

DESIGNING A WEBSITE-BASED USER INTERFACE IN MERANGIN REGENCY TOURISM PROMOTION IN JAMBI PROVINCE

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Abstract

This research is motivated by the lack of tourism promotion in Merangin District, Jambi Province, the lack of information on tourist sites / locations in Merangin District, which has an impact on the number of visitors / tourists, and the tourism sector is currently one of the important aspects in regional economy. Therefore we need promotional media that can provide complete, clear, interesting and easy-to-implement information in the form of designing this user interface so that it is expected to increase the number of visitors, visitors who want to be secretary are not confused with the existing tourist information. And if many tourists / visitors who come to Merangin Regency indirectly increase regional income, the economy of the surrounding community is elevated, such as the owner of transportation, hotel, lodging and merchant services. This research includes the type of research development or known Research and Development (R & D). In the development of web design promotion media development, the Four D (4D) development model was used. The 4D development model is a development model developed by S.Thiagarajan. Dorothy S. Semmel. and Melvyn I.Semmel. The 4D development model consists of 4 main stages, namely (1) define (determination of material), (2) design (design), (3) develop (development), (4) disseminate (spread).

Keywords: User Interface, Website, Promotion, Tourism

Introduction

The implementation of tourism is a part or device that is very important in the framework of developing and utilizing the potential of natural resources of a region. Tourism in the sense of developing and improving tourism, in this case the government has a very decisive role. Being one of the tourist destinations is the destination of the local government.

The need for vacation or recreation by visiting tourist destinations is part of life as well as being a lifestyle trend to carry out activities to travel to an area, which is then enshrined in the form of photos or videos which are then uploaded to their social networks. Each region has a different tourism potential, and has its own repertoire, both natural tourism, culinary tourism, historical tourism and religious tourism. To introduce various types of tourism can be done by using visual communication media as diverse as today, including: billboards, brochures, leaflets, booklets, social networks, and other visual communication media.

The tourism sector has now become an important aspect in the economic progress of a region. One of the attractions in Merangin Regency is Geopark Merangin. Based on the author's search at <http://geopark.meranginkab.go.id/berita-pengertian-geopark.html>

The geopark or earth park in Merangin Regency is a 350 million year old fossil flora in it. The rafting activity that must be taken to reach the location of the fossil flora is also very challenging for the adrenaline of the tourists. Merangin Geopark is in Merangin District, precisely in Air Batu Village and Baru Hamlet, Pemberap District.

Besides Geopark Merangin, there are also other tourist objects in Merangin district, namely: natural tourism, historical tourism, cultural tourism, and culinary tourism. Nature tourism in Merangin Regency besides geopark or earth park makes it difficult for us to visit Lake Pauh which has cool air and surrounded by forests, Hesti's garden, Merangin garden, Sigerincing waterfall, Wang Bay.

Merangin Regency also gives an exciting culinary tour. Gulai Terjun, gulai terjun is a food made from meat that is started as usual, but the coconut milk is not thick. The ingredients are meat, coconut root and coconut milk. Gulai Tekuyung tekuyung curry is usually mixed with ferns and balanced. How to eat is no less unique. Tempoyak Semah, gelamai perentak, pindang serani and so on.

Tourism in Merangin Regency is now well known to tourists outside Merangin district. However, there are still many tourists who are confused to find out the address of a tourist place because of lack of information about it. In addition, the existing tourist

Method of Development

This research includes the type of research development or known Research and Development (R & D). Development research methods are research methods used to produce certain products, and test the effectiveness of products. Research and development is focused on the process, research does not produce objects, while development produces objects that can be seen and touched

Plomp (2007: 15) states that, Research and Development research is research that can be used to design and develop an intervention (such as learning programs, learning strategies, teaching materials, products and systems) as solutions to problems, as well as to increase knowledge about characteristics from interventions and processes to designing and developing, or alternative designing and developing educational inventories (for example learning processes, the environment and the like, with the aim of developing or validating theories.

In this promotion website-based media development research used the Four D (4D) development model. The 4D development model is a development model developed by S.Thiagarajan, Dorothy S. Semmel, and Melvyn I.Semmel. The 4D development model consists of 4 main stages, namely (1) define (determination of material), (2) design (design), (3) develop (development), (4) disseminate (spread) (Trianto 2009: 189).

