



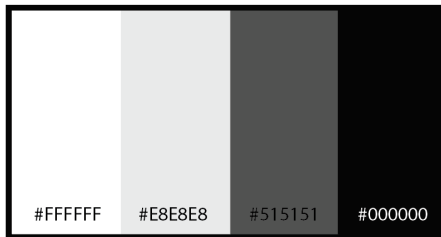
Website Designing for Business Enterprises Using Wix.com

Arif Try Cahyadi¹, Nizar Miftahuddin², Neng Suci Islahiyah³, Fanny Dewi Yulianti⁴,
Bahirah Nubla Hanifati Masturah⁵

Departemen Desain Komunikasi Visual, Universitas Komputer Indonesia, Indonesia

Departemen Sastra Inggris, Universitas Komputer Indonesia, Indonesia

arif3cahyadi@email.unikom.ac.id



ABSTRACT

the current development of information technology in the design of website designs requires a practical and easy design for all circles, especially for the Micro, Small & Medium Enterprises sectors. With the existence of a website creation application, it is hoped that the Micro, Small & Medium Enterprises sectors can develop wider selling points using website media. The purpose of this research is to utilize information technology in the era of the Covid-19 pandemic in designing websites that are useful in promoting types of businesses for the Micro, Small & Medium Enterprises sector. The method used in this research is descriptive qualitative which focuses on the design process which begins with organizing the concept to the website of the work produced. The result of this research is the design of the Micro, Small & Medium Enterprises website using the wix.com application as a model in designing the website, because the researcher wants to know the process of making a website using the application without losing the design principles and the user interface. So in this study, we can find out the website design process using the wix.com application which is considered easier to use, easy to access, and practical.

Diterima:
2022-02-11
Direvisi:
2022-04-08
Disetujui:
2022-04-14

Keywords: Application, Business, Design, wix.com

Website Designing for Business Enterprises Using Wix.com

**Arif Try Cahyadi, Nizar Miftahuddin, Neng Suci Islahiyah, Fanny Dewi Yulianti,
& Bahirah Nubla Hanifati Masturah**

INTRODUCTION

Website design for business companies can be one of the promotional media that can be used by individuals and companies in informing data on both products and services to a wide audience. In utilizing information technology, the website that is designed no longer uses a programming language but can take advantage of using an application or website making a website. [1] Media websites within their reach require internet or online access so that the data or information provided can be accessed by the public.

From what has been done by Victor Marudut, 2018 in his research on website design as a promotional medium, has been successful, but when viewed from the user interface, it is still considered necessary for development. Similar to what Indri, 2020 and Guntur, 2015 did in their research on website design for SMEs as a means of information and promotion, they also have not prioritized the user interface or design concepts in website design which is considered to be redeveloped.

In contrast to the research conducted by Nia, 2021 with research on creating a website using a website builder with a WordPress application with the results that users still cannot follow well, who get low presentations in using the website builder, but in this study, they have succeeded in building a website designed with good. In fact, from this research, it is still possible to develop a user interface design so that in addition to the website being developed successfully from the admin and user side, it is also packaged well in the designed design process.

From this, making a website using a website builder is very doable, MSME actors don't have to spend a lot of money to create a website to be built. just use a website builder to create a website. however, the design stays on track by determining the direction of the user interface and also the user experience, this is to build the character or identity of the products that MSMEs develop.

Therefore, researchers in designing websites that are built, in addition to designing websites in terms of user experience, researchers will also focus on the design concept or user interface of the designs developed. In addition, researchers researched website design using a website builder to find out and explain about anyone who can create a website without having to spend a lot of money and still by the design concept designed.

In its design, the media website is considered to need special packaging. So that companies that use this website media can have an image according to their background. In today's digital era, many applications can help with website creation features, so this is considered to be able to help website developers in designing a website, one of which is the wix.com application.

Wix.com is a platform that provides you with creating, designing, managing, and developing the web the way you want it. This platform builds websites specifically without having to spend a lot of money. In this case, the researcher is interested in utilizing digital technology in designing the website.

The website design must be based on user interface and user experience development plans that are tailored to the company. [2] The goal is that users can effectively interact and receive information that is conveyed properly and the system built remains easy to access and use.

