

**WEBSITE OPTIMIZATION PROPOSAL FOR THE COMPANY PT
INDONESPTUNE NET MANUFACTURING**

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Abstract

Digital marketing is needed by companies to achieve more profits compared to conventional marketing. One of the benefits of digital marketing is that it can reduce company marketing costs and connect and disseminate company-related information to Internet users throughout the world. PT Indoneptune Net Mfg is a fishing gear industrial company that carries out a joint venture between Japan (Momoi Fishing Net Mfg. co., Ltd) and Indonesia. PT Indoneptune Net Mfg has its digital marketing media, namely the website. However, currently, the company website is not optimal because it does not contain information about the company or company products on the company website. This makes the author suggest optimizing the company's website because the information contained on the website can be consumed by the entire world community. The information contained on the website makes customers more confident in the company's existence and increases their confidence in deciding to purchase the company's products. The method that will be used is analyzing company data using the SWOT concept and improving the appearance of the company website using design thinking. Then, using the design thought method, a prototype will be made to carry out design testing using a usability test. The results of this research, the score obtained for the company website design of PT Indoeptune Net Mfg was 93.8% with a very high score category for all aspects.

Keywords: Net, Website, Marketing, Digital, SWOT.

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Introduction

Marketing is a managerial process that can encourage individuals or groups to get something desired or needed to create an idea, offer, and exchange products that have *value* for others (Ariyanto et al., 2023). Marketing is an essential component of achieving success for the perpetrator's business. Marketing This can help profit finances and value the company (Sudirman et al., 2022). *Digital marketing* is an activity of achieving objectives from marketing using digital media, technology, and data (Christina, Fenni, & Rosalina, 2019).

This matters because digital marketing can connect information companies to the whole world without sending company people to all countries (Chakti, 2019). Under this is data sourced from internet users worldwide from *World Internet Stats*.

Table 1
Sourced internet user data from (Yousuf & Yousuf, 2023).

<i>World Internet Users Statistics 2021</i>	
<i>World Regions</i>	<i>Internet Users 31 Dec 2021</i>
Africa	601,940,784
Asia	2,916,890,209
Europe	747,214,734
Latin America/Carib.	534,526,057
North America	347,916,694

Middle East	206,760,743
Oceania/Australia	30,549,185
World total	5,385,798,406

Table 1 shows that internet users in the world amounting to 5,385,798,406 people. If utilized well by the company, of course, it will give big profits for the company. Additionally, with African internet users 602,940,784 and based on information from interviews together, father Ponirin Sugito, as Field Expert Implementation of Agreement Results Trading International FTA Center Bandung and Unpad Lecturer, put forward that the State of Indonesia at this time This new just Work The same with the country of Mozambique that is is the Indonesia-Mozambique *Preferential Trade Agreement* (IM-PTA). IM-PTA was signed by the Minister of Trade of the Republic of Indonesia with the Minister of Trade and Industry Mozambique on 27 Aug 2019 in Maputo, Mozambique. So, there is a subtraction tariff export from 2.5% to 0% for product fishing nets. This company could use the subtraction tariff to enter the Mozambique market (Africa Region).

One of the examples of digital marketing media that can be used is a *website*. *The website* is combined from website pages and associated *files* to that *website* Alone (Putra, Budiono, & Hedyanto, 2023). *The website* functions as a tool or media that can give information, build company *branding*, promote media, service consumers, and act as a medium for conveying suggestions and criticism (Huda, 2020). However, the company needs to pay attention to its *website* Because *websites* can also influence the attitude of candidate customers in purchasing products. An *online* study (Ayu, 2023) states that there are factors that can influence the attitude of candidate customers in purchasing products in a way *online*, such as perceived risk, perceived benefit, motivation company, design *website*, convenience, security, quality issue, product, trust, promotion, efficiency time, price, response, and variety goods.

If a company wants to give good service to *users*, then planning *the website* must be in accordance with the desired *user* (Iqbal, Witjaksono, & Kurniawan, 2015). An iterative process is carried out to identify various choices of strategies and solutions. To understand *the user*, assume and disclose the return meaning from the problem; the process is *design thinking* (Foundation, Dam, & Siang, 2021).

PT Indoneptune Net Mfg. is a company operating in the field of netting (PRATAMA, n.d.). One of the fields of marketing used by the company PT Indoneptune Net Mfg is the *website*. However, after seeing the PT *website*. Indoptune Net Manufacturing currently Needs to work in a way maximum. So, we did a study for an optimization *website* company. The method will use company data analysis using SWOT and improvement concepts displayed on the company *website* using *design thinking* (Akhlak, Nastiti, Fatullah, & PU, 2023). Then, on to the method of *design thinking*, we will make use of a *prototype* to carry out *design* tests using *usability testing* approach *heuristic evaluation* as testing *prototype* that has been made.

Research methods

The method used in this research is SWOT analysis and design thinking with the type of test used is heuristic evaluation.

