

## **USER PREFERENCES ABOUT THE WEBSITE'S LAYOUT OF THE JAPANESE LANGUAGE AND CULTURE DEPARTMENT UNIVERSITY OF AL-AZHAR INDONESIA**

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### **ABSTRACT**

A website is a medium that serves as a place to provide information that anyone can access through the internet. The website can also be used to communicate with people who need it. However, one of the obstacles experienced by users in accessing the website is the difficulty when accessing, which is caused by the layout of the content on the website. The ease of use of the website is related to the layout of the content on the website. Therefore, this study aims to identify and examine user preferences about the layout of the content, as well as the communication media of the website of the Japanese Language and Culture Department, University of Al-Azhar Indonesia. Data collection was carried out by distributing questionnaires and follow-up interviews to website users in the study program's internal and external environment. Respondents totaled 100 students, lecturers, education staff, study program graduates, parents, and high school students. Data analysis was carried out using descriptive statistics. The conclusions obtained can be grouped into four categories. First, the profile feature on the website is a priority preference to be opened. Second, the layout of the content on the website existing now is considered lack of selling point. Finally, also the website as a medium of communication between department and stakeholders is deliberated insufficient regarding of not having of question-and-answer feature. Therefore, there is an urgency to develop existing website in the recent future.

**Keywords:** *Japanese and Culture Department, website, layout, communication, profile*

### **INTRODUCTION**

In this modern era, the internet has become a common thing heard by various circles of society in Indonesia because the internet has become part of all aspects of the needs of Indonesian life, ranging from work, business, entertainment, culinary, transactions, transportation, and other needs. Internet comes from two words, inter, which means between, and net, which means network. Therefore the internet can be interpreted as an extensive network that connects computer networks with other computer networks so they can be connected (Gani, 2015). With the internet various agencies, companies, and mainly educational institutions have used the internet as a tool that helps them in various ways.

One example of the application of internet technology is in government agencies in Indonesia which have begun to make public services online through the internet so that the public also uses the internet to access these services. In addition to government agencies, educational institutions such as schools, colleges, and tutoring centers have also used the internet to provide information about their institutions online. This is done so that the public can

easily access it without coming directly to the place.

On the internet, there is a facility called a website or often referred to as a site, which is a collection of components in the form of images, videos, text, sound, or all of them contained on a page on the internet and can be accessed via the internet (Rina Dewi Indahsari, 2013). Now, companies and agencies need services, especially in educational institutions. With the existence of information technology called websites or sites, people only need to find the information they want to find on the intended website via the internet easily and quickly. Therefore, the website has become a must-have for agencies and institutions to update a more modern system that is easily accessible.

An institution's website has many functions and roles related to marketing and providing information about the institution. For example, one of the marketing roles that an institution can utilize from its website is recruiting new members, branding, and selling various products and services. In addition, the information that an institution can provide through its website is about its profile and detailed information on various services owned by the institution (Kashihara et al., 2016).

As time goes by, the time's changes and technological developments become very advanced, which affects the development of website design which increases significantly, especially in the preparation of layouts on a website. The layout is related to the organization of content and information on a website that helps site users to interact with website content (Bart et al., 2005). Therefore, the layout of a website needs to be built effectively, efficiently, and comfortably when used with various devices so that website users will feel satisfied if the website matches the functions and quality needed (Petrie & Bevan, 2009). However, many still need to pay attention to the organization of content on a website, which causes the arrangement of content messy and unstructured. This reduces the interest of website users to search for information on the website so that the selling point of the website can avoid attracting the target market's interest (Kashihara et al., 2016).

In addition to preparing the layout, things that need to be considered are services to serve website users to attract the interest and attention of website users to the content provided. For example, a communication system service must be presented to website users so they can quickly contact the agency that runs the website and run two-way communication as a service to website users (Kashihara et al., 2016). Therefore, a website needs to be surveyed to determine the satisfaction level of website visitors and find out what deficiencies exist in the website that is run (Sanjaya, 2012).

