

CHAPTER I

INTRODUCTION

1.1 Background

The current digital evolution has shifted the way companies strengthen their positive image and credibility in the public eye. Companies increasingly rely on websites as a company profile medium to support their corporate image. A company profile website is no longer merely a complementary form of digital identity, but has transformed into an official representation of the company, a source of product information, and a strategic communication tool, especially for manufacturing companies that operate within a Business-to-Business (B2B) model. Keith A. Quesenberry in Kencana et al. (Kencana et al., 2022) He stated that web-based and mobile technologies are now becoming a reliance on social media, creating informative and interactive platforms that allow people to interact, discuss, and modify content. This indicates that websites are currently used as platforms for two-way interaction between content owners and users. In this context, the quality of the user interface and user experience plays a significant role in optimizing information delivery and shaping the company's professional image. Website elements not only strengthen a professional impression but also increase user trust (Muiz et al., 2025). Therefore, websites are considered crucial media that influence public trust, interest, and perceptions of a company's professionalism.

Within the field of Visual Communication Design, there are three main elements in website development: identification, informative, and persuasive elements. These three elements play an essential role in building effective visual communication. The identification element encompasses a company's identity, branding, and image, represented by page consistency, allowing visitors to recognize it through a strong, consistent style representing the logo, typography, and colors across all pages.website. Consistency in applying visual elements across communication media can increase customer trust and brand loyalty. The informative element functions to provide visitors with information regarding company services, profiles, products, news, and promotions. In addition, the quality of information presented on a website influences users' experiences and perceptions of the company's credibility. According to Faizah Khalisa, Izan Qomarats, and Khairunnisa, website quality variables, including ease of use, information quality, and service interaction quality, have a significant influence on consumers' online purchasing decisions on the www.getscoop.com platform simultaneously (Khalisa et al., 2025). Besides increasing user confidence, structured information also improves the user

experience by simplifying website navigation and supporting company objectives. The final element is the persuasive aspect, in which information presentation and website design influence user perceptions and experiences, thereby increasing trust in the company. Persuasive elements play a crucial role because user decisions are often directed by the website owner through actions such as contacting the company, making purchases, logging in, and other interactions. Websites commonly use Call-To-Action (CTA) elements intended to persuade visitors through emotionally driven visual approaches. A user interface design that considers users' cognitive and emotional aspects can increase participation and comfort while accessing a website (Cahyono & Prasetya, 2024). These three elements require management through a user-oriented design approach in order for a website to function optimally as a corporate visual communication medium. Furthermore, within the context of visual communication, website effectiveness is determined not only by the completeness of information, but also by usability, navigation structure, and interface quality, all of which influence the overall user experience. A website with poor usability may reduce user trust and hinder the effective delivery of information.

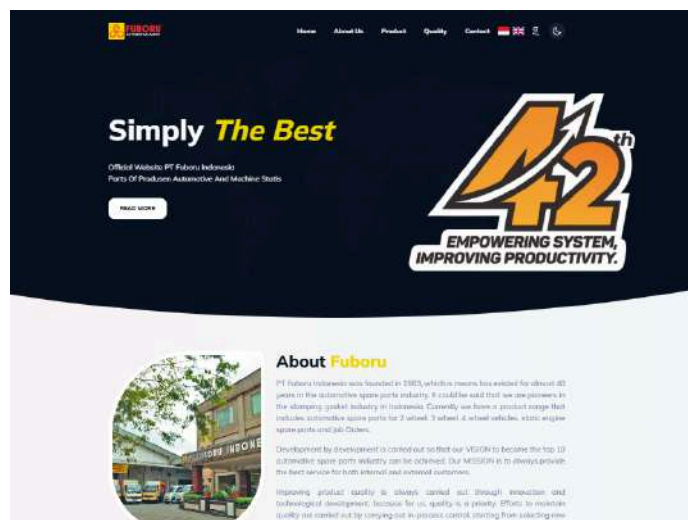


Figure 1.1 Fuboru Indonesia Company Website, 2025
(Source: <https://fuboru.co.id/>, accessed on December 19, 2025)