SWOT

SWOT analysis can provide an overview or identification of factors that can influence the achievement of company goals, both internal and external to the company. SWOT can be used to see more clearly the internal strengths and weaknesses of the company, which can be utilized to face opportunities and challenges external to the company (Wijayati, 2019). The company's SWOT analysis begins with an interview with the company to find out information about the company's strengths, company weaknesses, company opportunities and company challenges. Then the information will be poured into a SWOT matrix to analyze the company's strategy which will be linked to the website.

Design Thinking

Design thinking is a method of planning a *website* that will proposed to the company. Then, the method of *design thinking* will done, making use of *prototypes* to carry out *design* tests using *usability testing*.

Design thinking has some stages: *empathizing*, *defining*, *ideating*, *prototyping*, and *testing*. *Empathize* is purposeful for a more detailed understanding of the problem at hand. *Define* duty for gathering all information obtained from stage *empathize*. *Ideate* is the process of obtaining ideas for moderate solutions faced. A *prototype* is part of the implementation of ideas that have been obtained previously for production products or trial applications. Stage This *test* is the stage for defining repeat and *empathizing* with repeat to ensure the solution is best for the *user*.

Heuristic Evaluation

The type of test used is *heuristic evaluation*. *Heuristic evaluation* is a process of the extent of the problem of inner *website* matter *usability* (usability) in design between faces. That problem will be identified with interaction *usability* between man and computer. Study This will addressed to users of the PT Indoneptune Net Mfg company *website*.

Study in method *heuristic evaluation* in measurement and evaluation something system According to Jakob Nielsen, there are 10, including:

1. Visibility of system status
2. Suitability between systems and the natural world
3. Control use and freedom
4. Consistency and standards
5. Prevention For error
6. Recognize that recalling
7. Flexibility and efficiency in use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from error
10. Help and documentation

In research, the urgency in doing repair *prototype* can be measured with mark *severity* as follows:

- a. Value 0 (*Disagree*), a problem with the system No found
- b. Value 1 (*Cosmetic Problem*), if time-limited, existing problems No need to repair Because No influence user.
- c. Score 2 (*Minor Usability Problem*), improvement: Problems in the system can bother the users with low-level priority.
- d. Value 3 (*Major Usability Problem*): Problems in the system bother the user. So, it is necessary to repair with priority.

Value 4 (*Usability Catastrophe*): The problem is found to be fatal, so it needs to be repaired as soon as possible before users use the system. This value is obtained with the method given.

It will be used to choose three evaluators and interview them with related questions with 10 aspects, according to Nielsen, who has explained on. Next, the information obtained from the evaluator will made into a table, and the percentage will measure how much Far designed an appropriate *website* with the needs of candidate *users*.

$$T \times Pn$$

Calculation in scale This is with **T** as the total number of evaluators and **Pn** as the number selected score in measurement.

Interpretation results obtained must be known before scoring highest (x) and score lowest (y) with the formula:

Y= Highest score Likert x amount respondents

X= Lowest score Likert x amount respondents

$$Pesentase = \frac{\text{Hasil yang didapatkan}}{\text{Hasil maks.}} \times 100\%$$

Table 2
Categories evaluation usability testing (Ketut et al ., 2019)

Interval limit percentage	Category evaluation
0-20%	Very low
21-40%	Low
41-60%	Currently
61-80%	Tall
81-100%	Very high

Table 2 is a category assessment *usability testing* according to (Ketut et al., 2019). Determination category evaluation can be seen from the results percentage that has been calculated and can be seen over a range of divided intervals into 5 categories. Rating results are divided into 5 categories, starting from the lowest to very high.

Results and Discussion

SWOT analysis

On the results of the interview, the *Chief of Leader Personnel and General Affairs* (CL PGA) PT Indoneptune Net Manufacturing and the writer can conclude information about the analysis of company *strengths* (strengths), *weaknesses* (weaknesses), *opportunities* (opportunities), and *threats* (threats) to the company as in table 3.

Table 3
Sourced SWOT analysis from writer together with CL PGA PT Indoneptune Net Mfg.

<i>Strengths</i>	<i>Weakness</i>
<ul style="list-style-type: none"> - The company has products quality - Company own certification like certification ISO 14000, certification environment, And certification management quality. 	<ul style="list-style-type: none"> - Not yet do marketing with media on line like <i>website</i> - Price Product Which is expensive compared to the product competitor
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> - Product companies of interest by customers that have proven over 50 years, the company Still stands up and owns enough consumers. Lots 	<ul style="list-style-type: none"> - Competition price, so need to emit several employees To push the <i>cost</i>

Design Thinking Analysis

Empathize

Stage First, do interviews with potential users of the company's website. I interviewed Adji Saputra, a student in the Faculty of Fishery Knowledge at Padjadjaran University Marine Affairs, and together Rizki Ahmad Ramadhan, a student of the Faculty of Marine and Fisheries Education at Indonesian Education University. Based on interviews that have been done with two sources, we can outline drawn need candidate top *user* need feature company *website* in Table 4:

Table 4
Categories *empathize*

Features/ Information Important	Explanatin
Address Company	Information about the Name company is important For knowing the origin product, brand products, and natural information on authenticity companies,
Name Company	Information about the company's name is important for knowing the product's origin, the product, the brand of the product, and, of course, information on the company's authenticity.
Information product	Information on products is very informative and important for candidates. <i>Users</i> remember the need for buyers on product companies based on allotment tools.
Product photos	The user requires an Information Photo product to convince candidate buyers of the product they want.
Product price	Information about the price of a product is very important for candidate buyers Because price is the decider in purchasing a product.
Feature help	Users use this feature <i>to solve</i> problems, confusion, and questions about the service company.
Purchase features product inweb	The website's purchasing features are essential because they make it easier for candidate buyers To buy product companies. However, for a moment, This company only accepts bookings by email, telephone numbers, and orders directly to the company. So, deep study here, inside <i>the website</i> only displays information about products and paraded purchase use contact company.
Information about the certification company	Information This is used To add confidence in candidate buyers in the products produced by the company.

Define

Define duty for gathering all information obtained from stage *empathize*. Then, information will be categorized and analyzed to make A corner look. Stage analysis will help solve problems in a way that is effective. The results of the defined category can be seen in Table 5.

Table 5
Categories *define*

Problem	Category
Prospective buyers need <i>a websitethat</i> is optimal for knowing information about the company PT Indoptune Net Mfg	<i>Website</i>
The candidate buyer needs a Photo product For convincing need	Product Photos
The candidate buyer needs a price product as a consideration in purchasing a product	Product price
Prospective buyers need feature help inside <i>the website</i> to make it easier to purchase product	Feature FAQs And contact

Prospective buyers need feature purchase products on <i>the website</i>	Based on information from the company, features This redirected with booking past email or contact from company
Prospective buyers need information about certificate Company	Information certification obtained company in page Feature about we

Ideate

Ideate is obtaining ideas for moderate solutions faced (Darmalaksana, 2020). All information will generate ideas and will be collected to look for the right solution For the moderate problem faced. After accommodating all those ideas, ideas will tested To find suitability for the problem at hand (Wibowo & Setiaji, 2020). Table 6 is ideate categories that have been analyzed, can see in table 6, below:

Table 6
Categories *ideate*

Problem	Solution
Prospective buyers need <i>an optimal website</i> to get information about the company PT. Indoptune Net Mfg	Optimization <i>website</i>
Prospective buyers need Photo products And information about the details of the product For convincing need	There are product detail features be equipped with a Photo
Prospective buyers need the price of the product as a consideration in purchase product	Product price
Candidate buyers need feature help inside <i>the website</i> to make it easier to purchase product	Feature FAQs And contact on <i>the website</i> PT Indoptune Net Mfg
Prospective buyers need feature purchase products on the <i>website</i>	Based on information from the company, solution from feature This redirected with booking past e-mail or contact from the company
Candidate buyer needs information about the certificate company	There is a feature about us on the <i>website</i> company be equipped with an information certificate

Prototype

A *prototype* is a part of implementing ideas obtained previously for produced products or trial applications (Surachman, Andriyanto, Rahmawati, & Sukmasetya, 2022). Stage *prototype* is stage four from development *design thinking* draft or prototype as solution final *design thinking* (Shé, Farrell, Brunton, & Costello, 2022).

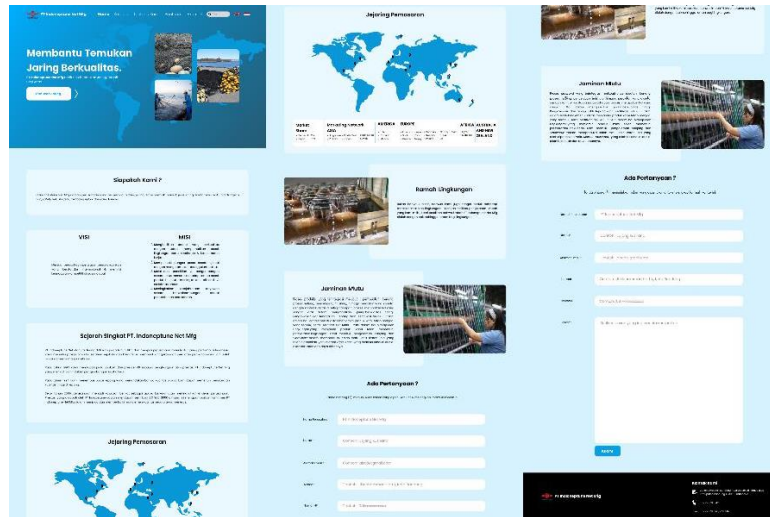


Figure 1. Display *Prototype Home*

Figure 1 shows the home's appearance, which is a number of information and features that users can read and use, such as feature navigation, search box, language, and call-to-action buttons. The information provided on the display home, like information about the company, is equipped with a contact company. For the user to ask something, you want to be known by the user.