Attraction and interest of website users are one of the factors targeted in website design, especially in the visual aspect. In website design, how the first impression of website users towards the website that will be designed is an important thing that needs to be considered. Because one of the challenges in website design not only lies in its function or usefulness, but attractive visuals are the first impression of website users when visiting a website, especially in terms of coloring. Color is one of the determining factors in the interaction between website users and the website they visit (Bonnardel et al., 2011). Because the website of the Japanese Language and Culture Department, University of Al Azhar Indonesia is Japanese-based, the coloring of the website of Japanese Language and Culture Department, University of Al-Azhar Indonesia must be related to Japanese nuances. According to (Irina Kondratova et al., 2006), Through HTML Color Analyzer in the coloring of Japanese websites, light gray, dark blue, light blue, light blue, and light yellow are the most popular colors for website

backgrounds. Therefore, the colors described above are the color choices to be applied to the Japanese Language and Culture Department, University of Al-Azhar Indonesia.

As one of the educational institutions, the Japanese Japanese Language and Culture Department, University of Al-Azhar Indonesia also has a Japanese-based website that provides various information about the Japanese Japanese Language and Culture Department, University of Al-Azhar Indonesia. However, through a preliminary study conducted by the study program, the current website is considered by users to have no selling value. Therefore, it needs to be more informed about the study program.

Therefore, with the above background, the purpose of the research is to analyze the preferences of Japanese Language and Culture study program website users about the layout related to marketing and providing information from the study program to various stakeholders related to the study program, especially in terms of developing the layout, coloring, and communication media of the website so that it becomes easier to use and attractive to visit. This research aims to evaluate the layout, color application, and communication media application of the website of the Japanese Language and Culture Department, University of Al-Azhar Indonesia in order to find out the shortcomings that need to be corrected to increase the level of satisfaction, the comfort of the users of the website of the Japanese Language and Culture Department, University of Al-Azhar Indonesia. With this research, the researcher hopes to be used as a reference in improving the website of the Japanese Language and Culture Department, University of Al-Azhar Indonesia in terms of layout, application of color, and communication media.

## **METHODS**

In this study, researchers evaluated the level of satisfaction and comfort of web users on the Japanese Language and Culture Department, University of Al-Azhar Indonesia in terms of layout, website coloring, and communication media. The method used in collecting survey data uses a questionnaire survey method aimed at the survey target. The targets in this survey are residents of University of Al-Azhar Indonesia, high school students, high school teachers, and the general public. The number of respondents is 107 people.

Before filling out the questionnaire, respondents were asked to open the website of the Japanese Language and Culture Department, University of Al-Azhar Indonesia in order to provide an assessment of the shortcomings that need to be improved and provide answers to questions that have been written on the google form that the researcher has made. The following are the stages carried out by researchers to compile a questionnaire:

1. Literature study to find references related to analyzing the needs of an institute's website development.
2. Analysis of the existing structure of the Japanese Language and Culture Department, University of Al-Azhar Indonesia.
3. Making a questionnaire based on the synthesis of the theory used as a reference source and the results of analyzing the current website structure. In the survey, there were four categories of questions: ease of website access, study program profiles, website functions for marketing strategies and providing study program information, and websites as a two-way communication medium with study programs. The data analysis was done with descriptive statistics. The results of data analysis are presented based on the group of questions which are then discussed in relation to the references.

## RESULTS

### The Ease of access to the website

Regarding the ease of access to the website, the following are the results of the data analysis of five related questions. The first is the information sought when opening the website for the first time. The second is about the ease of searching for information on this website through a computer (Feri Efendi, 2017). Third is about the ease of searching for information on the website via smartphone/tablet (Putra, 2020). The fourth is about the menu arrangement on the website (Hilabi et al., 2017). Finally, the last is about whether or not there is an error on the website button.

Regarding the information sought when opening the website for the first time, 60.4% of respondents answered "profile" as the most common answer. While other answers, namely: academic, events, and student affairs, were answered by respondents with the same number of answers, namely 12.3% each. Thus, the most sought-after information by visitors to this website is about the study program profile. This result can be seen in figure 1 below.

