CHAPTER I

INTRODUCTION

1.1 Background

Telkom University established CeLOE in 2015 in response to changes in the learning paradigm and access to education in the digital era. Since its inception, CeLOE has been committed to strengthening innovative learning practices and improving access to education for the wider community. In its development, CeLOE has become one of the leading learning centers in Indonesia, offering various online and available learning programs, including courses, webinars, seminars, and certification programs. The programs are designed by experts in technology and education and involve collaboration with leading institutions and companies at home and abroad (Sary and Moslem, 2021:4). CeLOE also encourages the development of educational technology and e-learning in Indonesia through innovative research and development. The center also acts as a resource center for practitioners and decision-makers in the field of education by providing access to various resources, journals, and related publications. (Prawita, 2022).

Center for eLearning and Open Education (CeLOE) Telkom University has two units, and there are CeLOE Content Development and CeLOE Services. The CeLOE Content Development unit is responsible for developing high-quality online learning content, such as online curriculum, learning modules, teaching materials, and learning videos. The team in this unit consists of instructional designers, content developers, graphic designers, and multimedia developers who are experts in producing engaging, interactive, and effective learning content (BudiIkhsan, 2021:7). CeLOE Services unit provides services and support for Telkom University faculty, students, and staff using online learning technology. These services include training, guidance and technical support for various online learning platforms and applications used at Telkom University. The team in this unit consists of

information technology and education experts ready to assist in solving technical problems and advise on the proper use of online learning technologies. (Kurniawan, 2022:5).

CeLOE Content Development (CeLOE CODE) is a unit in the Center for eLearning and Open Education (CeLOE) at Telkom University that is responsible for developing quality online learning content. The team comprises several experts and professionals in online learning, multimedia, and graphic design, which work together to create engaging and effective learning content. (Kurniawan, 2021). The main objective of CeLOE Content Development is to create innovative and high-quality learning content to provide a good and effective learning experience for course participants. The learning content developed by CeLOE Content Development includes various types, such as video tutorials, interactive simulations, learning games, and other multimedia content. CeLOE Content Development also focuses on developing learning content that everyone can access without exception. Therefore, they pay attention to accessibility aspects, such as easy-to-navigate layouts, alternative texts for images, and technical support that people with different types of disabilities can access.

This research will focus on the CeLOE content development unit because the (CeLOE CODE) website needs to be redesigned for several reasons. First, the current website looks less modern and unattractive, making it less appealing to visitors. As a training and education institution, an attractive and modern website can give a positive impression and increase visitors' trust in the institution. Secondly, although the current website already has some useful features, there are still some features that are less than optimal and need to be improved. For example, content search and navigation are less easy to understand and time-consuming, as well as the lack of integration with social media. Third, Lack of credibility on a CeLOE content development website can have a significant impact. Without solid credibility, the website may not

be considered a reliable source of information or noticed by visitors. Factors such as unprofessional design, irrelevant or inaccurate content, as well as a lack of social proof such as testimonials or awards, can all cloud the image and reduce the level of trust required for a website to be attractive to an audience. As a result, potential audiences who may be interested in the company's services or products may skip the website and look for more convincing alternatives. Therefore, establishing strong credibility through professional design, informative content, and clear social proof will be an important step in attracting audience attention and trust in the website.

CeLOE Content Development has the vision to become a center for learning and open education that is innovative, creative and sustainable, as well as providing wider access to education in the digital era. With a focus on open education and innovative learning, CeLOE is expected to strengthen access to education and improve the quality of Indonesia's human resources. (Afif, 2023). However, to maximize the benefits of these products, companies also need to pay attention to distribution and promotion strategies so that these products can be spread effectively and efficiently.

The solution to this problem is to redesign the CeLOE code's website so that the resulting website can meet user needs and strengthen the company's brand image. In the process of redesigning the author must pay attention to aspects of an attractive appearance, responsive to laptops, and color settings that match the (CeLOE CODE) brand. In addition, it is necessary to organize structured and clear content, and add search and filter features to make it easier for users to find the content they need. To facilitate communication between users the author will add user interaction features such as forums or discussion rooms to increase user engagement on the website. This can strengthen the community among users and also improve the quality and quantity of content produced.

1.2 Problem Identification

Based on the existing background, there are several problems that can be identified as follows:

1) Visual display of website design that is less attractive and therefore unable to present CeLOE content development (CeLOE CODE).

2) The website as an information platform already exists but is not yet functional, therefore is rare for people to know about it.

3) Lack of credibility on a CeLOE content development website can have a significant impact which makes people get information through other alternatives.

1.3 Research Question

Based on the identification of existing problems, the problem formulation that can be concluded is "How to redesign the CeLOE content development website as a media information in order to increase Creadibility CeLOE content development?"

1.4 Research Limitation

The scope of the limitations in this study is as follows:

1) What

This research is designed to implement the CeLOE CODE profile into a website, which has information about CeLOE and also content that is useful for education, as well as a discussion place for organizing activities.

