

Website Landing Page Design for Chandi's Harvestime for Marketing Development and Promotion of Culinary Products

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ABSTRACT: Chandi's Harves time is a moving micro, Small and Medium Enterprise in field culinary. The culinary in question is food and drink. Products made including kefir milk, mayonnaise risol, fruit salad, various juices, bakery, cakes dry and still lots again. However, Chandi's Harves time Not yet has social media and a website promote the product. Promotion and sales in a way direct and only through whatsapp. This purpose of research is designing and creating Websites at Chandi's Harves time for development marketing and promotion product culinary. The landing page will displays products flagship Chandi's Harves time, as well information about services and contacts required by the candidate consumer. Method used is design thinking which consists of from empathy, definition, ideation, prototype , and testing. The result of research is in the form of a website- based landing page prototype for promotion product Chandi's Harvestime culinary and already done black box testing results conclusion in accordance with need user.

Keywords: Landing Page, Website, Product, Culinary.



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INTRODUCTION

UMKM (Micro, Small and Medium Enterprises) are sector businesses that have role important in Indonesian economy. UMKM in Indonesia are entity business that owns scale small, source power limited, and operational in various sector industry. UMKM in Indonesia are also facing various challenge (Hidayat et al., 2023). A number of challenge the main problems faced by UMKM include: access limited regarding capital and financing, lack access to technology and training, complex regulations, as well limitations access to market and distribution (Hasibuan et al., 2022).

Digitalization become trend important in development of UMKM in Indonesia. Support technology information and communication allows UMKM to expand market reach, increase efficiency operational, and acquiring superiority competitive (Ardo et al., 2020; Mustika et al., 2023). Digitalization and e-commerce programs have introduced for help UMKM take advantage potency technology (Firmansyah et al., 2023).

Harvestime UMKM is a mobile UMKM in field culinary. The culinary in question is food and Drink. Products made including kefir milk, mayonnaise risol, fruit salad , various juices, bakery, cakes dry and still Lots Again. However, Chandi's Harvestime UMKM Not yet has social media and

a website promote the product. Promotion and sales in a way direct and only through whatsapp(Ardianto et al., 2023; WHO, 2023). Obstacles encountered less UMKM owners understand effective promotional strategies, incl use of social media, optimization machine searcher (SEO), or marketing content (Nugroho et al., 2022). For overcome obstacles UMKM can get this look for solution creative, like take advantage of cheap social media platforms or collaborate with partner business or local community (Zaman & Andriyanty, 2022).

Based on previous research conducted by Rr. Artiana Krestianti et al in 2023 entitled Digital Marketing with Landing Page to Improve Selling Of UMKM Dechefdefinzs aims to help UMKM Dechefdefinzs in marketing their products to potential consumers (Syukri & Sunrawali, 2022; Thomas & Mathew, 2023). The method used in creating landing pages and websites is the waterall method, by collecting data, analyzing data, creating designs from the analyzed data, creating programs, and testing landing pages and websites (Krestianti et al., 2023).

Meanwhile, the second research conducted by Dimas Naufal Hakiki et al in 2023 entitled Creative Landing Page Design to Show Progress Of "Prosperous Farmers" Application explains that "Prosperous Farmers" is the name of an application created to help farmers distribute their harvests to interested parties. willing to accommodate, so that farmers do not collect their crops . In the "Prosperous Farmers" application, farmers will be asked to input their harvest data. To introduce the "Prosperous Farmers" application, a landing page was created as the initial page for the introduction of the "Prosperous Farmers" application as well as to display data and information that has been grouped and arranged, the data and information is the progress of the number of farmers, number of products, number of transactions, number of partners, and list of product prices that have been registered by farmers who use the "Prosperous Farmers" application (Asisdiq & Side, 2021). From these two studies, it can be concluded that the current research uses methods, namely Design Thinking and a website-based platform. This research aims to design and create a website for Chandi's Harvestime for marketing development and promotion of culinary products(Nurninawati et al., 2022; Pandora & Djajalaksana, 2022). The landing page will display Chandi's Harvestime superior products, as well as information about services and contacts needed by potential consumers(Kodrat et al., 2023).