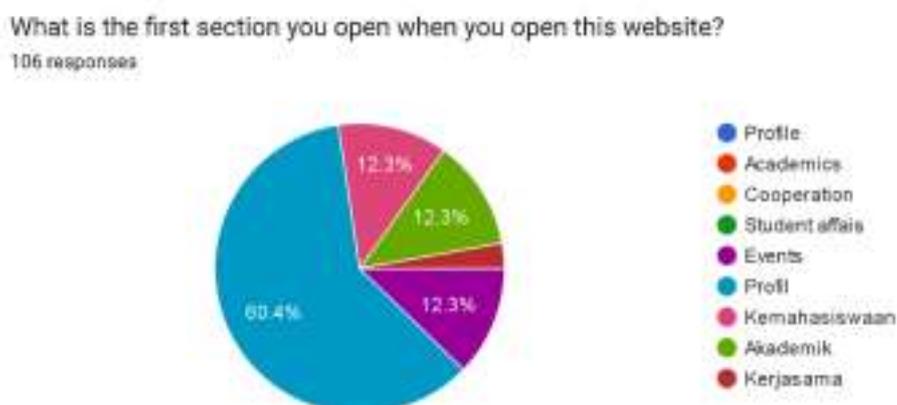
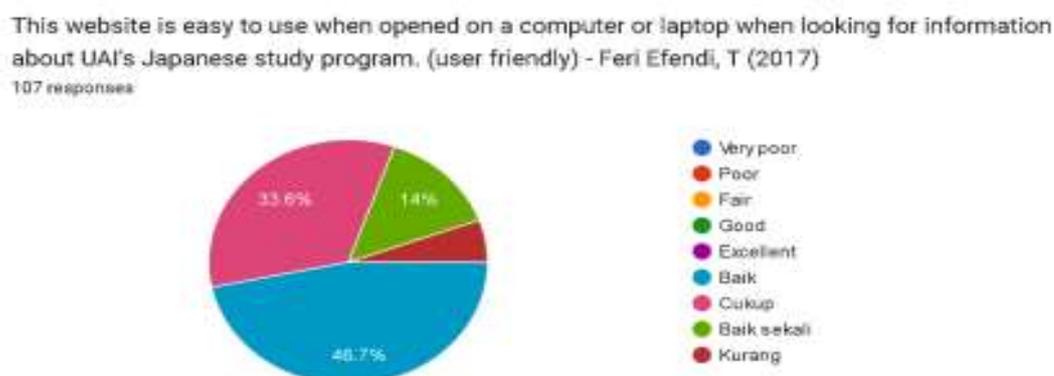


Figure 1. The first information accessed by users

Then, about the ease of access to the UAI Japanese Language and Culture study program website via desktop or laptop, 14% of respondents stated very well, and 46.7% of respondents stated well. Besides, approximately 60% of respondents said that accessing the website via desktop or laptop could be done well. These results are shown in figure 2 below.



2. access through desktop or laptop

Figure

Meanwhile, regarding access to the website via smartphone or tablet, 14.2% of respondents stated that it was excellent, and 41.5% said it was good. Therefore, only approximately 55% of respondents stated that access to the website via smartphone/tablet could be done well. These results are shown in figure 3 below.

This website is convenient to use on smartphones/tablets. - Putra, M. Y. (2020)  
106 responses

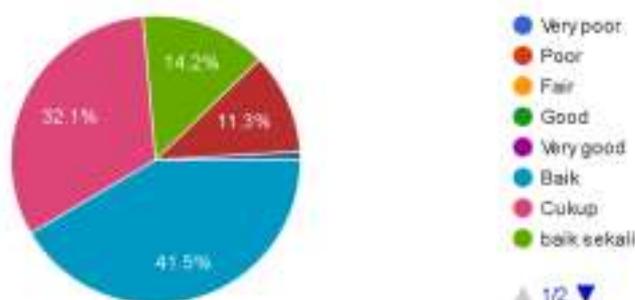


Figure 3. Access through smartphone or tablet

Then, regarding the menu arrangement on the website, 13.1% of respondents stated that it was excellent, and 37.4% said it was good. This means that only 50.5% of respondents stated that the menu arrangement on the website was well organized. The results of this data analysis can be seen in figure 4 below.