Theory

Kotler 2010 in Diah 2015 explained that the promotion aims to provide information, to persuade or remind customer target, advertising is designed to create awareness (awarnes), interest (interest), desire (desire), or action (action)/ AIDA.

AIDA model is the process of decision-making which consists of attention (attention), interest (interest), desire (deisre), and the last is the Act of taking the keputusan (action). Consumer behavior influences the purchasing decisions that affect padaawalnya stages phases of the purchasing decisions and consumer response against the promotion is done.

Apart from AIDA model in the promotion we also know AISAS model. is a model of consumer behavior online yangdikembangkan by the Dentsu Group, which is one of the world's iklanterbesar company, which was founded in the Japan. AISAS model is evaluated as dapatmenjelaskan consumer behavior more accurately from the model-modelsebelumnya. AISAS themselves formed of Attention (attention), Interest (interest), Search (search), Action (action), and Share (share). (Sugiyama and Andree: 2011).

Exposure above explains that the appearance of the website to be used for promotion of tourism in the Regency Merangin should be incited interest of users (user) when seeing it. So, from a sense of attraction that then arise the curiosity of users (user) to visit the sights and then users will share his experience against the results of his visit in Merangin district attractions.

In the website often heard the term UI (user interface) and the UX (user experience). User interface (user interface) is a website design that focuses on beautiful display. Display the beautiful color as seen from a good fit and comfortable to be seen. User convenience are implemented into the design by viewing the layout, logo design, typography, and other things that could make the user comfortable. The user interface is a part of the program in which the interaction occurs between humans and computers. The design of the interface is very important to determine the success of a software.

While the user experience is a website design or application made in order to facilitate the user using it. In contrast to the UI, UX-focused to the things that are functional for facilitating user. The components that are provided are also chosen according to the needs of your website or application and also it is easy for the user. (Dewina: 2018)

Based on the above explanation, the look of a website must be very diperhartikan, aside from the appearance of the website should be made to simplify the user in pengoprasianya. So from the website look attractive and easy pengoprasianya, aim to promote the tourist attractions in the district this can accomplished Merangin (successfully).

The Results of the Development

Interface Desain

At this stage the design is described the structure of the program interface display form in promotional tours of Lake Maninjau. Design interface or display made to facilitate in translates into programming language form. Interface design based on the flowchart you created in the design phase drift. The following are design interface design website in promotional tours: Merangin Regency:

1. The design of the home page (cover)

The design of the home page of the design of the user interface in the tourist promotion of the Regency Merangin was designed with multiple displays icon flagship of tourism in Merangin.



Picture 1. Cover

2. Design the look of the Menu

On this page shows there's some menus can be selected, when one of the menu is clicked it will come out the next sub menu, as shown in the picture.



Picture 2. Menu Design

3. A Menu of Attractions

Of the several attractions can be clicked one of the desirable tourist attraction on the menu such as nature tourism. Site visitors can click the sights there is information in the form of text about tourism that are equipped with multiple pictures or photos that represent tourist attraction so visitors can easily find out the description of the sights that will visit. This also applies to links page on the menu-a menu of other sights. Here's one look at one of the tourist objects menu.



Picture 3. Sub Menu Of Natural Attractions

On every page view interface there will be a wide variety of tourist attractions. There is brief information along with some photoyang representing the description of the region's tourist attractions. Photo on each slide which can be enlarged to view larger photosecara and clear. As with other attractions.

Conclusions

This promotion should be done consistently and sustainably. Considering that this Merangin Regency there is always change and their updates. Visualization of the user interface must remain guarded or updated in order to remain attractive and easy to use. With this work, expected the Government will be compelled to be more creative and innovative in an effort to promote tourism in the region, thus achieved the objectives to increase the number of visitors to Merangin. In addition, hopefully residents in Merangin also more aware to keep wealth tour. A good interface must provide convenience for its users

Acknowledgments

Thank you so much my aturkan thanks to Mother the Director of Postgraduate Universiats the country field and the mother of Chief Education Social Science Graduate UNP. Thanks to the help of all the research has been completed I perform. For the help and motivation of all parties of this article can be enhanced and at seminars in this activity.

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