Figure 2. Display *prototype home* for feature login.

Figure 2 describes the appearance home is available to feature login is a possible account registration option or log in to your existing account owned by the user for entering to appearance account users on the web, and some feature additions after entering, like your order and changing its profile.



Figure 3. Display *prototype* on the page *home* and features choice help.

Figure 3 shows the appearance of feature help on *the website* that has been made. In the design, the author added feature contacts and *FAQs* for more *users* to easily get answers to questions without waiting for a reply from the company.

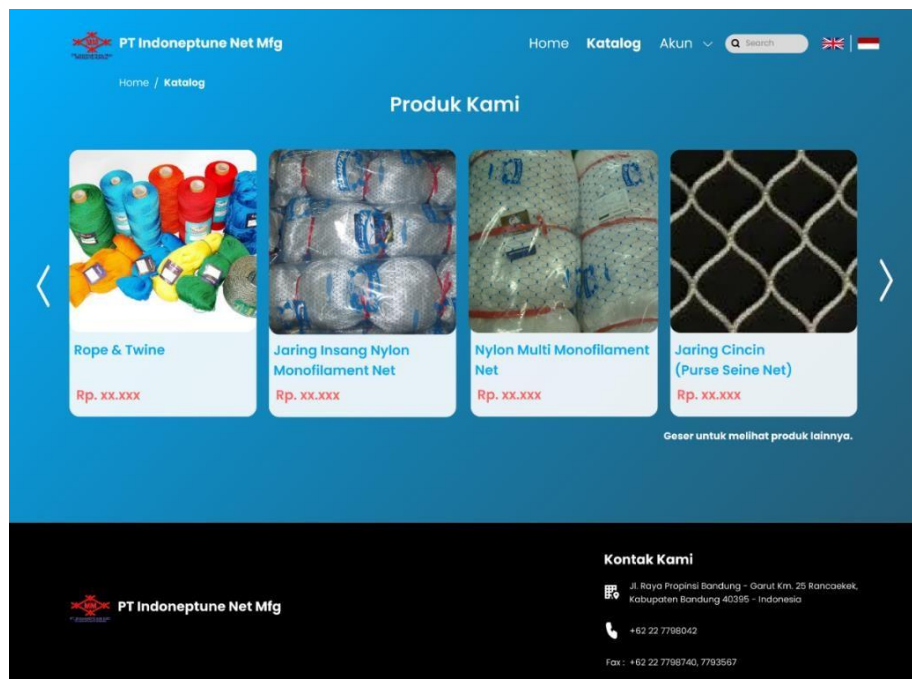


Figure 4. Display catalog *prototype* in a general way.

On the page catalog, the company will display a number of products owned by the company, equipped with name products, prices, and photos of products, which can be seen in Figure 4.

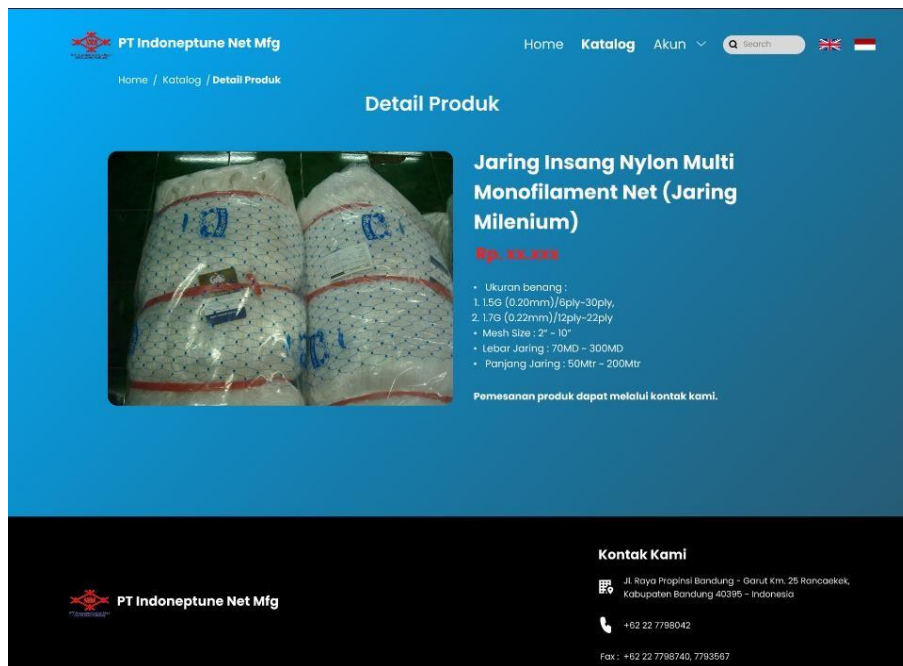


Figure 5. Display *prototype* in product details.