The arrangement or location of the menu on this website is well organized. - Hilabi, Ronggowaluyo, Karawang, (2017)  
107 responses

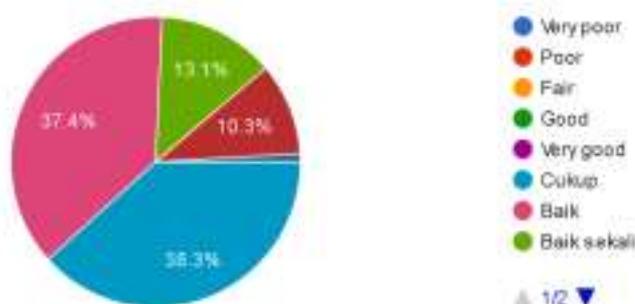


Figure 4. Menu's structure on the website

The last question related to access to the website is whether or not there is an error on the website button. Again, 63.2% of respondents stated that they disagreed. In other words, 60% of respondents said they did not experience any errors when accessing this website. This result is shown in figure 5 below.

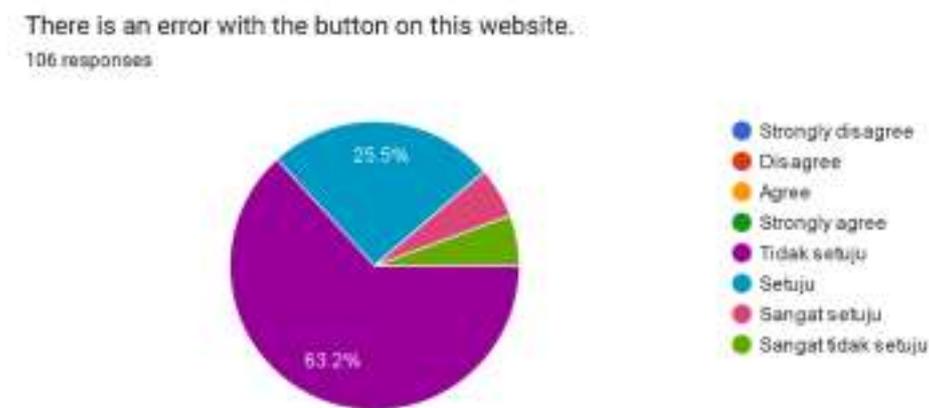


Figure 5. Error buttons on the website

### Profile Layout of the Japanese Language and Culture Study Department, University of Al-Azhar Indonesia

Regarding the ease of layout of the study program profile, the following are the results of the data analysis of three related questions. The first is about respondents who open the profile section on the website. The second is about the ease of finding information from the website profile (Feri Efendi, 2017). Third, the organizational structure of Al-Azhar Indonesia's Japanese Language and Culture study program (Hilabi et al., 2017).

Regarding respondents who opened the UAI Japanese study program website profile, 76.4% of respondents opened the profile, and 23.6% stated that they did not open the website profile. The results of this data analysis are shown in figure 6 below.

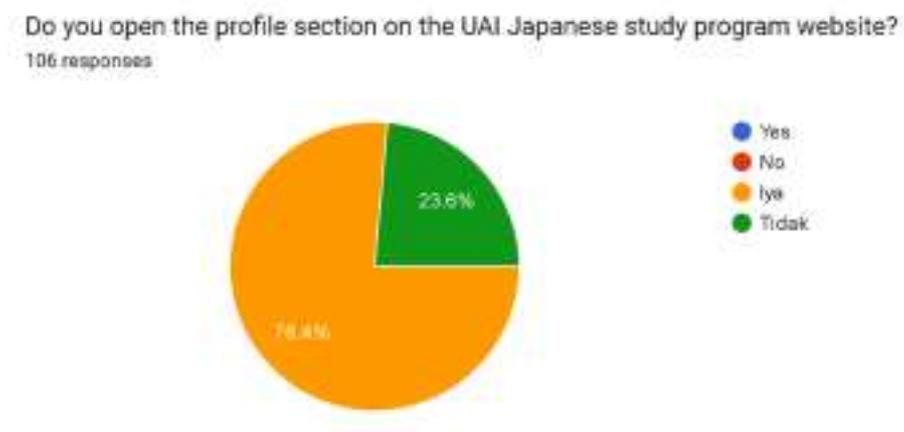


Figure 6. Respondents who opened the website profile

Furthermore, regarding the ease of searching for information on the website, 11.3% stated good, and 40.6% stated well. Therefore, 51.9% of respondents stated that it was still challenging to find information from the website profile. The results of this data analysis can be seen in figure 7 below.

