

Bottai, C., Crosato, L., Domenech, J., Guerzoni, M., & Liberati, C. (2024). Scraping innovativeness from corporate websites: Empirical evidence on Italian manufacturing SMEs. *Technological Forecasting and Social Change, 207*. https://doi.org/10.1016/j.techfore.2024.123597

Çetinkaya, Y. M., Külah, E., Toroslu, İ. H., & Davulcu, H. (2024). Targeted marketing on social media: utilizing text analysis to create personalized landing pages. *Social Network Analysis and Mining, 14*(1). https://doi.org/10.1007/s13278-024-01213-0

Choiruddin, & Hardiani, T. (2021). Implementation of Digital Marketing Strategy for Improving UMKM Website Promotion (Case Study: Rumah Mesin. *Procedia of Engineering and Life Science, 1*(2), 1–6. https://doi.org/10.21070/pels.v1i2.1151

Couto, J. M. M., Reis, J. C. S., & Benevenuto, F. (2024). Can computer network attributes be useful for identifying low-credibility websites? A case study in Brazil. *Social Network Analysis and Mining, 14*(1). https://doi.org/10.1007/s13278-024-01330-w

Darna, D., Liliana, D. Y., Fatimah, F., Ermis, I., & Metekohy, E. Y. (2022). Website Development to Improve UMKM Product Marketing. *Bhakti Persada, 8*(2), 100–107. https://doi.org/10.31940/bp.v8i2.100-107

Fatoni, A., Setyawan, I., Rafli, M., & Nugroho, F. A. (2021). Improving Business Skills in the Marketplace for Muslim Women of the Majlis Taqorrub Ilallah (MTI) Bekasi Through Digital Marketing Training. *Jurnal Pengabdian Teratai, 2*(2), 114–123. https://doi.org/10.55122/teratai.v2i2.310

Garzón-Orjuela, N., Vornhagen, H., Blake, C., & Vellinga, A. (2024). Evaluation of different landing pages on behavioural engagement with the CARA dashboard: A user research protocol. *BMC Primary Care, 25*(1). https://doi.org/10.1186/s12875-024-02420-6

Hoesselbarth, M., Neuß, D., Eicholt, I., & Winkelmann, A. (2017). Cultural differences between Germany and the United States in landing page design. *Proceedings of the Annual Hawaii International Conference on System Sciences*, 3991–4000. https://doi.org/10.24251/hicss.2017.482

Jayatilleke, B. G., Ranawaka, G. R., Wijesekera, C., & Kumarasinha, M. C. B. (2019). Development of mobile application through design-based research. *Asian Association of Open Universities Journal, 13*(2), 145–168. https://doi.org/10.1108/AAOUJ-02-2018-0013

Jihadi, H. (2023). Comparison of React Js and Vue Js in Interactive Web Application Development: A Comparative Study. *Journal of Business Information Systems (JUNSIBI, 4*(2), 70– 79.

Kodrat, D. S., Alfiani, M., & Dewi, R. (2023). DESIGN AND MARKET TESTING OF THE MERDEKA BELAJAR- KAMPUS MERDEKA WEBSITE. *EVIDENCE FROM INDONESIA, 2023*(4), 1695–1711.

Krestianti, R. A., Hendrianu, R., Utomo, R. B., Akbar, A., & Prananingrum, L. (2023). Digital Marketing With Landing Page To Improves Selling of Msmes Dechefdefinzs. *JURTEKSI (Journal of Technology and Information Systems, 10*(1), 149–156.

Kurniawan, Y. (2004). *Web Database Application with PHP and MySQL*. PT. Elex Media Komputindo.

Marsia, S., Kamran, A., Mahmood Shah, S. M., Merchant, R. A., & Abbas, S. E. (2024). Exploring the content of epilepsy fellowship program websites: an analysis of information available to applicants. *BMC Medical Education*, *24*(1). https://doi.org/10.1186/s12909-024-05612-x

Mazzoni, L., Pinelli, F., & Riccaboni, M. (2024). Measuring corporate digital divide through websites: insights from Italian firms. *EPJ Data Science*, *13*(1). https://doi.org/10.1140/epjds/s13688-024-00491-0

Mustika, W. P., Sanjaya, A., Sutrisno Wanda, S., & Wiyatno, A. (2023). Landing Page Creation Training Using Wix.Com at the Karang Taruna Work Unit, Tegal Parang Village, South Jakarta. *Journal of Collaborative Service and Innovation of IPTEKS*, *1*(6), 976–985. https://doi.org/10.59407/jpki2.v1i6.222