The product details page will display more detailed information about the product, like size, price, and others, as in Figure 5.

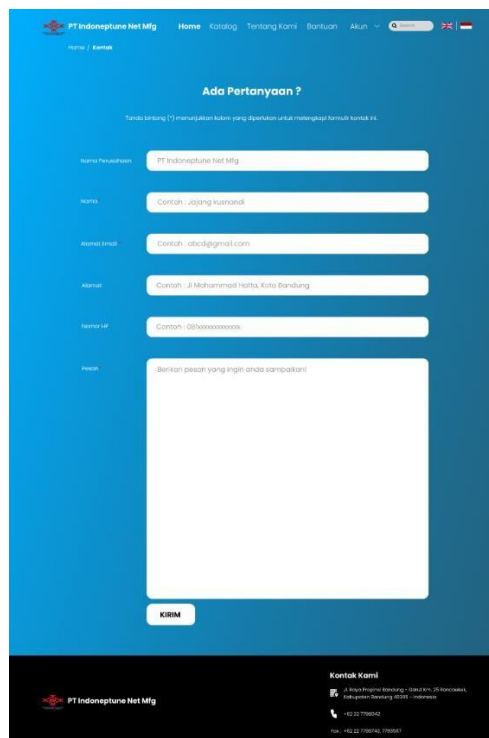


Figure 6. Display help *prototype* on column question.

On display possible help seen in Figure 6, at stage help will display a number of columns that can filled in by *the user* to give questions, suggestions, and criticism to the company.

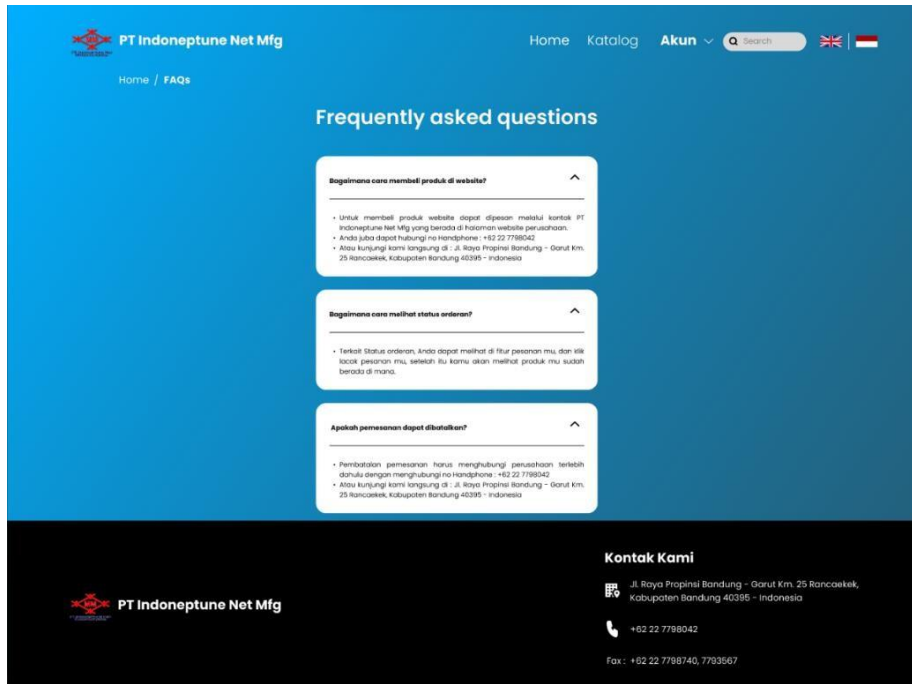


Figure 7. Display prototype frequently asked questions.

Appearance FAQs can be seen in Figure 7. Stage This will help answer questions users so they don't have to wait a long time for a reply from the company after filling in questions on features contact.