METHOD

Method used in study This is design thinking method. The design thinking method is approach creative and iterative for solve user - centered problems(Silvanie & Permana, 2023). As for the stages method This shown in the following figure This.

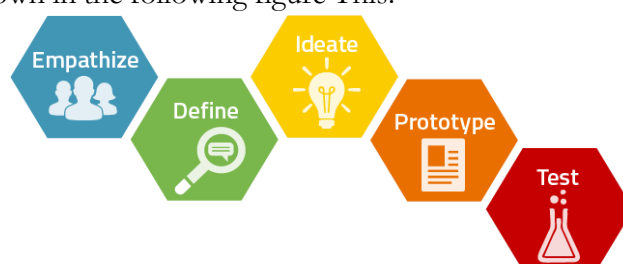


Figure 1. Stages of the Design Thinking Method

1. Empathy:

- a. Do observations and interviews with owner of Chandi's Harvest time UMKM For understand needs, challenges, and behavior of target customers.
- b. Gather information about the marketing and promotion process product current culinary This carried out by UMKM.
- c. Identify problems faced in increase sales and outreach customer new.

2. Definition:

- a. Formulate statement needs - focused problems users (Chandi's Harvest time UMKM customers) are concerned marketing and promotion product culinary.
- b. Determine objective main from designing website landing pages, for example increase awareness brand, expand range marketing, or increase sale(Alfina et al., 2022).

3. Ideation:

- a. Produce various creative concepts and ideas for designing attractive, informative and effective website landing pages in promote product Chandi's Harvest time UMKM culinary delights(Leschke & Scheele, 2024).
- b. Consider features, content, and visual appearance that can be interesting attention and interest of target customers.

4. Prototype (Prototyping):

- a. Make prototype the beginning of a website landing page, for example in wireframe form or design mockup(Liu & Park, 2024; Shroff & Sreeramareddy, 2024).
- b. Possible testing and collection bait come back from candidate customer or target users.

5. Testing:

- a. Test website landing page prototype with candidate customer or target users(Mulakaluri et al., 2024; Zeidman et al., 2024).
- b. Gather bait come back related navigation, appearance, content, and convenience use.
- c. Analyze data and feeds come back for improve and perfect landing page design.

Through application stages This design thinking method is expected designing the landing page for the UMKM Chandi's Harvest time website can produce a real solution centered on needs and preferences customers, so can increase effectiveness marketing and promotion product culinary(Erazo Ramirez et al., 2024; Ge et al., 2024).

RESULT AND DISCUSSION

The steps taken in this research starting from the results and discussion chapter are to describe the research results, try to explain them again systematically starting from data description, research results, analysis and interpretation, comparison with previous research, implications of findings, limitations of findings and suggestions for further research is shown in Figure 2.

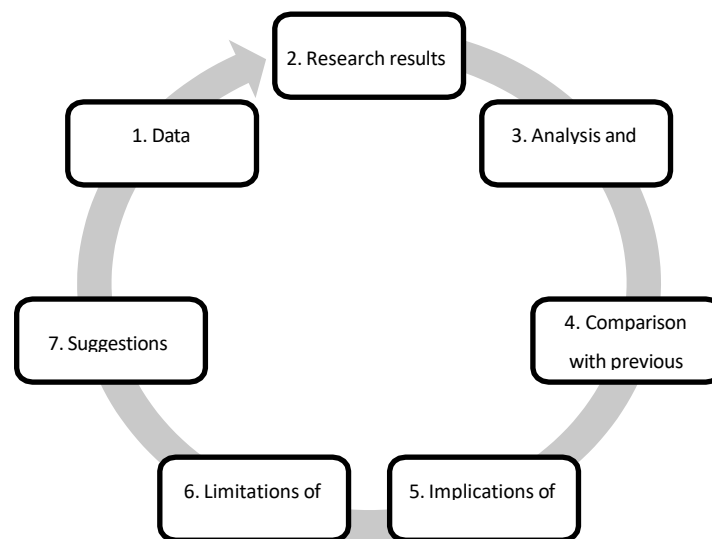


Figure 2. Step by step of research the explanation of the research steps is as follows:

1. Data Description:
 - a. This research collects data regarding the characteristics of Chandis Haverstime's target consumers, including age, gender, income, and preferences in shopping for culinary products.
 - b. Data is also collected regarding website features that target consumers like, including layout, colors, navigation and content (Alanazi & Alfayez, 2024; Bazin et al., 2024).
 - c. In addition, data regarding effective marketing and promotional strategies for culinary products was also collected.
2. Research Results:
 - a. Based on the data collected, the research team designed a website landing page for Chandis Haverstime that suits the preferences of target consumers.
 - b. The landing page website design includes a layout that is easy to navigate, attractive colors, and informative and persuasive content (Garzón-Orjuela et al., 2024).
 - c. The implemented website features are also designed to increase consumer engagement, such as testimonials, product photo galleries, and effective call-to-action (Mustika et al., 2023).
3. Analysis and Interpretation:
 - a. The research results show that landing page website designs that suit target consumer preferences can increase the effectiveness of marketing and promotion of Chandis Haverstime culinary products (Wilson et al., 2019).
 - b. The use of attractive colors, layouts and content can attract consumers' attention and increase their interest in learning more about the product.
 - c. Interactive website features, such as testimonials and photo galleries, can build consumer trust and increase sales conversions (Irimiás et al., 2024; Kahan et al., 2024).
4. Comparison with Previous Research:

- a. This research has similarities with several previous studies which also examined landing page website design for marketing development and product promotion.
- b. However, this research focuses on designing a landing page website specifically for Chandis Haverstime culinary products, taking into account the preferences of specific target consumers(Li & Wang, 2024).
- c. Apart from that, this research also includes analysis of effective marketing and promotional strategies for culinary products, which have not been studied in depth in previous research.

5. Implications of Findings:

- a. The results of this research can be used by Chandis Haverstime to develop website landing pages that are more effective in attracting and retaining consumers.
- b. Website landing page design that suits target consumer preferences can increase brand awareness, engagement and sales conversions for Chandis Haverstime culinary products.
- c. The findings of this research can also be a reference for other companies or UMKM who want to develop marketing and promotion strategies for culinary products through website landing pages.

6. Limitations of Findings and Suggestions for Research:

- a. This research only focuses on the landing page website design for Chandis Haverstime, and does not cover the effectiveness of implementing broader marketing and promotional strategies.
- b. Data collection was also only carried out on target consumers of Chandis Haverstime, so it does not represent all consumers of culinary products.

7. Suggestions

- a. For further research, it is recommended to expand the scope of research, for example by analyzing the overall effectiveness of marketing and promotional strategies, as well as expanding the target consumers studied.

Analysis Need System

In stages this is an analyzing process Chansi's Haverstime UMKM website landing page requirements consisting of from several menus as shown in Figure 3(Çetinkaya et al., 2024; Samodra et al., 2023).

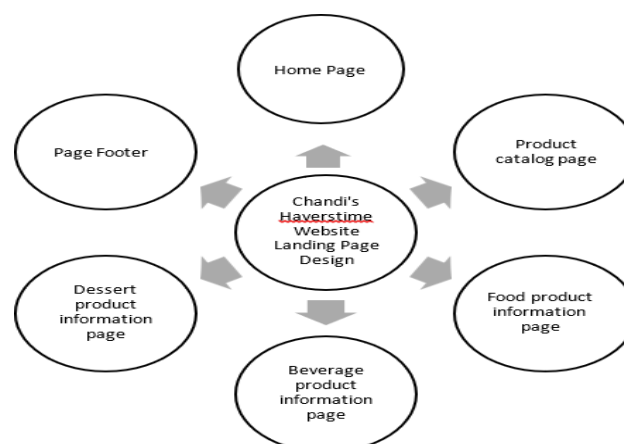


Figure 3. Analysis Need System

Analysis Need Functional and Non Functional

In research this two types are made analysis necessary needs in build application that is analysis functional and non- functional data requirements. Need functional is related activities in a way direct with system, meanwhile non- functional requirements It means related activities No in a way direct with system.