PT. Fuboru Indonesia, a manufacturing company that pioneered the production of the first gaskets in Indonesia, has utilized its website as a digital company profile media that conveys the company profile, product catalog, and corporate activities. According to the results of an interview with PT. Fuboru Indonesia's Digital Marketing Manager, Deni Firwanto, it was discovered that the company's current company profile website still has a static and unattractive

visual character, and has not kept up with the development of digital interface design trends. This condition is influenced by the company's efforts to maintain corporate principles that emphasize a formal impression and consistency of corporate identity. Although this approach aims to maintain a professional image, it is involved in less than optimal visual appeal and user experience in interacting with the website. A distinct and meaningful user experience plays a crucial role in fostering user loyalty. (Adiwena et al., 2025). A website interface that is less adaptive to current digital design developments may negatively affect user comfort in accessing information and reduce user engagement when exploring the available content..

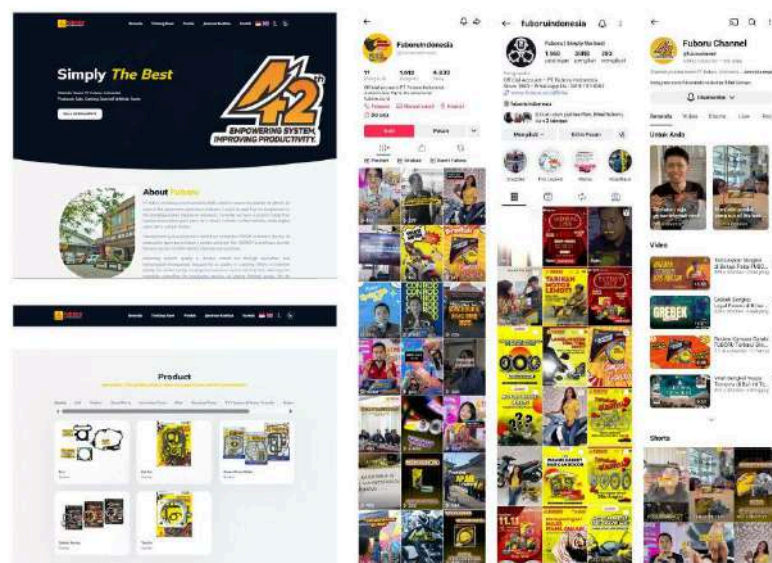


Figure 1.2 Comparison Between the Website and the Company's Social Media, 2025
(Source: <https://fuboru.co.id/>, accessed on December 19, 2025)

Based on observations of PT. Fuboru Indonesia's digital media, social media platforms such as Instagram and YouTube demonstrate significant activity in delivering content to users. The content presented generally consists of product visuals, promotions, and light information presented in an attractive manner, making it easier for the audience to understand. This aligns with the view that social media plays a crucial role in building two-way interaction and communication between companies and users through the presentation of visual content that adapts to audience needs. On the other hand, the company website functions as an official platform that provides more comprehensive and structured information regarding the company profile and offered products. However, based on the observations, the presentation of information and the interface design of PT. Fuboru Indonesia's website still appear relatively

static. In addition, several hyperlinks are inactive and redirect users to unavailable pages, while the overall appearance has not fully reflected the modern and professional image presented across the company's other digital channels.

In line with the rapid growth of digital information technology, companies should recognize the importance of utilizing websites as communication media to establish a professional corporate image for the public (Tamala et al., 2025). Therefore, websites should provide clear information structures, understandable navigation systems, and user-centered designs. The effectiveness of a website is not determined solely by the completeness of the information provided, but also by interface quality, user comfort during access, navigation readability, and the professional impression conveyed by the company. Nevertheless, the effectiveness of websites as digital representation media has not been fully achieved, as seen in the case of PT. Fuboru Indonesia's website, which is limited by outdated interface design, suboptimal user experience, and a visual appearance that does not yet reflect the modern image the company aims to establish.

