

# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

The development of digital technology in the current era of globalization has influenced almost all aspects of human life, including how to interact, communicate and carry out economic activities. According to data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia will reach 215.6 million people in 2023, or the equivalent of 78.19% of the total population (APJII, 2023). This figure shows that the use of information technology has become an important part of people's lifestyles, as well as opening up great opportunities for business actors to digitize promotions and transactions.

In Indonesia, the Micro, Small and Medium Enterprises (MSME) sector has a significant contribution to the economy. Based on a report from the Ministry of Cooperatives and SMEs, the number of MSMEs in 2023 will reach more than 65.5 million business units, with a contribution to the national Gross Domestic Product (GDP) of 61.07% and absorbing 97% of the workforce (Kemenkop UKM, 2023). Digitalization is one of the main strategies to increase the competitiveness of MSMEs. By the end of 2023, 27 million MSMEs have been digitalized, with the government's target of reaching 30 million MSMEs Go Digital by 2024 (Kemenkop UKM, 2023; DPR RI, 2023).

Even though 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). Apart from that, local MSMEs also face big challenges from the flood of cheap imported products, especially from China which dominates the Indonesian e-commerce market. Data from the Ministry of Trade shows that in 2023, more than 70% of products circulating in the marketplace will be imported goods, which makes it increasingly difficult for local MSMEs to compete.



Figure 1. 1 Global perfume market 2030 data

(Source : zionmarketresearch.com)

One sector that we can support and is currently developing rapidly is the perfume and fragrance industry. According to data from ZION Market Research, the world perfume market is estimated to grow around 7–8% until 2030 (Zion Market Research 2022). The increasing interest of the world community in lifestyle and personal care has made perfume products increasingly popular. This trend can also be seen from Grand View Research data, where sales of perfumes and fragrances will increase by 5.9% from 2023 to 2030, with sales value reaching more than 80.16 trillion USD in 2030 (Grand View Research, 2022). This fact shows that the world perfume industry has a big opportunity to develop through digitalization.

While the world perfume industry is increasing, Indonesia is one of the countries that continues to contribute to the increase in the perfume industry in the world, marked by the emergence of many local brands that have been registered from 2013 to 2024. According to Kaggle, Indonesia experienced a significant increase in registered local brands from 2013 to 2024 (Kaggle, 2024)

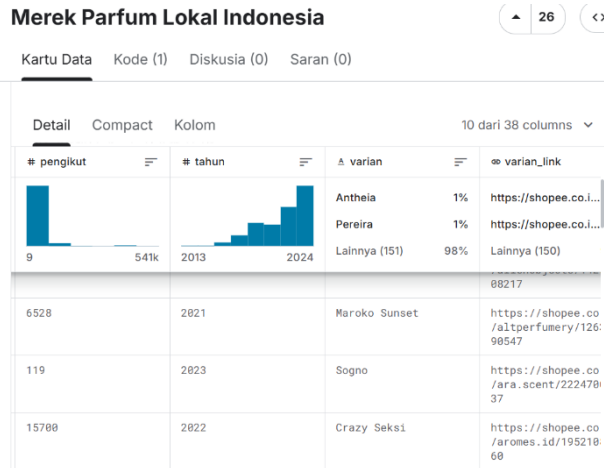


Figure 1. 2 Indonesia Local Perfume data  
(Source : Kaggle.com)

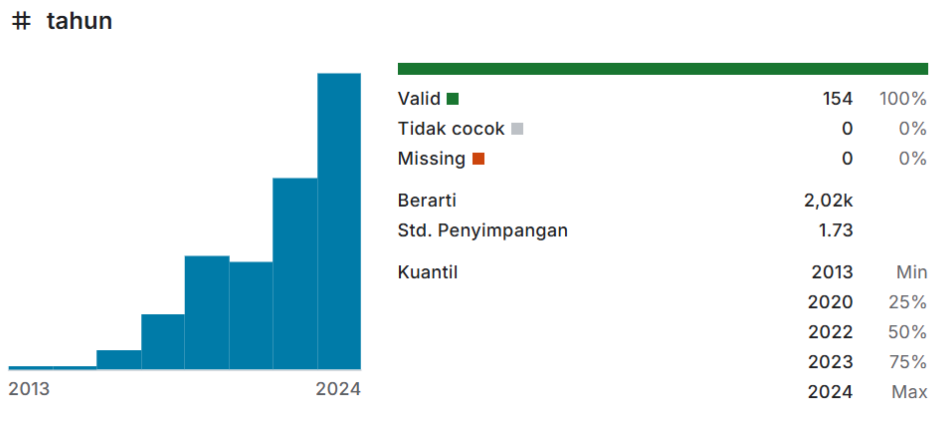


Figure 1. 3 Indonesian Local Perfume Growth  
(Source : Kaggle.com)

