

FINAL PROJECT
HOLYMOLY PERFUME WEBSITE UI DESIGN AS PROMOTIONAL
MEDIA AND PRODUCT CATALOG

To fulfill the partial requirements for Obtaining a Bachelor's Degree (S-1)



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STATEMENT OF FREE PLAGIARISM

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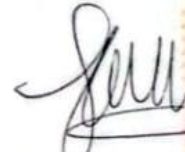
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Abstract

Technological advances require MSMEs to adapt quickly and appear more professional to be able to compete in the digital era. Indonesia has more than 65.5 million MSMEs which contribute more than 61% of national GDP. Although the number of MSMEs in Indonesia is very large, the failure rate is also high. Based on reports from the Ministry of Cooperatives and SMEs as well as various national survey results, around 90% of MSMEs in Indonesia are unable to survive more than 5 years due to weak ability to adapt to markets, business management and digital strategies (Kemenkop UKM, 2023). In addition, more than 70% of products circulating in the marketplace are imported goods, which makes it increasingly difficult for local MSMEs to compete (Ministry of Trade, 2023).

This research uses a Design Thinking approach. Data is collected through offline and online observations. Analysis is carried out qualitatively and quantitatively, equipped with the SWOT method to identify the root of the problem and determine the right design solution. The hi-fidelity website design was then tested using the System Usability Scale (SUS) method to measure the level of usability and user satisfaction.

Website content includes aroma descriptions, product prices, visual ingredients, and superior features such as variant exchange guarantees. In addition, the website is equipped with an intuitive navigation structure, consistent visual appearance, and easily accessible information to increase the trust of potential buyers and strengthen brand perception.

In conclusion, designing the UI/UX of the Holymoly Parfum website is a solution for local perfume MSMEs to increase professionalism, brand awareness and competitiveness amidst the dominance of foreign products. This website acts as the digital face of the brand which is able to build credibility, facilitate the sales process, and expand market reach in a sustainable manner so that the MSME market is increasingly trusted by the public.

Keywords: MSMEs, UI/UX Design, Website, Local Perfume, Branding, Design Thinking.

Foreword

I would like to sincerely thank Allah SWT for His endless blessings, mercy, and guidance that have given me the strength and opportunity to successfully complete this Final Project report on time.

This Final Project report was prepared as one of the requirements to obtain a Bachelor's Degree at UPN Veteran Jawa Timur. Throughout the preparation process, I received a great deal of support, guidance, and assistance from many individuals. Therefore, I would like to extend my heartfelt appreciation to:

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