2) Who

Website Controller

- Age: 18-35 Years

- Gender: Male and Female

- Demographics : People from Bandung city, West Java

- Occupation : CeLOE CODE Staff

  User

- Age: 16-35 Years

- Gender: Male and Female

- Demographics : People from Bandung city, West Java

- Occupation : Students, Institutions and others

3) When

The research started from the internship stage in the seventh semester lecture in 2022, then continued with the creation of the problem background in Chapter I and Chapter II in the eighth semester lecture in 2023.

4) Why

The design of this website was designed to create a good image and as a form of CeLOE CODE's corporate identity, so that it is easily recognized by the public and gets a lot of audience and can cooperate with other institutions.

5) Where

This research was conducted at Telkom University Gedung Tokong Nanas Lantai 10, Jl. Telekomunikasi Terusan Buah Batu,

6) How

For the method of designing on the CeLOE content development website, the first step to be taken is planning after determining the needs and objectives of making a website, the next step is to plan the website structure, visual appearance, content to be displayed, and technology to be used in making the

website, after planning, the next step is to design the visual appearance of the website. At this stage, wireframes and website mockups are usually created. After the website design is approved, the next step is to develop the website using the appropriate technology and conduct testing to ensure that the website is running properly. The next step is to add content to the website, such as information about the company, products or services offered, and the company's portfolio.

1.5 Research Goal

The purpose of this research is to design the CeLOE website content development based on the CeLOE program and user needs in using features and design improvements that are in accordance with the company's image and will then improve the credibility of the CeLOE company.

1.6 Data Collection and Analysis

The author chose a qualitative research method to be used in this writing. It allows researchers to explore unknown variables and gain a better understanding of the context in which phenomena occur. According to Denzin and Lincoln (2005:3).

1.6.1 Data Collection Method

The scope of the limitations in this study is as follows:

a. Observation

Observation is a data collection technique by observing or examining objects directly, both material and non-material objects. (Moleong, 2010). Observations were made on the CeLOE content development website by comparing the visuals of other profile company websites and finding the right

visuals and new features that can be used.

b. Interview

Interview is a data collection technique that is carried out by asking questions to respondents directly. (Sugiyono, 2017). The purpose of the interview is to obtain specific and in-depth information about the subject under study. The interviewees were related to the topic of this design, namely UI/UX experts as a design resource, and people related to CeLOE content development as a data collection resource, then interviewing people who have tried testing on the website. Interviews were conducted in person and virtually.

c. Literature Study

Literature study is a process of collection, selection, recitation, and analysis of literature pertinent to the research topic. (Miles, Huberman, and Saldana, 2014) Researching and sourcing effective UI/UX design involves a series of steps to understand user needs, the latest design trends, and best practices in producing a good user experience for a company profile website.

1.6.2 Data Analysis Method

The data analysis method used is as follows:

a. Visual Analysis

The visual analysis stage involves deconstructing and interpreting the meaning of the most striking signs or symbols in an image or work. To do so requires a different approach to observation from the usual way of looking at an object. (Soewardikoen, 2019:88).

b. Content analysis

Is a research method used to understand and identify meaning in written, audio, or visual material, this method involves collecting data from

certain materials, then analyzing the content contained in these material. "Content analysis is a technique for recognizing the specific characteristics of the content of information. Usually, this technique is applied to qualitative research." (Asfar, 2019:2).