Despite this, most local perfume brands still face obstacles in building a strong digital identity. Many of them only rely on social media as their main promotional tool. In fact, social media has limitations in terms of information structure, navigation, and brand credibility in the eyes of consumers (Lidiyana et al., 2025). In this context, websites exist as digital solutions that are able to provide structured information, clear product catalogues, and increase business professionalism and credibility (Digirook Studio, 2023).

Previous research emphasizes the important role of websites in increasing consumer trust, brand awareness and ease of access to information. For example, (E. Hartawan et al., 2021) found that websites have a significant influence in building trust in a brand, which then encourages consumer buying interest in MSMEs. Research on the Sakiverse MSME store using the User-Centered Design method also suggests that a comfortable UI design can make it easier for users to search for products and increase the comfort of online shopping (Atmini et al., 2024). In addition, site optimization such as Kedirimenjual.com in Kediri Regency shows that well-managed websites with training for managers and structured digital content have a positive impact on increasing MSME brand awareness (Novita et al., 2024). Other research using a Lean UX and interactive marketing approach to MSME promotional websites also proves that websites are not just a window display, but are strategic media for building brand identity and enabling more interesting interactions with customers. (Social and Technological et al., n.d.)

Similar research has been carried out by several previous researchers. One of them is research by Putri Zukhruf Dinata, Mushfani Ainul Urwah, Mochammad Reza Rahmawan, Enjun Junaeti with the title "Designing the Hallo Coffee e-Commerce Web UI/UX Using the User Centered Design Method." What this research has in common with this research is that they both focus on designing the interface and user experience to increase the effectiveness of digital interactions. However, the difference lies in the research object: if the previous research focused on the UI/UX design of a cafe, then in this research the author focuses on perfume catalog features and promotional media aimed at strengthening the Holymoly Parfum brand.

Holymoly Parfum as a local perfume brand also faces similar challenges. So far, product promotions and catalogs have relied more on social media, which is limited in nature and does not provide an optimal user experience. In fact, in the era of increasingly fierce digital competition, brands need promotional tools that are not only visually attractive, but also easy to access, interactive, and provide a good experience for consumers.

# HOLYMOLY

Figure 1. 4 Holymoly logo

(Source : Shopee/holumolyparfum)

Holymoly Parfum is a local retail business that operates in the field of perfume sales with operating locations in Sidoarjo Regency, East Java and has a small number of employees (8 people). In addition, the information recorded on the career platform shows that this company has been verified since September 2023. Physically, the office or business location is registered on Jl. Faqih Hasyim RT 20 RW 04 Siwalan Panji (Kavling C-6), Buduran District, Sidoarjo Regency. In terms of products, Holymoly offers EDP (Eau de Parfum) perfume, claiming a soft, long-lasting aroma (6-12 hours), and up to 80% similar to the original perfume. Their products are aimed at consumers who want quality perfume alternatives at affordable prices.

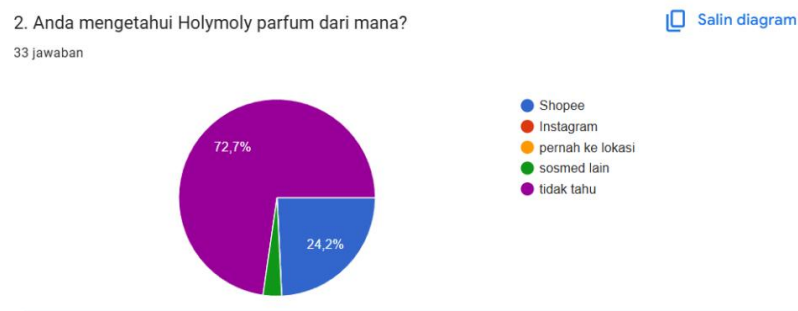


Figure 1. 5 Survey Diagram

(Source : Private Documentation)

Berdasarkan hasil survei yang sudah di isi 33 responden menggunakan *google form*, penulis mendapat bahwa sebagian besar responden yaitu sebesar 72,7% menyatakan tidak mengetahui Holymoly Parfum, sementara 24,2% responden mengetahui merek tersebut melalui

platform Shopee, hal ini menunjukkan bahwa tingkat kesadaran merek (*brand awareness*) Holymoly Parfum masih tergolong rendah di kalangan responden.