Do you find it easy to find the information you want to find from the profile on the UAI Japanese study program website? - Feri Efendi, T (2017)  
106 responses

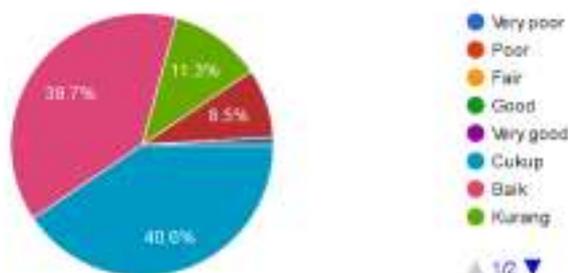


Figure 7. Ease of finding information

Then regarding the organizational structure of the UAI Japanese Language and Culture study program on the profile menu, 17% of respondents stated that it was insufficient, and 34.9% stated that it was sufficient. Therefore, 51.9% of respondents still need to be satisfied with the organizational structure of the UAI Japanese Language and Culture study program in the website profile. The results of this data analysis can be seen in figure 8 below.

In the study program staff section in the profile menu, does it describe the organizational structure of the UAI Japanese study program? (photo, name, ...ion) - Hilabi, Ronggowaluyo, Karawang, (2017)  
106 responses

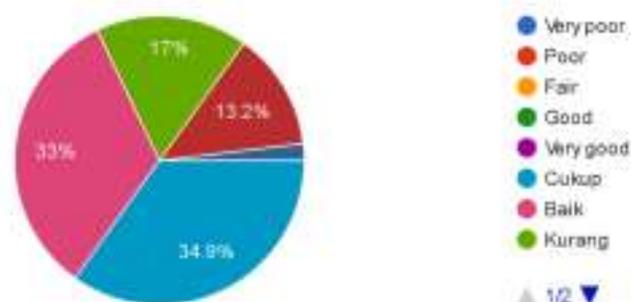


Figure 8. Profile organization structure

### Website's functions layout as marketing and information provision

Regarding the layout of website functions, the following are the results of data analysis of three related questions. First, the selling point of the Japanese Language and Culture Study Program website (Kashihara et al., 2016). Second, traditional coloring will be applied to the website (Irina Kondratova et al., 2006). The three nuanced coloring of the UAI logo (Irina Kondratova et al., 2006).

Regarding the selling value of the website, 23.4% stated that it was less, and 38.3% stated that it was sufficient. It can be concluded that as many as 61.7% of respondents are dissatisfied with the selling points on the Japanese Language and Culture Department, University of Al-Azhar Indonesia. The results of this data analysis can be seen in figure 9 below.

In your opinion, does the UAI Japanese study program website have a selling point so that it can attract interest from prospective new students of ...apanese study program? - Kashihara et.all (2016)

107 responses

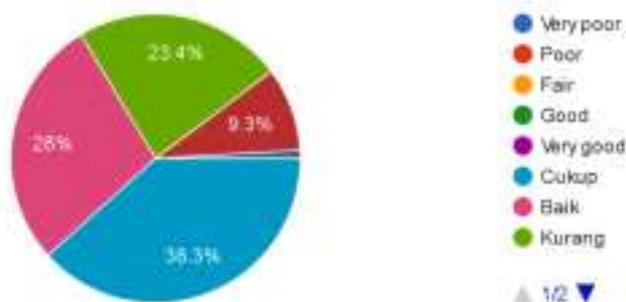


Figure 9. Website selling point

Then, regarding the coloring of the website background, 37.7% of respondents chose light blue, 29.2% chose dark blue, and 11.3% chose bright blue. With this result, the most chosen color is light blue, with 37.7% of voters. The results of this data analysis are shown in figure 10 below.

