

ABSTRAK

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PERANCANGAN SITUS WEB DIREKTORI PRODUK PEWANGI DARI BERBAGAI MEREK LOKAL DI INDONESIA: WANGILOKA

(xiv + 104 halaman: 72 gambar; 23 tabel; 3 lampiran)

Industri parfum lokal di Indonesia mengalami pertumbuhan pesat, namun akses konsumen terhadap informasi yang terpusat dan tepercaya mengenai merek parfum lokal masih terbatas. Platform internasional seperti Fragrantica belum mencakup merek lokal secara menyeluruh. Penelitian ini membahas perancangan dan pengembangan Wangiloka (wangiloka.com), sebuah direktori parfum lokal Indonesia yang menyediakan informasi produk terkurasi, ulasan pengguna, serta fitur penemuan parfum seperti Fragrance Guide, Notes Combination, dan Filtered Search. Tujuan utama platform ini adalah membantu konsumen menjelajahi produk lokal serta mendukung visibilitas merek parfum Indonesia.

Penelitian menggunakan metode penelitian campuran dengan melibatkan 54 responden melalui kuesioner untuk mengumpulkan data kuantitatif, serta wawancara mendalam terhadap 4 pengguna dan pemangku kepentingan untuk menggali kebutuhan, hambatan, dan ekspektasi pengguna. Perancangan prototipe mobile Wangiloka menggunakan kerangka kerja UX Honeycomb yang dimodifikasi menjadi lima dimensi: bermanfaat (*useful*), mudah digunakan (*usable*), menarik (*desirable*), kredibel (*credible*), dan bernilai (*valuable*). Sintesis permasalahan yang didapat kemudian dijabarkan melalui deskriptif kualitatif sebelum dilanjutkan ke tahap pembuatan prototipe desain. Evaluasi prototipe dilakukan melalui observasi penyelesaian tugas UAT oleh 10 pengguna dan penghitungan skor System Usability Scale (SUS) yang mencapai nilai 72. Hasil penelitian menunjukkan bahwa platform ini berpotensi menjadi solusi informatif dan fungsional dalam ekosistem parfum lokal Indonesia.

Referensi: 13 (2014-2024).

Keyword: Penelitian Desain, UX Honeycomb, Direktori Situs Web, Wewangian atau Parfum Lokal, Arsitektur Informasi, Pengalaman Pengguna Seluler

ABSTRACT

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DESIGNING A WEBSITE DIRECTORY OF LOCAL FRAGRANCE PRODUCTS IN INDONESIA: WANGILOKA

(xiv + 104 pages: 72 pictures; 23 tables; 3 attachments)

While the local perfume industry in Indonesia has seen rapid growth in recent years, consumer access to centralized and reliable information about local fragrance brands remains limited. Some of existing websites, such as Fragrantica and Wikiparfum, can only covers international brands all around the world. Therefore, this study discusses about design and further development for Wangiloka (wangiloka.com), a website directory dedicated to Indonesian's local fragrance products, offering curated product information, user reviews, and personalized discovery tools tailored to local users' needs, such as Fragrance Guide, Notes Combinaton, and Filtered Search (by notes, occasion, similar perfumes). The website aims to help consumers explore hundreds of local perfumes while also supporting the visibility and growth of emerging Indonesian perfume brands. This study also conducts on testing new features for advanced purpose, such as Wangiloka loyalty program.

This project aims to address the lack of centralized, user-friendly platforms that highlight Indonesian perfume brands and guide users in exploring suitable fragrance options. The research is using mixed methods, involving registered Wangiloka users as main respondents. Quantitative data were obtained from 54 respondents through a questionnaire to understand demographics, perfume usage habits, information searches, purchasing patterns, and user experiences with Wangiloka. To continue from it, 4 users were selected to be interviewed further regarding motivations, goals, benefits, and barriers in using the platform. The interviews also involved Wangiloka stakeholders to align the design with business expectations. The UX Honeycomb framework was used as the basis for designing and evaluating the prototype, modified to be focused on five dimensions: useful, usable, desirable, credible, and valuable. All data were analyzed using a qualitative descriptive approach to develop the Wangiloka mobile prototype. Design evaluation was carried out through observation of user assigned task (UAT) completion by 10 users, feedback collection, and calculation of System Usability Scale (SUS) scores reaching 72 points.

References: 13 (2014-2024).

Keyword: Design Research, UX Honeycomb, Website Directory, Local Fragrances, Information Architecture, Mobile User Experience