Nainggolan, M. F., Tampubolon, G. M., & Turnip, A. (2021). Development of Web Landing Page for Small and Medium Enterprise Promotion Business. *Cesit*, 622–629. https://doi.org/10.5220/0010370806220629

Pramita, I., Irawan, M. D., & Nasution, N. R. (2023). Design and Construction of an Employee Landing Page by Implementing the Laravel Framework Based on a Website. *Journal of Science and Technology for the Community*, *3*(2), 72–84. https://doi.org/10.55537/jibm.v3i2.732

Pramudya, D. A., & Purwandari, N. (2019). *Web-Based Asset Management Information System of PT Citra Marga Nusaphala Persada* (Vol. 5, Issue 1, pp. 33–42).

Priansa, D. J., & Kurniati, A. T. (2017). SWOT Analysis as a Basis for Formulating Marketing Strategy (Case Study on Indihome Product of PT. *Telekomunikasi Indonesia Witel Solo). E-Proceeding of Applied Science*, *3*(2252), 513.

Purwandari, N., & Fauzi, A. (2022). *Application of Basic Technopreneur for Early Childhood Education and Elementary School Teachers at Cikarang District Level* (Vol. 9, Issue 1).

Purwandari, N., & Kristantini, R. A. (2021). *Online Web-Based Information System for New Student Admissions in Al-Kautsar Cikarang Integrated Islamic Elementary School* (Vol. 6, Issue 2, pp. 50–59).

Raudhah, A. J., & Afrianto, I. (2023). *Literature Review: Implementation of Cloud Computing in Electronic Medical Records*. February. https://www.researchgate.net/profile/Alifah-Raudhah/publication/368460030_Literature_Review__Cloud_Computing_Implementation_in_Electronic_Medical_Records/links/63eb1527bd7 860764366f505/Literature-Review-of-Cloud-Computing-In-Electronic-Medicines.pd

Roucka, T. M. (2024). Rating and review websites in dental practice. *General Dentistry*, *72*(2), 15–17. https://www.scopus.com/inward/record.uri?eid=2-s2.0-85186273380&partnerID=40&md5=65950b3b86d269845e46cc93d475efed

Rusli, M., Sutopo, H., Gea, M. M., & Purwandar, N. (2022). *Development of Multimedia-Based Entrepreneurship Learning Model in Orphanages* (Vol. 6, Issue 1, pp. 79–89).

Setyawan, I., Fatoni, A., Angellia, F., Purwandari, N., & Yulianto, K. I. (2022). Village websites as promotional media for tourist destinations in Sukajadi Village, Tamansari, Bogor. *Community Empowerment*, *7*(3), 523–530. https://doi.org/10.31603/ce.6375

Shroff, S. M., & Sreeramareddy, C. T. (2024). Marketing claims, promotional strategies, and product information on Malaysian e-cigarette retailer websites-a content analysis. *Substance Abuse: Treatment, Prevention, and Policy*, *19*(1). https://doi.org/10.1186/s13011-024-00592-z

Subiyantoro, E., Muslikh, A. R., Pamuji, F. Y., & History, A. (2023). *Journal of Information Technology and Management Development of Website-Based Applications for Determining Promotional Media for MSME Actors Article Info ABSTRACT* (Vol. 9, Issue 1, pp. 1–11). http://http//jurnal.unmer.ac.id/index.php/jtmi

Tandon, U., Kiran, R., & Sah, A. N. (2016). Customer satisfaction using website functionality, perceived usability, and usefulness towards online shopping in India. *Information Development*, *32*(5), 1657–1673.

Thomas, M. R., & Mathew, J. (2023). Landing Page via Perceived Interactivity for Four Generational Cohorts. *Ushus Journal of Business Management*, *22*(3), 27–46. https://doi.org/10.12725/ujbm.64.3

Utami, C. W., & Ferdiansah, M. (2017). Development of knowledge management model in establishing innovation and company performance in UMKM/SME1 in Indonesia. *European Research Studies Journal*, *20*(4), 655–665. https://www.scopus.com/inward/record.uri?eid=2-s2.0-85040328944&partnerID=40&md5=af15361c4f64d50b66d56b1c6178c9bf

Widodo Purbo, O. (2021). Enrichment: Journal of Management is Licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0) Enrichment: Journal of Management A Systematic Analysis: Website Development using Codeigniter and Laravel Framework. *Enrichment: Journal of Management*, *12*(1), 1008–1014.