According to the results of research from Irina Kondratova through the Color palette analyzer, in the coloring of Japanese websites, light gray, dark ...program website? - Irina Kondratova, et.all (2011)

106 responses

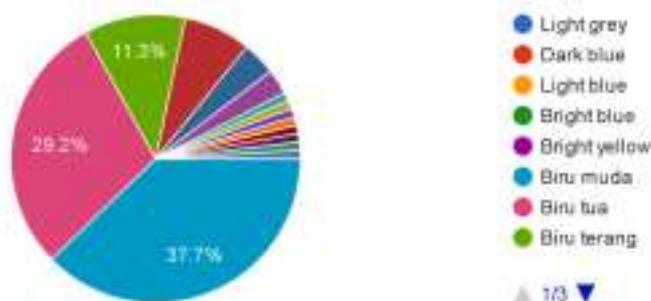


Figure 10. website background color implementation

For the last question about the coloring of the UAI logo, 38.1% of respondents chose dark blue, 22.9% chose light blue, and 12.4 chose light gray. Therefore, the result of the most chosen color is dark blue, with 38.1% of respondents. The results of this data analysis can be seen in figure 11 below.

If you look at the following uai logo reference, and the concept of Japanese nuances according to Irina Kondratova, et.all (2011) what colors are suit...program website. - Irina Kondratova, et.all (2011)  
105 responses

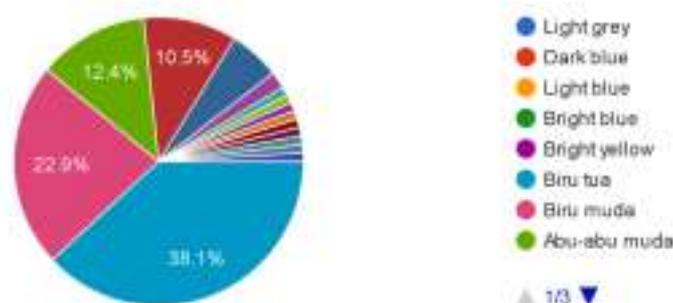


Figure 11. Website logo color implementation

### Communication Media Layout

Regarding the layout of communication media, the following are the results of data analysis of one related question: the function of communication media on the website (Kashihara et al., 2016).

Regarding the function of communication media on the Japanese Language and Culture study program website, 8.5% of respondents stated that it was deplorable, 28.3% stated it was poor, and 35.8% of respondents stated it was sufficient. Therefore, 72.6% of respondents still need to be satisfied with the communication media on the website of the Japanese Language and Culture study program. The results of this data analysis can be seen in Figure 12 below.

Can you communicate directly with the UAI Japanese study program through the study program website?- Kashihara, et.all (2016)  
106 responses

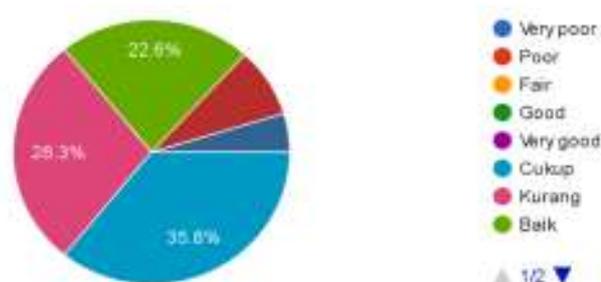


Figure 12. the function of website communication media

### DISCUSSION

The results of data analysis on the ease of access to the website show five trends, namely, 1) the most information sought first by visitors to this website is about the study program profile, 2) approximately 60% of respondents stated that access to the website via desktop or laptop could be done well, 3) approximately 55% of respondents stated that access to the website via smartphone/tablet could be done well, 4) 50.5% of respondents stated that the menu arrangement on the website was well arranged, and 5) 60% of respondents stated that there were

no errors that they experienced when accessing this website. The five results on ease of access to the website show that only 50-60% of users felt that the study program website could be accessed well using either a desktop or smartphone. This result may have some relevance to the result that the website layout is not considered reasonable and that there is a tendency (approximately 40%) for button errors to occur. Respondents expressed this opinion with the tendency that the primary information they were looking for was about the study program profile. The website's current profile content of the Japanese Language and Culture study program is about 1) the history, 2) the vision, mission, and objectives of the study program, and 3) the study program staff. This result is in line with (Kashihara et al., 2016), who stated that the unstructured menu arrangement on the website would result in a decrease in user interest in the website. Therefore, when developing the next UAI Japanese Language and Culture study program website, it is necessary to restructure the website's menu structure and profile content.