Figure 1. 6 Survey Diagram  
(Source : Private Documentation)

Based on the survey results on the question regarding difficulty finding information when a brand does not have a website, from a total of 33 respondents, data was obtained that 72.7% of respondents answered Yes, they had difficulty finding information about brands that did not have a website, while the other 27.3% of respondents said they had no difficulty. This data shows that the majority of consumers feel that the existence of an official website is very important in making it easier to access brand information.

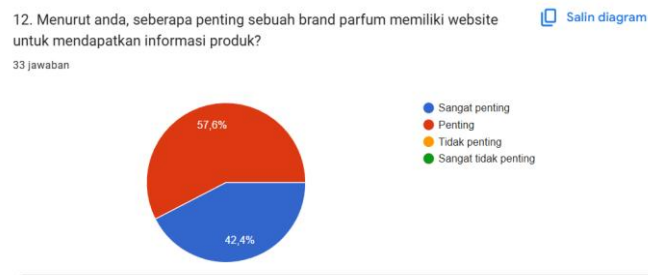


Figure 1. 7 Survey Diagram  
(Source : Private Documentation)

Based on the survey results on the question regarding the level of importance for a perfume brand to have a website to obtain product information, from a total of 33 respondents data was obtained that 42.4% of respondents rated the website as very important, while 57.6%

of other respondents considered it important. There were no respondents who answered that websites were not important or very unimportant. These results show that all respondents agree with the urgency of having a website for perfume brands as the main medium for obtaining product information. This finding clarifies the results in the previous question, where the majority of respondents (72.7%) had difficulty finding information when a brand did not have a website.

UI/UX design for the Holymoly Parfum website is a new media for brands that aims to strengthen the presence of local perfume brands in online business. The aim of this design is to make it easier for consumers to obtain information about Holymoly Parfum products while displaying a structured digital catalog. Apart from that, websites can also be promotional media that display brand identity in a professional manner and provide a good experience to customers.

In the context of visual communication, perception is the main key in conveying messages, both verbally and visually. If the brand identity is not managed well, it will be difficult for the company to be recognized by consumers. (Kharismatuzzahra et al., 2025) Therefore, by designing the UI/UX of the Holymoly Parfum website that is attractive, easy to use, and visually consistent, it is hoped that it can strengthen the brand identity, differentiate it from competitors, and build good relationships with customers.

## **1.2 Identification of problems**

### **Based on Jurnal**

Based on literacy results from two research journals, it shows that websites have an important role in increasing brand awareness and consumer trust in a brand (E. Hartawan et al., 2021). Here, Holymoly Parfum does not yet have an official website, so it has not yet maximized the potential of digital marketing as a means of promotion, product catalogue, and communication with customers..

### **Based on Observation**

Based on the results of observations, Holymoly Parfum only uses third party platforms such as Shopee to sell products, as well as social media for limited promotions. Observations show that the absence of an official website makes it difficult for this brand to build a professional image and strong digital identity, making it unable to compete with other perfume brands that already have websites.

### **Based on Questioner**

Based on the results of a questionnaire with 33 respondents, it shows that 72.7% of respondents did not know about Holymoly Parfum, while 27.3% knew about it through Shopee. None of the respondents knew about this brand through other social media or other sources of information. From the data displayed, it can be concluded that the level of brand awareness of Holymoly Perfume is still low and is only known through certain e-commerce, so the market reach is relatively small and requires a stronger digital strategy as an information and promotional medium. Based on literacy results from research journals, it shows that websites have an important role in increasing brand awareness and consumer trust in a brand because a brand must have a face that can be recognized by the wider community, one of which is a website (E. Hartawan et al., 2021).