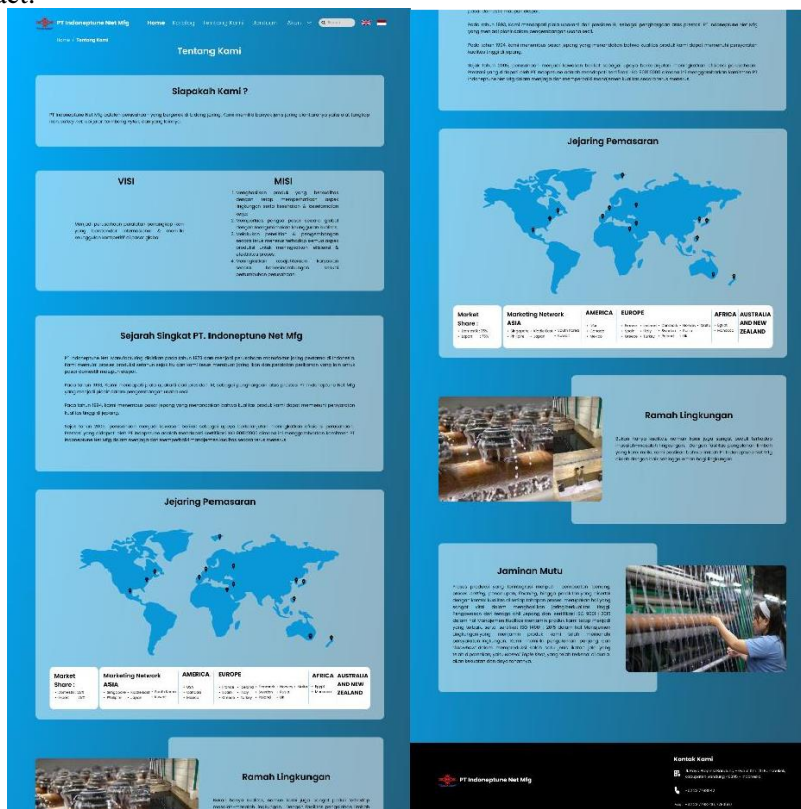


Figure 8. Display prototype about us.

Appearance about us in Figure 8 provides information about the company, such as company history, vision and mission, network marketing, and others.

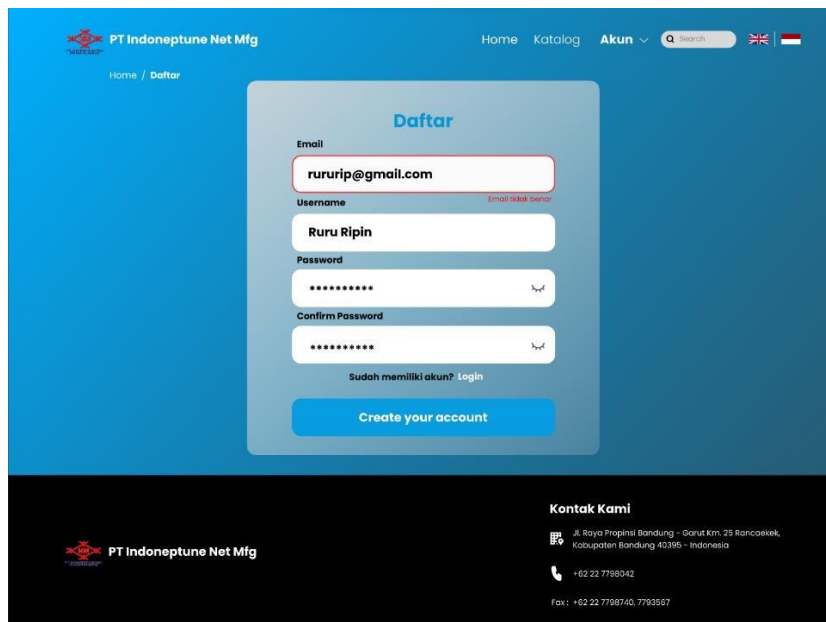


Figure 9. Display account registration *prototype*.

On the account list page in Figure 9, *the user* will face a list view that the user can fill in to register an account on the PT company *website*.



Indoptune Net Mfg. Additionally, on the page, this also gets a warning if an email error exists. So that *users* can realize the error and correct it.

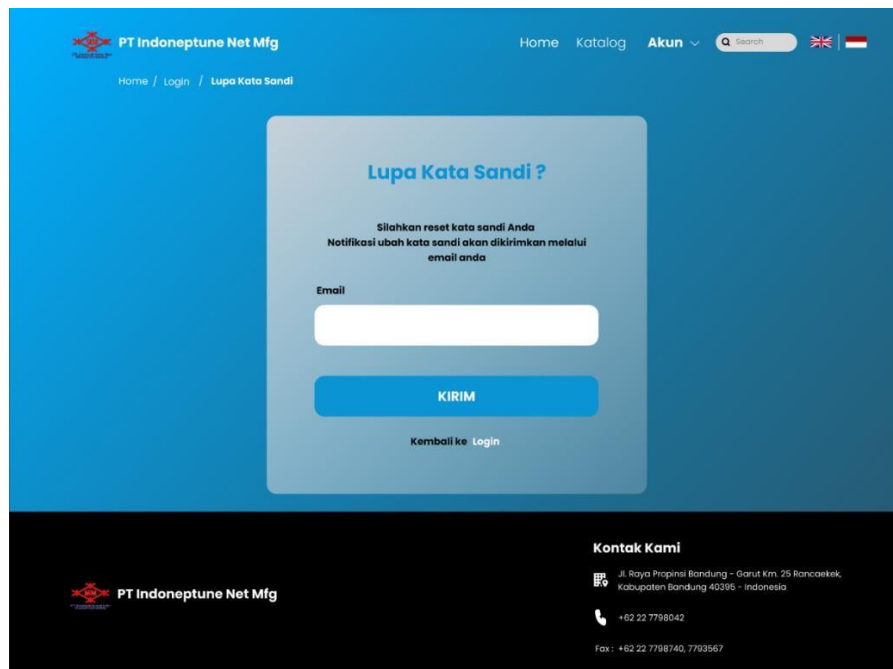


Figure 10. Display *prototype* forgot password. _

Appearance forgot password This is appearance If *the user* does click on the button forgot password. After *the user* fills in their email, the system will directly contact *the user's* email for a replacement *password*, which can be seen in Figure 10.