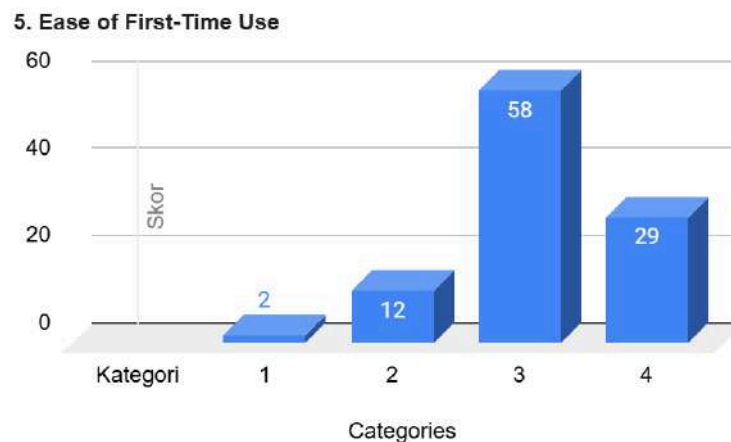


Figure 1.3 Survey Results Diagram, 2026
(Source: Personal Documentation)

Based on the results of a questionnaire with 101 respondents, it was found that 38.6% of respondents gave an assessment on a scale of 4 and 33.7% on a scale of 3, while 20.8% of respondents were on a scale of 2 and 6.9% on a scale of 1. This data shows that the majority of users considered the website to be quite usable when first accessed. However, this condition does not fully reflect the optimal user experience, because some respondents still experienced difficulties in the initial stages of use. This indicates that although the website is functional,

there is still room for development, especially in adjusting the interface to user needs and comfort as a basis for the redesign process.

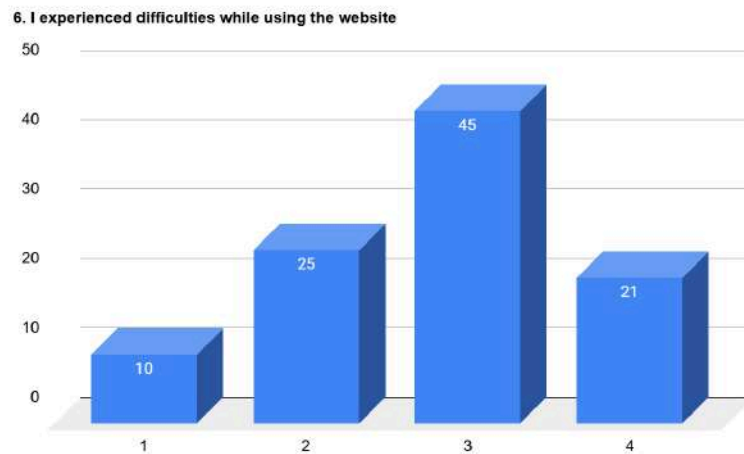


Figure 1.4 Survey Results Diagram, 2026
(Source: Personal Documentation)

Based on the questionnaire results obtained from 101 respondents, 38.6% of respondents gave a rating of scale 4 and 33.7% gave a rating of scale 3, while 20.8% of respondents were on scale 2 and 6.9% were on scale 1. These findings indicate that most users considered the website reasonably usable during their initial interaction. However, this condition does not fully represent an optimal user experience, as some respondents still encountered difficulties during the early stages of website use. This suggests that although the website is functional, there is still room for improvement, particularly in adapting the interface to better accommodate user needs and comfort as the foundation for the redesign process.

Several previous studies have examined website redesign processes. One of the studies most relevant to this research was conducted by Siti Dewi Murni, Heni Wulandari, and Sri Wahyuni (2025). With the title “UI/UX Design for the Printing Company Website at PT Ikhtiar Berkah Using the User-Centered Design (UCD) Method.” whichThis paper discusses the redesign of the PT Ikhtiar Berkah website interface using a User-Centered Design (UCD) approach. The results of the study indicate that the previous website faced challenges in navigation, visual appearance, and usability. Through the implementation of the UCD method, the interface design was developed based on user needs, resulting in a more intuitive and consistent interface. Evaluation using the System Usability Scale (SUS) method demonstrated that the proposed design achieved a good level of user acceptance.

The similarity between this study and the previous study lies in the use of the User-Centered Design (UCD) method in the process of redesigning the website interface and its focus on improving the quality of the user experience, including aspects of navigation, visual appearance, and ease of use. The difference lies in the context and objectives of the study. The previous study focused on a printing company website that supported ordering activities, meaning that user needs were primarily oriented toward system efficiency. In contrast, this study focuses on the company profile website of PT Fuboru Indonesia, which functions as a corporate information medium. Therefore, user needs are more focused on information clarity, visual consistency, and comfort in understanding the presented content. This is consistent with the findings showing that users still experience difficulties in navigation and information comprehension, while also perceiving the website's visual appearance as inconsistent. Based on these differences, it can be understood that previous research primarily emphasized improving usability within the context of transaction-based systems. Meanwhile, user experience aspects within company profile websites that focus on information delivery and corporate identity representation have not been the primary concern. Therefore, this study addresses that gap by directing the interface redesign process based on the identification of user needs through observations, interviews, and questionnaires. This approach aims to create a design that is more aligned with user characteristics and the company's communication objectives.