So the novelty's of this research are that even though it uses a website creation application, this website still uses a design concept that is tailored to the company's background and in the use of information technology, researchers find it easy to implement

Website Designing for Business Enterprises Using Wix.com

Arif Try Cahyadi, Nizar Miftahuddin, Neng Suci Islahiyah, Fanny Dewi Yulianti,
& Bahirah Nubla Hanifati Masturah

a website design that is designed so that this application can be recommended to business people to be able to used.

This study will discuss the design of user interface design that will be implemented in the design of the Azwaja Photo micro, small and medium enterprises website. So business enterprises of Azwaja Photo can have a design that is considered suitable for the website to be designed and assesses it is appropriate to use the wix.com application. This study uses a method by interpreting what is seen, heard, and understood through an interpretive qualitative method.

METHODOLOGY

The interpretive qualitative method is the method used in this research. Researchers in this study interpret what is seen, heard, and understood. [4] Later, the results of the design process designed in the form of a website will be redeveloped using the emergent design method and packaged descriptively through selected case studies.

Researchers will create a website for micro, small and medium enterprises company, namely Azwaja Photo which will be the subject of business companies in its implementation. The Azwaja Photo business company is an MSME that focuses on the photography business such as wedding photos, post-wedding photos, to maternity photos, this Azwaja Photo micro, small and medium enterprises company is located in the city of Bandung, Indonesia.

So before doing the design, the researcher conducted a search for data related to the object of research. related to historical data, service data, and target audience, to determine verbal communication strategies and visual communication strategies. This data collection is important, because it is for the needs of the design to what information needs to be included in the design.

In the technical data search, the researcher went through several stages including the first interview with the owner named Qory Nur, 2021. This interview process was carried out to find out the product knowledge of the Azwaja Photo MSME, starting from its history to the service products provided. Second, interviews were also conducted with prospective users, researchers conducted these interviews to find out user habits and asked about website interactions to testing. In the implementation of testing, researchers choose randomly for prospective users to use the website that has been created. Researchers chose 25 respondents to find out how effective the website program that had been made was running well or not.

On this occasion the researcher will explain the process of creating a website for micro, small and medium enterprises Azwaja Photo, starting from collecting product knowledge from micro, small and medium enterprises Azwaja Photo, then researchers designing color concepts, typography, sitemaps, website wireframes, website design, up to testing. This website experiment uses the waterfall method for the website testing process whether it runs well or a system error occurs. [6] The following is a website design as in the table 1 :

Table 1. Proses website design [7]



. **Concept Design;** In this design, the researcher looks for data regarding data related to the research

Website Designing for Business Enterprises Using Wix.com

Arif Try Cahyadi, Nizar Miftahuddin, Neng Suci Islahiyah, Fanny Dewi Yulianti,
& Bahirah Nubla Hanifati Masturah

subject, namely Azwaja Photo, looking for profile data or product knowledge such as history, service, determining the target audience, colors, visual communication strategies, verbal communication strategies to designing sitemaps and wireframes.

2. **Mockup Design;** After the design concept has been collected, the next step is to create a mockup design from the available data, the process here is a form of design that can be assessed as an illustration in the next design step.
3. **Implementation of the design concept;** in the implementation section here, from the data that has been collected to the design concept that has been designed, the researcher implements the design that has been designed into an application or website making website using wix.com.
4. **Testing;** at this stage, the researcher conducted a test on the results of the website that had been designed. Testing is carried out on tests on the use of applications that are used as admins, starting from logging in, to changing content. In the second test, the researcher conducted a test on the user to get special feedback on the website that had been created.

This case study becomes a point in developing and knowing how or the process of making a website design is designed. From the program or application that is used as a model in its design, the researcher uses the wix.com application, where wix.com is an application or website for managing, designing, and developing websites. Later, the researcher will describe the process of designing a website design, such as looking for data or profiles for the needs of the contents of the website as described above.

RESULTS AND DISCUSSION

Azwaja Photo is an business enterprises in the field of photography, more specifically engaged in wedding photography, which has been established since 2017. To increase its marketing, so that it can be better known by the wider community, researchers are trying to design an information website related to Azwaja Photo. the following is the logo of business enterprises azwaja photo as in the figure 1 :



Figure 1. logo of micro, small and medium enterprises azwaja photo
Source : document Azwaja Photo (2018)

Websites are generally an association of various programming languages, one of which is HTML, CSS, Javascript, PHP, MySQL, and so on, [5] which are collaborated with the placement of visual elements, both processing text, images, graphics, animations, videos that become one unit into a website that can be accessed via the internet or online.