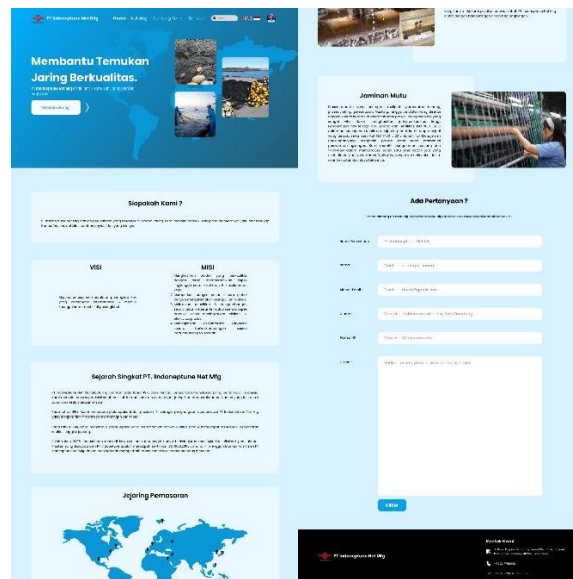


Figure 11. Display *prototype* at home after login.

The home page in Figure 11 loads the same information and features the page *home* before *login*, but on the page *home* after *login*, add a feature to your order and change its *profile*. Your order is used To see products that the user has ordered. Meanwhile, changing *profiles* is used by *the user* to change their *profile*.

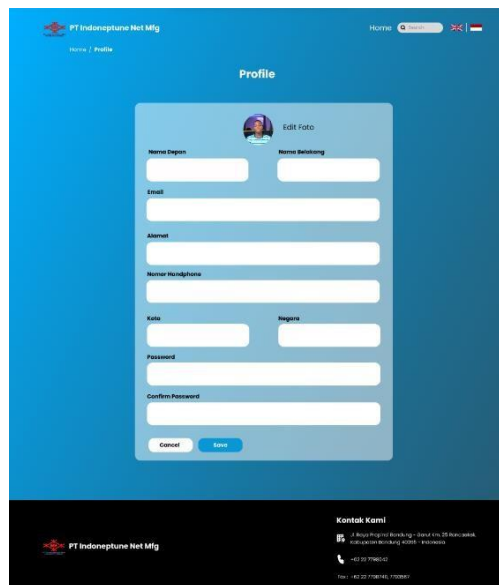


Figure 1. Display *prototype* edit profile.

Figure 12 describes appearance. Look at your *profile* will display a number of columns that can be filled in by *the user* to fill out their profile.

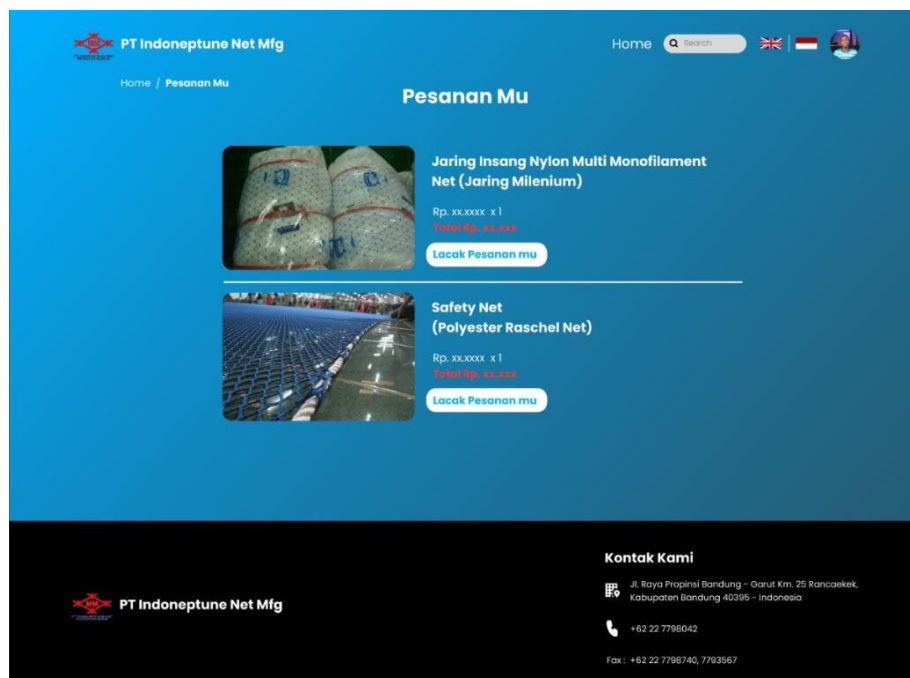


Figure 4.2. Appearance *prototype* of your purchase order.