The novelty of this study lies in the redesign approach for a company profile website interface that not only considers usability aspects, but also integrates user needs in understanding information and maintaining visual consistency as part of the company's identity representation. Furthermore, the design process is based on empirical user data collected through a combination of observations, interviews, and questionnaires, resulting in design solutions that are more relevant to user needs.

In redesigning the interface of PT. Fuboru Indonesia's website, the User-Centered Design (UCD) method was chosen because the problems identified were not only visual in nature, but also directly related to the user experience in accessing and understanding information. Based on observations, interviews, and questionnaires, the website was usable, but it was not yet able to provide an optimal experience for all users. Some users still experienced difficulties navigating the pages and understanding the information presented, indicating that the structure and presentation of the content were not fully aligned with user needs. Furthermore, inconsistencies in the visual appearance and differences in communication styles between the website and the company's social media platforms indicated that the website was

not yet able to fully represent the company's identity. This condition not only impacted user comfort but also potentially affected how users perceived the company's credibility and professionalism through digital media. These findings indicate a gap between user needs and the currently available interface design. Therefore, the redesign is not sufficient through aesthetic improvements alone, but requires an approach that focuses on how users interact, navigate, and interpret the information presented. In this case, the User-Centered Design (UCD) method is relevant because it places the user at the heart of every design decision. Thus, the application of UCD in this study is aimed at identifying user needs in greater depth and translating them into a more structured, consistent, and context-appropriate interface solution. This approach is expected to produce a design that is not only usable but also supports the delivery of company information more clearly and aligned with user needs.

1.2 Problem Identification

1. Based on an interview with the Digital Marketing Manager of PT. Fuboru Indonesia, it was discovered that the company profile website currently in use has not undergone any user interface updates. The visuals presented tend to be static, unattractive, and haven't kept up with digital design trends, largely due to efforts to maintain the company's corporate principles.
2. Based on observations, there is a mismatch between the website's appearance and the visual imagery displayed on social media and on the company's products, resulting in a lack of consistent corporate identity across various digital platforms. In terms of user experience, the website is also not fully responsive to various devices, particularly mobile devices, potentially impacting user experience when accessing information.

1.3 Problem Formulation

How to redesign the user interface of PT. Fuboru Indonesia's website to consistently display the company's visual identity and create user comfort in accessing and understanding information?

1.4 Scope of the Study

The scope limitations defined in this study are as follows:

1. Output research in the form of high-fidelity prototypes using the Figma application without covering the technical implementation stage (coding and deployment website).

2. The redesign focuses on user interface (UI) and user experience (UX) aspects, including information structure, navigation, and visual consistency.
3. The design does not include the development of advanced features such as dark mode (dark mode), multi-language systems, and system integration backend.
4. Testing was carried out focused on evaluating usability and user feedback on the resulting design.

1.5 Design Objectives

To produce a website user interface design for the company profile of PT. Fuboru Indonesia that is more communicative, responsive, and consistent with the company's visual identity.

1. To design a UI/UX concept that enables visitors to better understand the website's main content regarding the company profile, while creating relevant interaction through clear interactive elements such as Call-To-Action (CTA) buttons, short forms, and live chat features without reducing user comfort.
2. To produce a high-fidelity prototype that can serve as a reference for future website development aligned with user needs.

1.6 Design Benefits

1.6.1 For the Researcher:

- a. To develop competencies in designing UI/UX based on user experience principles.
- b. To gain experience and deeper understanding in designing professional company profile websites.

1.6.2 For the Company:

- a. To provide an updated reference for the website user interface that can be further developed in the future.
- b. To provide a professional company profile website design that supports and strengthens the company's image.

1.6.3 For Future Researchers

- a. To serve as a reference for future company profile website development studies.
- b. To provide a foundation for further research related to user experience-based design.

