

Development of Web-Based Architectural Design

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Abstract. This research examines digital marketing's influence in increasing sales and profit in the architectural design business. Information technology is developing rapidly nowadays. Its impact makes it easier for all community activities. The method in this research was qualitative. The study results show that the ARSITAG website is a good place for marketing architectural design products, and it concludes that digital marketing makes the architectural design marketing process easier and more efficient. It is because the conversion rate of architectural design projects through print and online media has increased rapidly. The ARSITAG website is a marketing strategy in design and development by making it easier for potential buyers to determine building designs.

Keywords: Architectural Design, Digital Marketing's, Web- Based

1. Introduction

Information technology is developing rapidly nowadays. Its impact makes it easier for all community activities, one of which is in the marketing sector. Marketing is a method of building effective communication with customers to generate optimal profits [1]. Digital marketing includes digital technology such as electronic media, smartphones, the Internet of Things (IoT), and artificial intelligence [2]. The development of digital marketing has built branding and made it easier for businesses to run, one of which is marketing architectural designs through websites easily and efficiently. Architectural design is an art in building design that includes various design variants such as building design, furniture design, product design, and others [3]. Architecture as a set of design decisions has been proposed to address shortcomings such as the evolution of costly systems, lack of stakeholder communication, and limited reuse of architectures [4]. The website is a collection of web pages containing various activities, one of which is marketing, so that customer satisfaction is met, the website's quality must be guaranteed [5].

Previous research conducted by Wisswani relates to the architecture of the business process automation (BPA) product marketing process [6]. Then still about marketing, Karjadi et al. researched PT.X on data architecture planning and applications in the marketing division with EAP- Enterprise Architecture Planning [7]. The research conducted by Othman discusses marketing strategies of architectural design firms (ADF) through the implementation of corporate social responsibility (CSR) in developing countries [8]. Furthermore, Florian's research explained mobile technology application development for empowering women entrepreneurs in Iringa, Tanzania: user requirements and architectural design [9]. The study was conducted by Koeck considers Claudius Ptolemy's nation of choreography as a rationale for new forms of experiential representation and marketing of urban or architectural geographies [10]. Meanwhile, the research we conducted includes how to market architectural designs through websites and how much influence digital marketing has in this marketing process.

The purpose of this study is to see the extent of digital marketing's influence in increasing sales and profit in the architectural design business so that architects are more proactive in publishing their design works as a form of marketing strategy in the architectural industry. This research method was a qualitative literature study where we collect all the data and then analyze it.

2. Method

This research is qualitative in nature by searching and analyzing it carefully and in detail. Data collection techniques from literature study come from journals, news, the web, and books. The research result is a phenomenon that is happening. So, qualitative research is research that is based on actual conditions. Literature studies provide data sources that contain past and even current theories and information. By using this method, it is hoped that new ideas will emerge from previous research.

3. Results and Discussion

The role of digital marketing is important in marketing because it can be used in all areas of business, increase revenue, be able reach specific target consumers, can be used in various devices, and help compare your products, home architectural design marketing. ARSITAG is a website designed to assist potential customers in choosing home and property designs accompanied by professional architectural experts who have guaranteed quality so that customers don't have to hesitate anymore in realizing the house of their dreams. Figure 1 is a display of the ARSITAG home page. In this view, information on architectural design portfolios will be shown, a list of professionals including architects, contractors, interior design, design and build, a list of projects including project stages that ARSITAG is currently working on, then how ARSITAG works, where consumers can see building steps. Project with ARSITAG (See Figure 1).

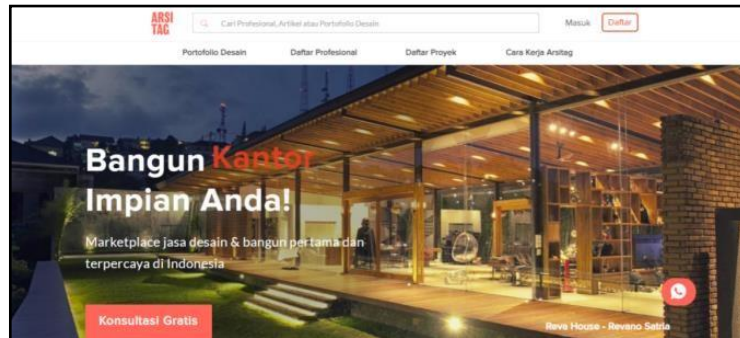


Figure 1. Home page of ARSITAG
Source: <https://www.arsitag.com/>

Figure 2 is the ARSITAG Design page shown in the design portfolio section. In this section, the information provided regarding the type of space includes design | bedroom, bathroom. The desired design styles include minimalism, classic, industrial, modern, traditional, Asian, contemporary. Then the budget starts from low, standard, premium to luxury (See Figure 2).