On the page your order in picture 13, *the user* will find a list of orders that have been placed and carried out by *the user*.

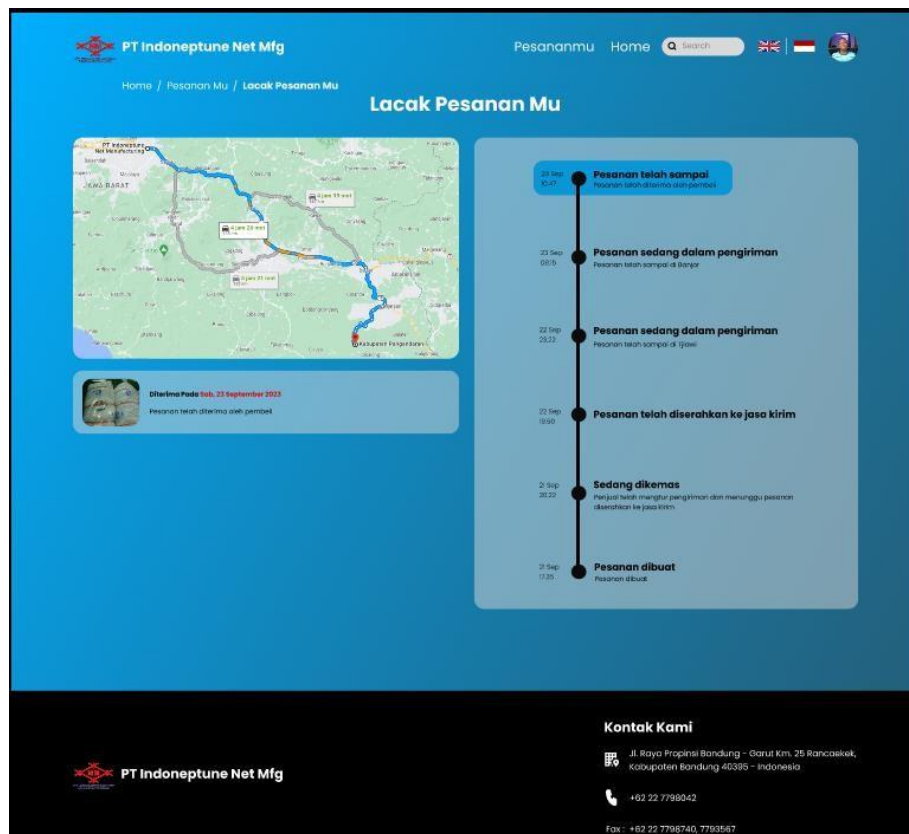


Figure 3. Display tracking *prototype* order.

Appearance track: Your order can be received. As seen in Figure 14, *the user* will informed about products that have been ordered and information about which stage the product has been made, like is Still made, already sent, or Already until.

From the assessment heuristic evaluation that has been carried out by three evaluators on design, next entered to in the table below For calculated what that design is? Already worthy or haven't got it yet seen in table 6 below This:

Table 7
Heuristic evaluation scores.

The value of the evaluator	Score
0	5
1	4
2	3
3	2
4	1

Table 8
Percentage results in every aspect.

No	Indicator Variable	Score
1.	Visibility of system status	95.5%
2.	Consistency and Standards	95.5%
3.	Flexibility and efficiency of use	91.1%
4.	Help users recognize, dialogue, and recover from errors	91.1%
5.	Aesthetic and minimalist design	91.1%
6.	Help and documentation	93.3%
7.	User Control and Freedom	93.3%

8.	<i>Error Prevention</i>	100%
9.	<i>Match between the system and the natural world</i>	95.5%
10.	<i>Recognition Rather Than Recall</i>	93.3%

Table 8 gives information that the marks with the highest percentage of the 10 aspects of *heuristic evaluation* in aspects of *error prevention* with a score of 100%, meaning that the web design is complete, giving prevention of excellent *error*, so *users* can confirm help If there is an error.

Conclusion

Based on research that the author has done, we can withdraw the conclusion that planning A PT Indoneptune Net Mfg company *website design* makes it easier for the company to look for agents or customers with the use of *design thinking* works carried out in planning PT Indoneptune Net Mfg company *website design*.

Based on the results, calculation *heuristic evaluation* in measure *Website design* gets a usability score of 93.8% in all aspects. This matter signifies that *the website design* that has been made can be categorized as very high or appropriate and appropriately applied. The highest score from the 10 aspects *Nielsen* obtained is on the aspect of *Error Prevention* with a score of 100%, which means capable *website design* prevents errors for *the users*, OK error data entry, or anything else. In addition, the company is expected to enter the African market to create a target market with enough opportunities to be profitable based on the new IM-PTA agreement just implemented.

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