- c. To support the development of broader research studies in the field of UI/UX design.
- d. To provide design evaluation data and references for future interface design research.

1.7 Design Framework

The research framework used in the redesign of the User Interface for the company profile website of PT. Fuboru Indonesia is as follows:

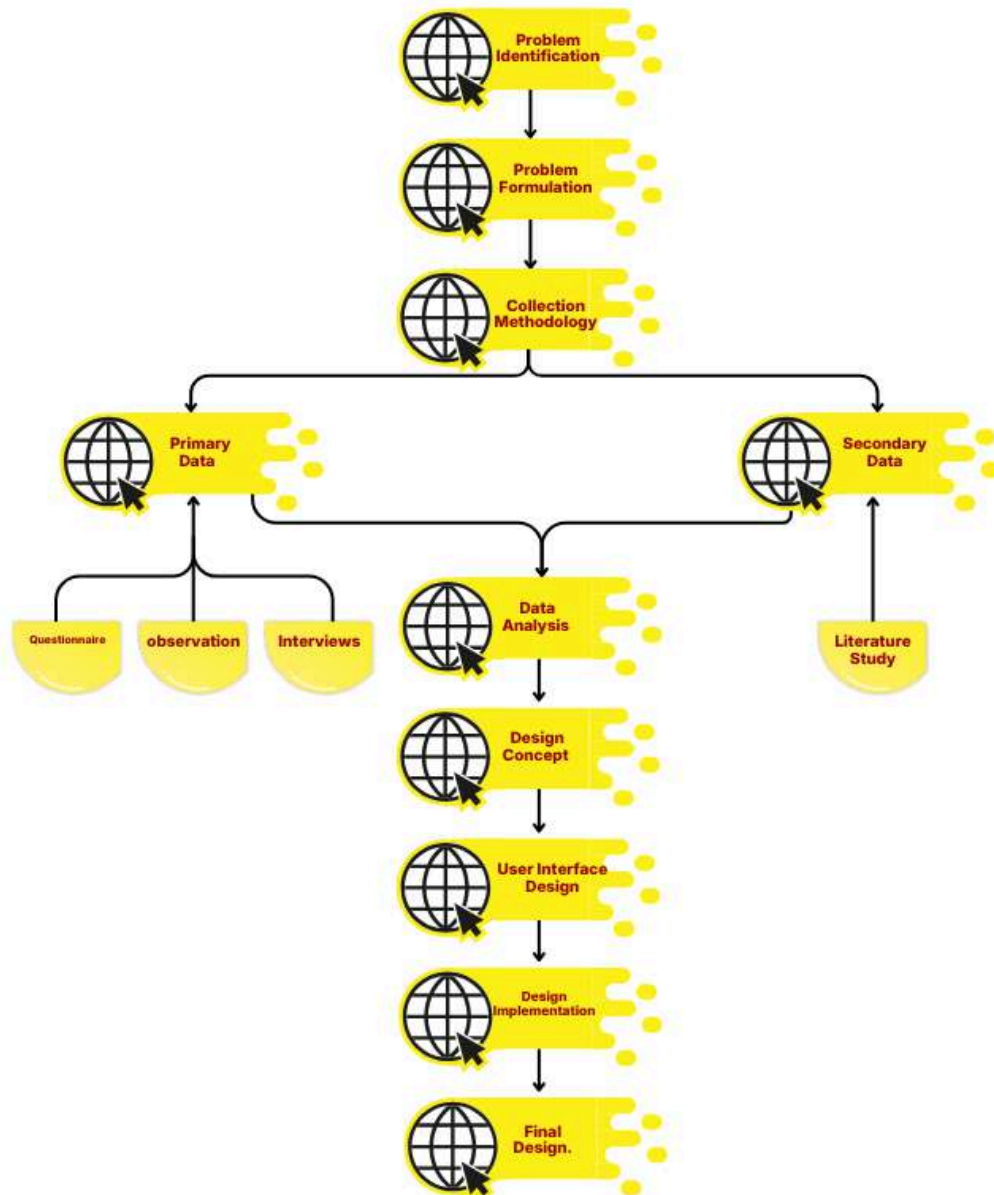


Figure 1.5 Design Framework, 2025
(Source: Personal Documentation)