Website Designing for Business Enterprises Using Wix.com

Arif Try Cahyadi, Nizar Miftahuddin, Neng Suci Islahiyah, Fanny Dewi Yulianti,
& Bahirah Nubla Hanifati Masturah

1.1. Concept Design

1.1.1. The Target Audience

The target audience for micro, small and medium enterprises Azwaja Photo's products to access the website is targeted at the age of 21 years to 31 years with male and female gender, on the grounds that at that age is a productive age and according to the national statistics agency is the highest percentage of married age, especially those in Indonesia. Bandung City, West Java.

1.1.2. The Verbal Concept

The language used is using a mixture of 75% Indonesian and 25% English because it is adjusted to the target audience. By delivering using a formal language style so that the information conveyed can be well received by the target.

1.1.3. Colour

The minimalist color concept was chosen in the application of this website design because to get an elegant impression, with the application of simple, warm colors, and build emotion and expression of a minimalist style. [8] For this reason, researchers chose black to build the impression of strength, sophistication, sexuality, white to build the impression of purity, cleanliness, trust and used a combination of black and white colors, namely gray which gave the impression of natural, intelligence, and the future. [9] as in the figure 2.

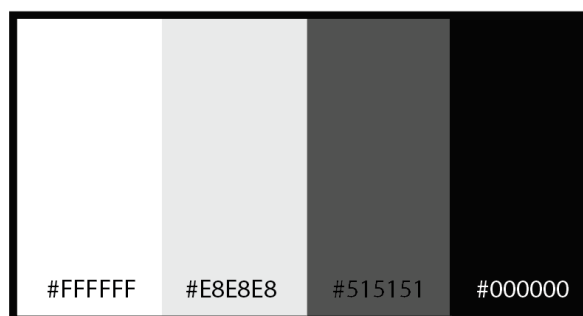


Figure 2. Colour Palettes

1.1.4. Site Map Navigation

Navigation or site map is used to make it easy for users to use the website. [10] After the data and content are collected it will be distributed through the pages on the website. The design of this sitemap-navigation is to regulate the structure of the website invalidating the number of pages in the form of links which will make it easier for the next process. [11]

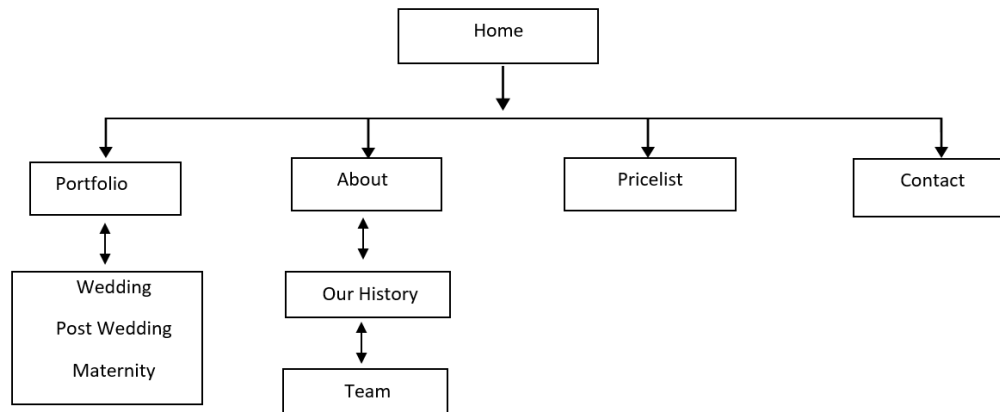
The home page is the main page of the website, then there are several other pages such as 1) Portfolio page which is the result page of photo works that have been done such as wedding photos, post weddings, and maternity, 2) About page which contains the history of micro, small and medium enterprises Azwaja Photo and the team involved, 3) Pricelist page is price information for photo packages of the proposed services, 4) Contact page to

Website Designing for Business Enterprises Using Wix.com

Arif Try Cahyadi, Nizar Miftahuddin, Neng Suci Islahiyah, Fanny Dewi Yulianti,
& Bahirah Nubla Hanifati Masturah

provide information to users, if interested, they can contact the team to follow up on the negotiation, scheduling, and contract processes. as in the table 2 :

Table 2. Site Map Navigation Website of micro, small and medium enterprises Azwaja Photo