### **1.3 Formulation of the problem**

Based on the problem identification above, it can be concluded that the problem formulation for this research is: How to design an effective website UI as a promotional media and product catalog for the Holymoly Parfum brand?

### **1.4 Scope of problem**

1. This research only focuses on designing the UI/UX of the Holymoly Parfum website.
2. The design focuses on visual elements, information structure, interactivity, and product catalog features that make it easier for users to access information.
3. The output from the UI/UX design of the Holymoly Parfum website is limited to the prototype stage, not to the full implementation of the website.

## **1.5 Research purposes**

1. Design an effective website UI/UX as a promotional medium and product catalog for Holymoly Perfume.
2. Providing a digital platform that makes it easier for consumers to access product information, promotions and brand profiles.
3. Improve user interaction with a practical interface design and provide a comfortable user experience.

## **1.6 Benefits of research**

Benefits for Partners (Holymoly Parfum) :

1. Increase brand promotion through a professionally designed website.
2. Providing solutions in utilizing digital technology to expand the reach of the local perfume market.
3. Make it easy for customers to get product information and perfume catalogs digitally.

Benefits for Writers:

1. Increase insight in the field of UI/UX and website design, especially in the perfume and cosmetics industry.
2. Contribute to local brands and MSMEs regarding the importance of utilizing digital technology to strengthen brand identity and increase competitiveness in the online market.

## **1.7 Research Framework**

The following is a description of the design framework for creating the UI/UX design for the Holymoly Parfum website.

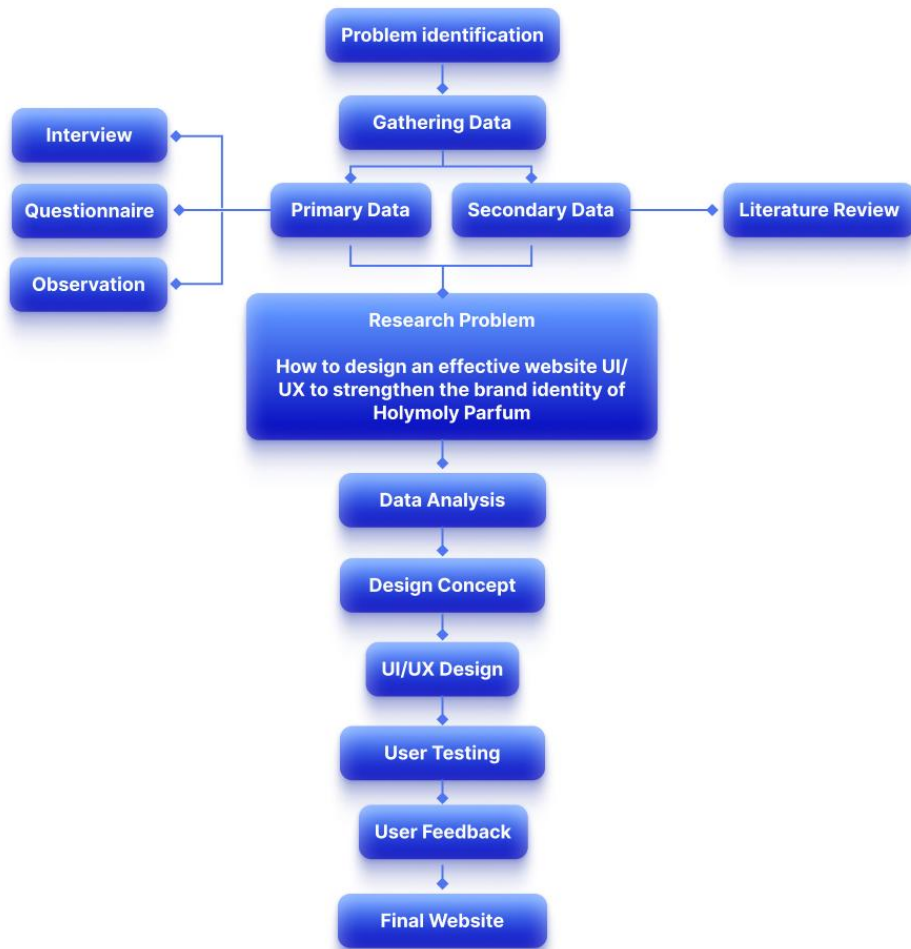


Figure 1. 8 Work Frame

(Source : Private Documentation)