c. Comparison Matrix Analysis

The matrix is basically used to compare a set of data by aligning and comparing them, so that conclusions can be drawn from the comparison. (Soewardikoen, 2021:111). In this research, the author will comparing visual elements on similar company profile websites.
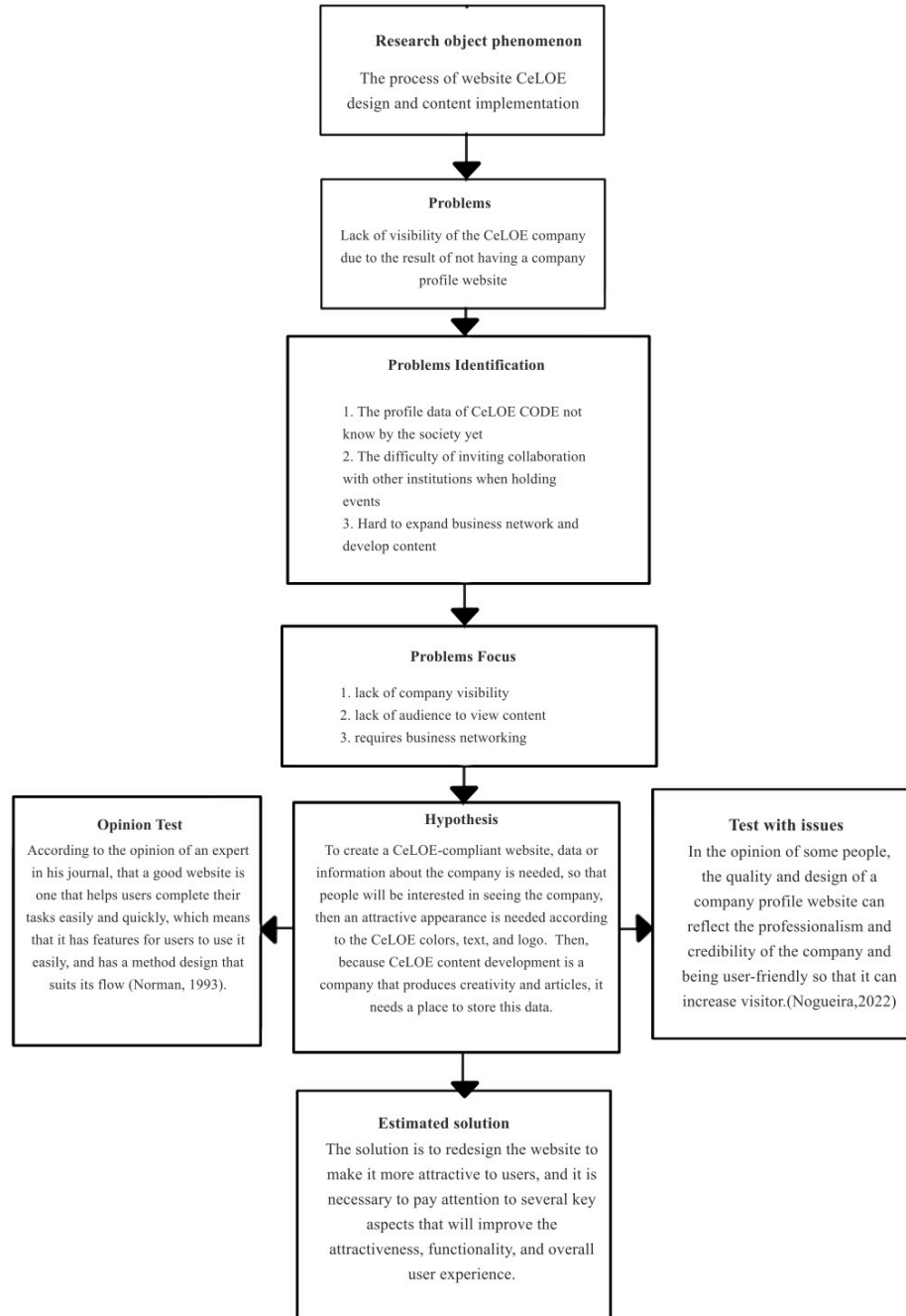
1.7 Research Framework

Research object phenomenon

The process of website CeLOE design and content implementation

Problems

Lack of visibility of the CeLOE company due to the result of not having a company profile website

Problems Identification

1. The profile data of CeLOE CODE not know by the society yet
2. The difficulty of inviting collaboration with other institutions when holding events
3. Hard to expand business network and develop content

Problems Focus

1. lack of company visibility
2. lack of audience to view content
3. requires business networking

Opinion Test

According to the opinion of an expert in his journal, that a good website is one that helps users complete their tasks easily and quickly, which means that it has features for users to use it easily, and has a method design that suits its flow (Norman, 1993).

Hypothesis

To create a CeLOE-compliant website, data or information about the company is needed, so that people will be interested in seeing the company, then an attractive appearance is needed according to the CeLOE colors, text, and logo. Then, because CeLOE content development is a company that produces creativity and articles, it needs a place to store this data.

Test with issues

In the opinion of some people, the quality and design of a company profile website can reflect the professionalism and credibility of the company and being user-friendly so that it can increase visitor.(Nogueira,2022)

Estimated solution

The solution is to redesign the website to make it more attractive to users, and it is necessary to pay attention to several key aspects that will improve the attractiveness, functionality, and overall user experience.

Figure 1.1 Research Framework

(Source: author's personal documents)

1.8 Systematic Writing

1. CHAPTER I INTRODUCTION

   The introductory chapter describes the background of the CeLOE content development problem, problem formulation, problem limitation, research objectives, data collection and analysis techniques, framework of thought, and writing systematics.

2. CHAPTER II RATIONALE

   The theoretical basis chapter describes the theories of experts relevant to the topic of UI / UX website design.

3. CHAPTER III DATA AND PROBLEM ANALYSIS

   The description and analysis chapter about the CeLOE content development company describes the results of data collection conducted using qualitative methods with a realist approach and data collection using open observation techniques.

4. CHAPTER IV CONCEPT AND DESIGN RESULTS

   The concept and design results chapter is the design stage of the CeLOE content development website based on the data that has been collected. Starting from pre-production, and post-production.

5. CHAPTER V CLOSING

   The closing chapter describes the overall conclusions and conclusions and the overall discussion that has been described in this website redesign report.