1. Analysis Need Functional

Type of need functional (functional requirements) are requirements that contain what processes that 's all later done by the system(Firgia & Nurcahyo, 2021; Jihadi, 2023). Need functional also contains information what just have to exists and is produced system . As for needs functional in system This shown in Table 1.

Table 1. Needs Functional Requirements

No	Actor	Description
1	Admin	Chandi's Haverstime UMKM owners can managing product data culinary in the form of food and drink data and menu reports booking or sale.
2	Customer	Do search product and view information product based on category as well as do booking product via the website.

2. Analysis Non- Functional Requirements

Functional data requirements is data requirements that are not in a way direct related with system. As for non -functional needs in system This shown in Table 2.

Table 2. Non- Functional Requirements

No	Device Hard			Software
1	ASUS <i>Notebooks</i>			System Windows 7 64 bit operation
2	Intel® <i>Processor</i>	CORE™	i5-2450M	Notepad++
3	VGA Nvidia NVS 5200M	1GB		XAMPP servers
4	4GB DDR3 RAM			MySQL 3.4.5
5	128GB SSD			Microsoft Visio 2017

Analysis System

In stages analysis system This used For know business processes or medium system walk use a flowchart or Flow chart system . With exists analysis system walk give description For repair become a new system . Flowchart running system moment This is on UMKM Chandi's Haverstime shown in Figure 4.

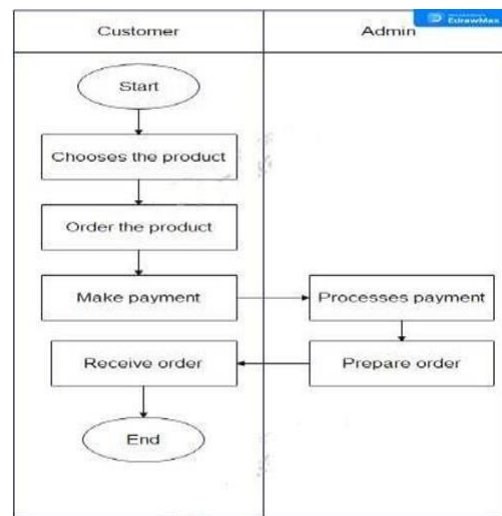


Figure 4. Flowchart System

UML (Unified Modeling Language) Modeling

On research This use one UML modeling , namely use case diagrams. Use case diagram depicts interaction between actor (user) with medium system developed . The use case diagram in the research is shown in Figure 5.

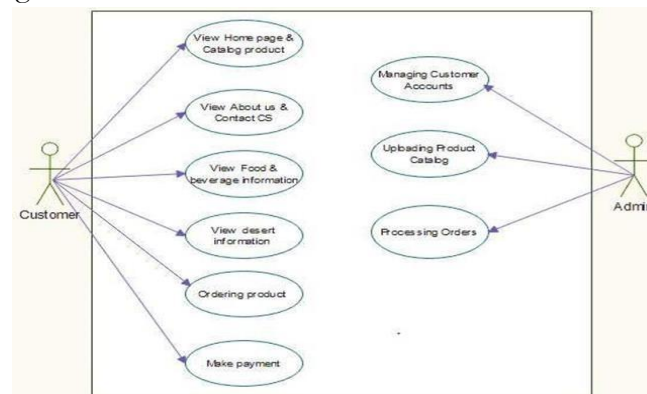


Figure 5. Usecase Diagram

Prototype

Stages This done with make design appearance or user interface consisting of from 6 views including home page, product catalog page, food product information page, beverage product information page, dessert product information page and footer page.