Then, the results of data analysis on the profile layout of the Japanese Language and Culture Department, University of Al-Azhar Indonesia showed three trends, namely, 1) A total of 76.4% of respondents opened the profile section on the website. 2) Approximately 52% of respondents stated that it took much work to find information on the website profile. 3) Approximately 52% of respondents stated that the organization of the Japanese Language and Culture Department, University of Al-Azhar Indonesia was not structured enough on the website profile. The three results about the profile layout in this website show that around 50-55% of website users feel that it is not easy to find information on the website profile and the need for a more structured organization on the website profile. Based on this result, there is a possibility of relevance to the result that the organizational structure on the website profile is not well structured. Therefore, searching for information on the website profile still needs to be practical. Respondents expressed this opinion with a tendency to open a profile on the website of the Japanese Language and Culture study program. This result is in line with (Bart et al., 2005), which state that layout or layout is related to the organization of content and information on a website that helps site users to interact with website content. Therefore, the website of the Japanese Language and Culture Department, University of Al Azhar Indonesia needs to restructure the layout or organization of the website profile. Furthermore, the results of data analysis on the layout of the website function as a marketing and information provider showed three trends, namely, 1) approximately 62% of respondents were dissatisfied with the selling points on the website. 2) 37.7% of respondents chose the light blue color and became the most significant number of voters. 3) A total of 38.1%% of respondents chose dark blue to be applied to the logo of the website of the Japanese Language and Culture Department, University of Al-Azhar Indonesia. The three results about the layout of the website as a marketing and information provider show that around 40-60% of website users state that the Japanese Language and Culture study program website's selling value must include selling value. Based on this result, the possibility of relevance to the results is that the less attractive application of color to the website of the Japanese Language and Culture study program so that the reduced selling value on the website. This opinion was expressed by respondents who tend to open the Japanese Language and Culture Department, University of Al-Azhar Indonesia. This result is in line with (Bonnardel et al., 2011), namely, attractive visuals are the first impression of website users when visiting a website, especially in terms of coloring. Therefore, color is one of the determining factors in the interaction between website users and the website being visited.

Finally, the analysis of the layout of communication media shows a trend, namely, 1) as many as 72.6% of respondents still feel less satisfied with the communication media on the website of the Japanese Language and Culture Department, University of Al-Azhar Indonesia. From these results, 72.6% stated that the effectiveness of communication media on this website still needed to meet the expectations of website users to be used as a service facility. These results show a connection with the lack of service facilities, especially in communication

media. This result is in line with (Kashihara et al., 2016), who state that in service, the communication system must be presented to website users so that they can quickly contact the agency that runs the website and carry out two-way communication as a form of service to website users.

## CONCLUSION

This research concludes that the tendency of people to access the website is to find information on the intended website. Therefore, information and the function, convenience, and visual and non-visual comfort in using the website must be considered before building a website. According to layout or layout is related to the organization of content and information on a website that helps site users to interact with website content. This needs to be considered so that the information available on the website can be appropriately conveyed to website users, and they can access it easily. In addition, according to attractive visuals are the first impression of website users when visiting a website, especially in terms of coloring. Therefore, the application of color on the website becomes one of the determining factors in the interaction between website users and the website and becomes a determining factor in whether or not website users get a sense of comfort in using the website. Finally, service in a website is a must, especially for the website of an educational institution, as stated by which states that in a communication system, service must be presented to website users so that they can quickly contact the agency that runs the website and run two-way communication as a form of service to website users.

Based on the survey results from the four aspects in the assessment of the UAI Japanese Language and Culture study program website, the things that need to be improved on this website are the first, fixing errors on the website so that it can increase the comfort and ease of access for website users, secondly improving the organizational structure of the content on the website profile, thirdly applying the colors that are most attractive to respondents in order to increase selling points and can attract website users to the information provided on the website, finally improving the communication media so that website users can quickly contact the institution as a form of service to website users.

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