1.1.5. Wireframe

In making the wireframe of the micro, small and medium enterprises Azwaja Photo website, the researchers designed a minimalist design tailored to the user. Where, during the design, the researcher created an elegant, simple, and minimalist impression. as in the figure 3 :

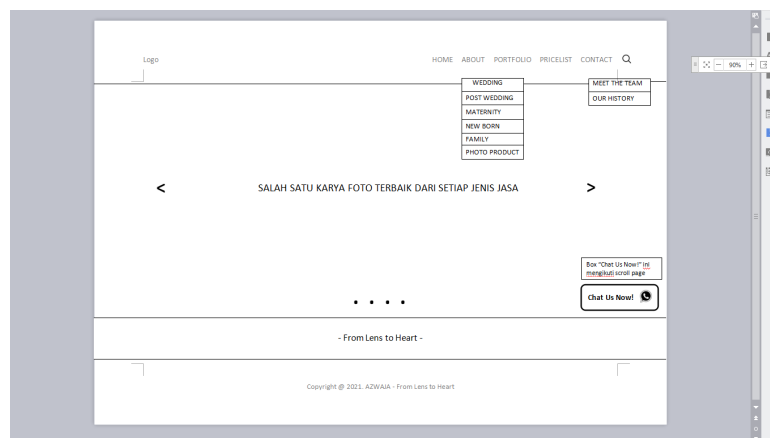


Figure 3. Wireframe Website micro, small and medium enterprises Azwaja Photo as Home Pages

In the picture above is a wireframe section of the home pages, where the menu bar position is placed on the top right using text. So that the user can directly identify the menus that have been displayed, the menu also uses a dropdown technique, where the researcher does not display many menus but is entered in the sub-menus in his section. For

Website Designing for Business Enterprises Using Wix.com

Arif Try Cahyadi, Nizar Miftahuddin, Neng Suci Islahiyah, Fanny Dewi Yulianti,
& Bahirah Nubla Hanifati Masturah

example, in the portfolio menu section, there are displayed several submenus that can make it easier for users to choose the parts they want. [12]

In addition, to make it easier for users to interact with admins or website operators, researchers display a live chat feature which is placed in the lower right corner, so that users can interact, communicate, and ask questions through this feature that has been displayed on all pages on the designed website. as in the figure 4 :

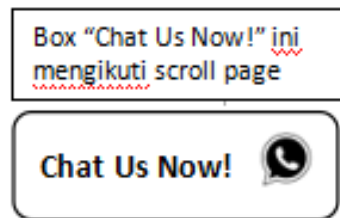


Figure 4. Chat Box

1.2. Mockup Design

In the process, the design concept that has been made by the researcher is illustrated through a design mockup. [13] Before proceeding to the coding stage in the implementation of color schemes, wireframes, layouts and others that have been made. The design mockup was created using the Adobe Illustrator CC 2015 application, this software greatly facilitates researchers in making the designed mockup. After the mockup design was made, the next step the researcher carried out was the coding stage of the mockup that was made so that it could be online.

1.3. Implementation

The implementation process here is the result of the interpretation of the mockup design where the results of the wireframe derivatives created will be coded and adapted to the mockup design. The implementation here, when using wix.com researchers is greatly simplified. Wix.com with the features offered already represent the needs of researchers without having to do complex coding. This is very helpful for researchers in adjusting the mockup design with the programming language so that the results of the mockup design and design concept are as expected. the following is a picture of the design that has been designed using wix.com in the figure 5 :

Website Designing for Business Enterprises Using Wix.com

Arif Try Cahyadi, Nizar Miftahuddin, Neng Suci Islahiyah, Fanny Dewi Yulianti,
& Bahirah Nubla Hanifati Masturah