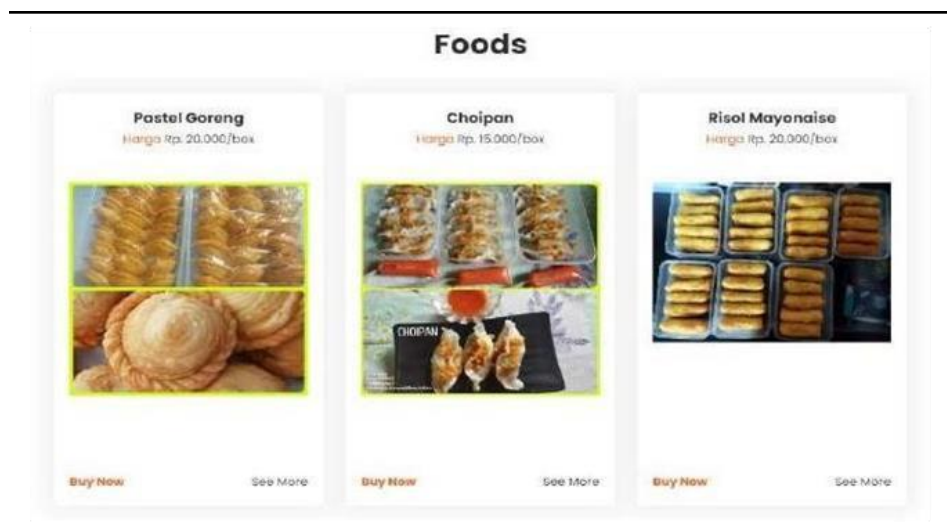
1. Home Page



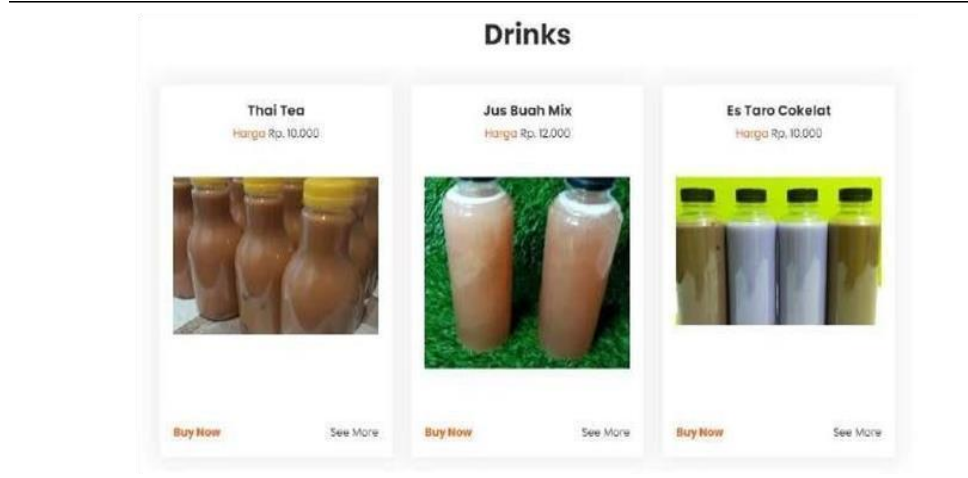
2. Category Menu Page



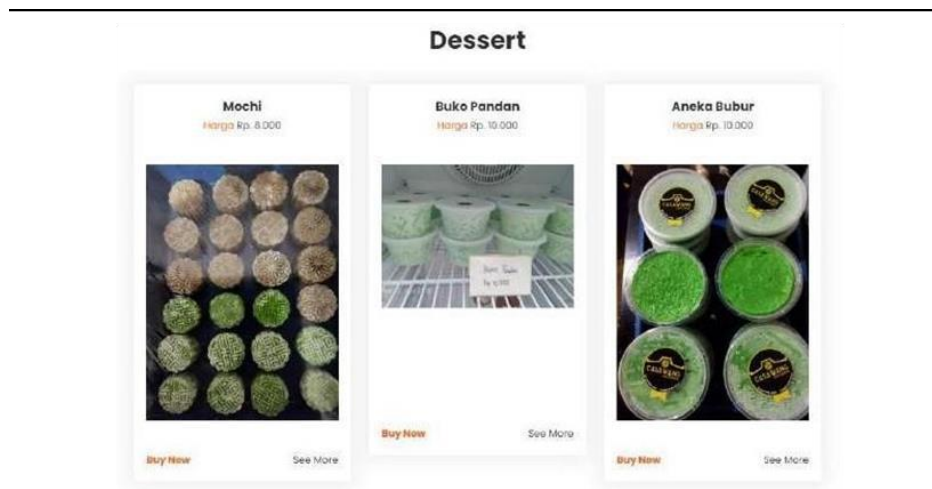
3. Product Page Food



4. Beverage Product Page



5. Dessert Product Page



6. Page Footer



Testing System

Tests carried out for connect between module according to business processes from application. Testing done on two aspects that is aspect functionality and aspects user. Following table testing that has been done conducted by the owner of Chandi's Haverstime. Following This is test scenario table.

Table 3. Scenarios Testing

Test Class	Test Items	Test Type
Home page	Displaying page home page	Black Box
Product catalog page	Do search product based	Product catalog page
Food product information page	Displaying information product food	Black Box
Beverage product information page	Displaying information product drink	Black Box
Dessert product information page	Displaying information dessert products	Black Box

Page Footer	Displaying page contacts and social media	Black Box
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Item Testing

The tests carried out road application This use black box testing that is tests carried out with method test every process for determine exists system error or or not . Following is table the test.

Table 4. Items Testing

Test Class	Input Data	Which are expected	Observation	Conclusion
Home page	Displaying page home page	Displaying page main landing page	Can displays page main landing page	Succeed
Product catalog page	Do search product based on category	Displays the catalog menu products and search based on category type product	Can displays the catalog menu products and search based on category type product	Succeed
Food product Information page	Displaying information product food	Displays the Information menu product food and prices	Can displays the information menu product food and prices	Succeed
Beverage product information page	Displaying information product drink	Displays the information menu product drinks and prices	Can displays the information menu product drinks and prices	Succeed
