

FINAL PROJECT

REDESIGN OF THE USER INTERFACE OF PT. FUBORU INDONESIA

WEBSITE

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S1)



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2025/2026

APPROVAL PAGE

**REDESIGN OF THE USER INTERFACE OF THE PT. FUBORU INDONESIA
WEBSITE**

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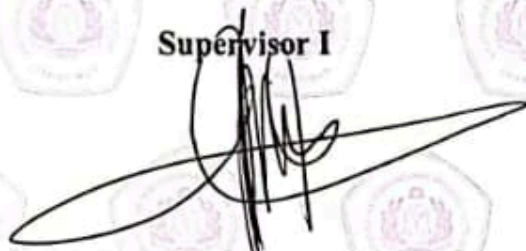
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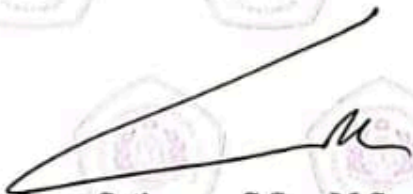
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AGREEMENT PAGE

**REDESIGN OF THE USER INTERFACE OF THE PT. FUBORU INDONESIA
WEBSITE**

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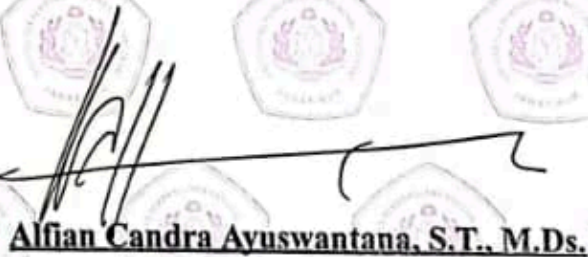
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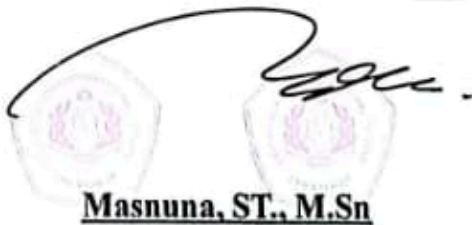


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STATEMENT OF FREE PLAGIARISME

I, the undersigned:

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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Sidoarjo, May 21, 2026

Who Made the Statement



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ABSTRACT

The rapid development of digital technology compels companies to conduct marketing activities, build brand image, and sell products through online platforms. One of the most widely used media is a website. In addition to functioning as an information platform, a website also represents the identity of a company. This is reflected in PT. Fuboru Indonesia, which has a website with an average weekly traffic of approximately 2,000 to 2,500 visits. Like PT. Fuboru Indonesia has a website with an average of 2,000 to 2,500 weekly visits. However, the appearance of PT. Fuboru Indonesia's website still uses a simple interface with a static visual layout and lacks visual consistency across several pages. According to Gunawan and Firdaus (2024) a professional and attractive company profile website plays a crucial role in strengthening brand image, reaching a broader audience, and maintaining competitive advantage. This condition indicates the necessity for redesigning the User Interface of the PT. Fuboru Indonesia website.

This research uses the UCD method which has 4 stages, namely understanding user conditions, exploring user needs, formulating solutions, reviewing designs (Mubiarto et al., 2023). In data collection, the author also conducted interviews with related parties and distributed questionnaires to determine initial hypotheses and identify needs. The collected data were then analyzed using qualitative and quantitative methods. In addition, SWOT analysis and Fishbone analysis were employed to assist in identifying obstacles within the design object. The final outcome of this research is a website prototype that will be tested to obtain user feedback.

The conclusion of this design research indicates that a company website that has been utilized for a long period and possesses relatively high traffic still requires further development in terms of User Interface appearance and website information presentation. This redesign process resulted in a website prototype with a modern and structured visual approach while still maintaining the identity of PT. Fuboru Indonesia without eliminating the company's characteristics.

Keywords: Website for up-to-date and reliable corporate information services in the vehicle spare parts industry.

FOREWORD

Praise be to Allah SWT for the blessings, grace, and mercy that enabled the writer to complete the Final Assignment report entitled “Redesign of The User Interface of PT. Fuboru Indonesia Website” properly and on time.

This Final Assignment report was prepared as one of the requirements to obtain a Bachelor’s degree at UPN “Veteran” Jawa Timur. The writer realizes that throughout the process of preparing this report, much assistance, guidance, and support were received from various parties. Therefore, on this occasion, the writer would like to express sincere gratitude to:

1. Allah SWT, for the mercy, blessings, and grace that enabled the writer to complete this Final Assignment.
2. The writer’s beloved parents, for their endless prayers, love, moral and material support, as well as the trust that has always been given. Without their blessings and encouragement, the writer would not have reached this stage.
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4. Mr. Alfian Candra Ayuswantana, S.T., M.Ds., as Supervisor II, Mr. Bayu Setiawan, S.Sn., M.Sn., as Examiner I, Mrs. Widyasari, S.T., M.T., as Examiner II, as well as all lecturers and staff of the Visual Communication Design Study Program, for their guidance, suggestions, valuable feedback, and the knowledge and experiences shared throughout the academic period.
5. The stakeholders of Fuboru, especially Mrs. Gabriella Garnis M., Mr. Deni Firwanto, and the entire PT. Fuboru Indonesia team, for granting permission and opportunities for the writer to focus on developing the company’s website UI/UX, as well as lending products for exhibition display purposes as part of this Final Assignment research. The support from the stakeholders has been greatly meaningful to the writer.
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10. All parties who have contributed and cannot be mentioned one by one.

The writer realizes that this Final Assignment report is still far from perfect and contains many shortcomings. Therefore, constructive criticism and suggestions are highly expected for future improvement.

Finally, the writer hopes that this Final Assignment report will be beneficial to readers and contribute to the development of knowledge, particularly in the field of design.

Sidoarjo, May 14, 2026



Sukhufatul Khumaidah

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