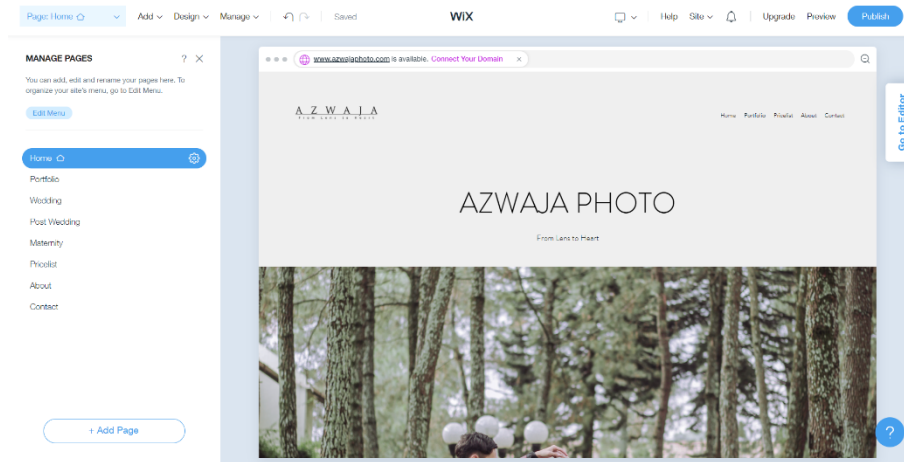


Figure 5. Admin section with wix.com

Figure 5 shows the admin page display on the main page using the wix.com application, it can be seen that the features provided by the wix.com application are very easy to use. So that wireframe implementation, design mockups can be easily designed using wix.com. In addition, the results displayed are also by the designed concept. The following is a picture of the main page through Figure 6:



Figure 6. Home Page Section

1.4. Testing

After doing the test, the researcher succeeded in doing the test, both from the admin side and the user. When editing on the admin page, the researcher assessed that the Wix.com feature was very friendly so that it could be used easily. If there is an update in the content of each page in the editing process, it is considered quite easy to adjust this, it also increases the efficiency and effectiveness in the content editing process, the following table results from the test on the admin page as shown in table 3:

Website Designing for Business Enterprises Using Wix.com

**Arif Try Cahyadi, Nizar Miftahuddin, Neng Suci Islahiyah, Fanny Dewi Yulianti,
& Bahirah Nubla Hanifati Masturah**

Table 3. Testing Admin pages

No	Test	Test Description	Result	Description
1	Login Admin	The process of entering the back end / admin page	successfully	Admin can login to the wix.com website
2	Homepage section admin page	The process of editing the Homepage admin page	successfully	Admin can edit the Homepage
3	Portfolio section admin page	The process of editing the Portfolio section admin page	successfully	Admin can edit Portfolio section
4	Pricelist section admin page	The process of editing the admin page of the Pricelist section	successfully	Admin can edit the Pricelist section
5	About section admin page	The process of editing the About section of the admin page	successfully	Admin can edit the About section
6	Admin page Contact bagian	The process of editing the admin page in the Contact section	successfully	Admin can edit the Contact section
7	The admin page for the Wedding Sub Menu	The process of editing the admin page for the Wedding Sub Menu	successfully	Admin can edit the Wedding Sub Menu
8	The admin page for the Postwedding Sub Menu	The process of editing the admin page for the Postwedding Sub Menu	successfully	Admin can edit the Postwedding Sub Menu
9	Maternity sub menu section admin page	The process of editing the admin page for the Maternity Sub Menu	successfully	Admin can edit the Maternity Sub Menu

Source : create by the author (2021)

In the user testing stage, researchers have successfully tested 25 participant users who have accessed the micro, small and medium enterprises Azwaja Photo website. The results of the tests that have been carried out as a whole can successfully access the information on the Azwaja Photo website from various menus that are designed. The process of navigating from one page to another was also successful without any failed tests. the test results are shown in the following table 4:

Table 4. Testing User pages

No	Test	Url	Description	Result
----	------	-----	-------------	--------

Website Designing for Business Enterprises Using Wix.com

Arif Try Cahyadi, Nizar Miftahuddin, Neng Suci Islahiyah, Fanny Dewi Yulianti,
& Bahirah Nubla Hanifati Masturah

1	Home Page Access	https://www.azwajaphoto .xyz/	User successfully access of Home Page	successfull y
2	Portfolio Page Access	https://www.azwajaphoto .xyz/portfolio	User successfully access of Portfolio Page	successfull y
3	Pricelist Page Access	https://www.azwajaphoto .xyz/pricelist	User successfully access of Pricelist Page	successfull y
4	About Page Access	https://www.azwajaphoto .xyz/about	User successfully access of About Page	successfull y
5	Contact Page Access	https://www.azwajaphoto .xyz/contact	User successfully access of Contact Page	successfull y

Source : create by the author (2021)

CONCLUSION

The structure of the website design has a complex design, in general, the creation of a website requires a very large capital which can be expensive. But by utilizing technology, of course, something difficult will become easier, more effective, and efficient. In this study, it can be concluded that making a website using the wix.com application is considered very easy to use, easy to access, and practical. In addition, the use of wix.com is also considered very affordable for new companies or micro, small and medium enterprises in any field compared to using a professional website designer. From a website that is produced with a planned concept design, wix.com can accommodate and provide solutions that are considered appropriate for website creation applications. So that researchers can suggest for entrepreneurs who want to promote their products or services through the media website, wix.com can be the right alternative as a means of information both commercial and non-commercial through the products or services that are sold.