Dessert product information page	Displaying information dessert products	Displays the information menu dessert products and prices	Can displays the information menu dessert products and prices	Succeed
Page Footer	Displaying page contacts and social media	Displaying page information contacts, addresses and social media	Can displays page information contacts, addresses and social media accounts	Succeed

From testing on can concluded that website landing page design made by researchers can accepted and implemented on Chandi's Haverstime with Good . Website This in a way functional emit results in accordance with expected results so that can useful and usable next by Chandi 's Haverstime (Buddhapoompitak et al., 2023).

CONCLUSION

In the research entitled Website Landing Page Design for UMKM Chandi's Harvestime For Development Marketing And Promotion Product Culinary This has achieved results as following:

1. Designing an effective website landing page proven can increase visibility and reach marketing product Chandi's Harvestime culinary delights digitally.
2. Optimization landing page elements , such as visual design , layout , messaging marketing, capable push increase in website traffic and speed conversion visitors become customer potential(Lin & Chiu, 2024).

The suggestion from this research is that the landing page design of the Chandi's Harvestime website can continue to be optimized (Elsayed Fayed, 2018; Fatoni et al., 2021). It is recommended to carry out regular evaluations and improvements based on website analytical data, user feedback, as well as changes in target customer preferences and behavior. To increase long-term impact, it is recommended to consider developing additional content and features on landing pages, such as customer loyalty programs, product reviews, and integrated online ordering features(Capinera, 2021; Darna et al., 2022).

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