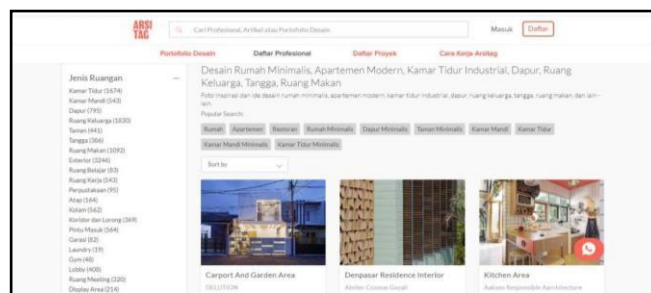


Figure 2. Design page of ARSITAG
Source: <https://www.arsitag.com/>

With the many various design choices available on the page design, homeowners don't need to be hesitant and confused in choosing the design as desired. Arsitag hopes that this website can become a place where architects not only have profit goals, it is expected that professionals will also see from various aspects, especially the safety, comfort, and security of homeowners. However, in reality, there are many cases of professional architects only thinking about money for themselves to run away from their responsibilities at the project site. It is cutting material costs and then replacing them with low prices that are not guaranteed quality, even fixing the added price sometimes makes no sense and is different when giving an offer. Some of these cases can give negative perceptions from the public towards honest professionals. If not resolved immediately, it will give a bad reputation to other professionals [11,12].

ARSITAG works are the steps to build your project with Arsitag, namely: First discuss and determine customer desires accompanied by the Arsitag team to make it easier for customers to get these desires. Second, from Arsitag, customers will get a price quote. Third, so that transactions can run safely, make payments via the ARSIPRO application. The four customers can supervise the work process on the application. Then transaction funds will be sent to the professional after seeing the professional work. The five are not only customers, but the Arsitag team also oversees the project to run well. Finally, the project is finished, and dreams come true. Figure 3 is how ARSITAG works. This section describes how the architect works,

including consultation on the budget, design, and project stages. Price quotes receive quotes from Arsitag partners: architects, interior designers, and verified contractors ARSITAG. Payments to ARSITAG through the arsipro application system. Monitoring project work can be monitored via the application [13]. For assistance, the arsitag team will monitor the client project according to the terms and conditions that apply until the project is completed (see Figure 3).

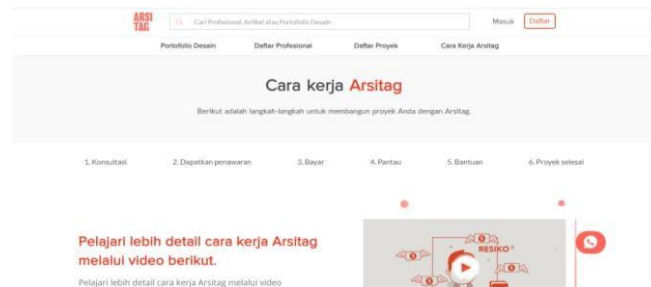


Figure 3. How ARSITAG works
Source: <https://www.arsitag.com/>

Figure 4 is a professional list view covering architects, interior designers, design and builders, and contractors. This display shows service providers' information on the ARSITAG website, ARSITAG service providers with professional labels starting from the project's guarantee being done up to 100% safe. If you are a professional in designing ARSITAG, the work will be free of charge without any fees. ARSITAG's professional list has been registered in many major cities in Indonesia. (See figure 4).

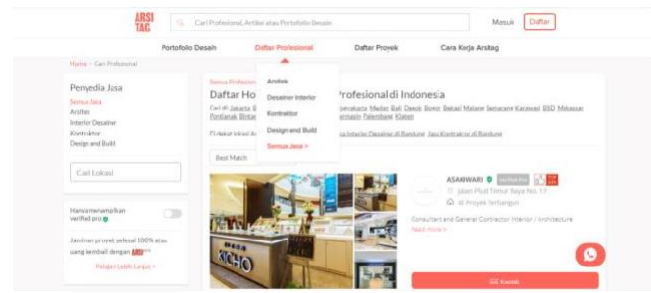


Figure 4. list of professional ARSITAG service
Source: <https://www.arsitag.com/>

Figure 5 is a list of projects from ARSITAG. This display will show open projects being worked on by ARSITAG, ranging from building construction projects, building renovations, furniture filling designs to creating landscape designs. Then the ARSITAG past project is a list of projects that have been done by ARSITAG so that consumers can see the projects done by ARSITAG (see figure 5).

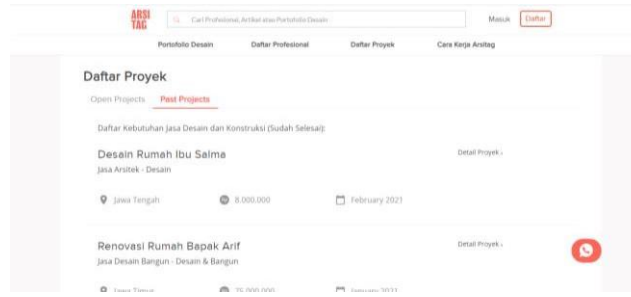


Figure 5. list of projects on the ARSITAG website

Source: <https://www.arsitag.com/>

The ARSITAG website is a marketing strategy in design and development by making it easier for potential buyers to determine building designs. The ARSITAG website has a good influence on the design world, where the ARSITAG website does not only sell building designs, but the ARSITAG website also accommodates prospective architects, contractors, designers to promote their works website.

4. Conclusion

The study results concluded that digital marketing makes the architectural design marketing process easier and more efficient besides, digital marketing can help build the branding of a product. With the ARSITAG website, it is hoped that it can make it easier for people to choose and buy home designs according to customer needs and desires.

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