REFERENCES

- [1] Putra, M. S. (2017). Perancangan Desain Website Digital Library Universitas Bina Darma Dengan Menerapkan Responsive Web Design. *Jurnal Informanika*, 3(1), 29-33.
- [2] Pratama, M. A. T., & Cahyadi, A. T. (2020, July). Effect of User Interface and User Experience on Application Sales. In *IOP Conference Series: Materials Science and Engineering* (Vol. 879, No. 1, p. 012133). IOP Publishing.
- [3] Primadi, T. 2014. Creative Process, Children's Pictures, Learning Process. Jakarta : Erlangga.
- [4] Creswell, J. 2013. Research Design. Yogyakarta : Pustaka Pelajar.
- [5] Rachmanto, R. (2017). *9 Langkah Praktis Membuat Website Gratis*. Elex Media Komputindo.
- [6] Muchtar, A. Z., & Munir, S. (2019). Perancangan Web E-Commerce Umkm Restoran Bakso Arema Menggunakan Framework Laravel. *Jurnal Teknologi Terpadu (JTT)*, 5(1).
- [7] Dewi, S. D., Laudeciska, L., Figa, A., Auliani, A., Marbun, D. V., & Dwiyantri, W. (2021, October). Perancangan Sistem Informasi Berbasis Website Pada Umkm Jaya Punggur. In *National Conference for Community Service Project (NaCosPro)* (Vol. 3, No. 1, pp. 841-848).

Website Designing for Business Enterprises Using Wix.com

**Arif Try Cahyadi, Nizar Miftahuddin, Neng Suci Islahiyah, Fanny Dewi Yulianti,
& Bahirah Nubla Hanifati Masturah**

- [8] Kuang, Y., & Zhang, W. (2017). The Application of Minimalist Style in Interior Design.
 - [9] Morton, J. (1997). *A guide to color symbolism* (Vol. 28). Colorcom.
 - [10] Moustakis, V., Litos, C., Dalivigas, A., & Tsironis, L. (2004, November). Website Quality Assessment Criteria. In *ICIQ* (pp. 59-73).
 - [11] A. Luthfiyanto and D. S. Kusumo, "Extraction of Website Navigation Label Using A Multiple Web Crawler. A Case Study on 14 University Websites in Indonesia," *2020 International Conference on Data Science and Its Applications (ICoDSA)*, 2020, pp. 1-7, doi: 10.1109/ICoDSA50139.2020.9212886.
 - [12] Arthana, I. K. R., Pradnyana, I. M. A., & Dantes, G. R. (2019, February). Usability testing on website wadaya based on ISO 9241-11. In *Journal of Physics: Conference Series* (Vol. 1165, No. 1, p. 012012). IOP Publishing.
 - [13] Ronquillo, C., Currie, L., Rowsell, D., & Phillips, J. C. (2016). Using rapid prototyping to design a smoking cessation website with end-users. In *Nursing Informatics 2016* (pp. 940-941). IOS Press.
 - [14] Gardenia, N., Gusniwati, M., Rahadyan, A., & Kurniawan, I. (2021). A SIMPLE SCHOOL PROFILE WEBSITE USING WORDPRESS AS AN INFORMATION AND PROMOTION MEDIA. *JMM (Jurnal Masyarakat Mandiri)*, 5(4), 1263-1271.
 - [15] Siregar, V. M. M. (2018). Perancangan Website Sebagai Media Promosi Dan Penjualan Produk. *Jurnal TAM (Technology Acceptance Model)*, 9(1), 15-21.
 - [16] Ariyanti, I., Novita, N., Khairunnisa, D., & Ganiardi, A. (2020). Website Sebagai Sarana Promosi UKM Sopyan. *Aptekmas: Jurnal Pengabdian Kepada Masyarakat*, 3(3).
- Wibisono, G. (2015). Perancangan Website Sebagai Media Informasi dan Promosi Batik Khas Kabupaten Kulonprogo. *EVOLUSI: Jurnal Sains dan Manajemen*, 3(2).