

**EVALUATION OF WEBSITE DEVELOPMENT FOR THE JAPANESE LANGUAGE  
AND CULTURE STUDY DEPARTEMENT  
AT UNIVERSIRTY OF AL-AZHAR INDONESIA  
FOCUSES ON WEBSITE CONTENTS**

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**ABSTRACT**

Technology advances make information dissemination more accessible and faster. A website is a technological medium for disseminating information related to educational institutions. University of Al-Azhar Indonesia's Japanese Language and Culture department already has a website that can be accessed by the public but needs to be evaluated regarding the content. So the public is interested in accessing, and information can be appropriately conveyed. This study aims to evaluate the website of the Japanese Language and Culture Department in terms of content to be better and increase the connection with the people who need it. This research is quantitative research with a survey method and research technique in the form of a questionnaire. The results of this study show that in terms of content, users find it easy to understand. However, the answers to the open questionnaire show that several things need to be added based on user needs. In addition, in order for the content to be considered attractive, it needs to be updated frequently, display clear and specific program content, and attractive photos and images.

***Keywords: Evaluation, UAI Japanese study program website, content***

**INTRODUCTION**

In this era, the use of websites has been widely used by institutions, not only government institutions, but educational institutions also use websites to share information through websites. The website makes it easier for users to find information and can be accessed anytime. For example, University of Al-Azhar Indonesia's Japanese Language and Culture department already uses a website to provide information about the Japanese language and culture study program.

A university website's role is not only limited to a medium of information but also to provide services that can provide various conveniences for both academic community members and prospective members who will join the university (Kesuma, 2014). The role of the website is very important because the website is the face of the university in cyberspace and is the first interaction with the community and prospective academic community, as well as being an attraction for the prospective academic community (Napitupulu, 2016). The purpose of creating a website for the Japanese Language and Culture department at University of Al Azhar Indonesia is to provide information to the public and academic community as needed. It can attract the

prospective academic community to join. Furthermore (Kesuma, 2014) said that a good website would make an institution more competitive with other similar institutions. Therefore, to compete with other institutions, improving the quality of the website must be done by the institution on an ongoing basis to provide satisfaction to users. The study program website has not been able to attract the attention of the academic community and prospective academic community, so it needs to be evaluated and further developed according to needs, according to CNET Network Inc. (Center of the National d'Etudes des Telecommunication), which is a telecommunications research and development center, *France Telecom* in (Nielsen et al., 2014), a good website consists of the following:

1. Usability  
The usability of a website is seen from the user's experience in interacting with the website effectively.
2. Navigation System  
A good website navigation system has a navigation structure or sequence of information flow that users can use and understand easily.
3. Graphic Design  
A good website graphic design is a graphic design that is comfortable to look at with color, graphics, typography, and an attractive appearance.
4. Content  
Content in a good website is content that has benefits and is needed by users.
5. Compatibility  
good website can adjust in various internet browsers.
6. Loading Time  
good website has a fast loading time.
7. Function  
A website that uses technology that works well.

From the seven criteria of a good website above, this research focuses on content. This research aims to evaluate the content of the website of the Language and Culture Department University of Al Azhar Indonesia. Through this research, it is hoped to develop the existing Japanese Language and Culture study program's website to be efficient and provide any information needed by the students. Website visitors who are both prospective academicians and academicians.

## **METHODS**

This research is quantitative research with research data in the form of questionnaire results and follow-up interviews. The questionnaire respondents were Japanese language students and the public interested in the Japanese language, totaling 44 people.

## **RESULT AND DISCUSSION**

### **Questionnaire Results Related to the Content of the Language and Culture department Website.**

The website of the Language and Culture Department University of Al Azhar Indonesia has been filled with content that focuses on the profile, academics, curriculum information, and study program activities. Based on the questionnaire results, it can be seen that the content regarding the activities, profile, and curriculum (academic) of the Language and Culture Department University

of Al Azhar Indonesia is clear and easy to understand. Furthermore, judging from the answers regarding the content of the study program activities, the respondents agreed and strongly agreed, as much as 85%.

Based on the answers to questions regarding the clarity and ease of understanding of the content, activities, profiles, and curriculum of departments contained on the website, the information contained in the content is clear and easy to understand.

In terms of interest, it is known that 81.8% of respondents feel that the website of the Japanese Language and Culture Department at University of Al-Azhar Indonesia is attractive. However, some still feel that the Japanese Language and Culture Department at University of Al-Azhar Indonesia study program website is not attractive. Therefore, as input for the study program, it is carried out further interviews with 5 respondents with the answers disagree and strongly disagree. Based on the results of follow-up interviews, it can be concluded that the reasons why respondents answered disagree were as follows:

1. The content on the website needs to be updated.
2. The content information on the website is not clear
3. Content posts are not specific or general
4. Flat content and less interesting *non-text* content

Regarding the content that users most need, based on the questionnaire results, the following content is known:

1. UKM (Student Activity Unit)
2. Student achievement
3. Curriculum
4. Study program social media
5. MBKM Program (Merdeka Learning-Campus Merdeka Program)

The information and content that needs to be on a higher education website are as follows:

Table 1 User-required content

|                             |   |
|-----------------------------|---|
| Higher education excellence | Internship information  |
| Employment after graduation | Japanese language learning  |
| Daily News                  | Information on Japanese culture   |
| Accreditation               | Information related to UKM (Student Activity Unit) and clubs at program |

|                          |   |
|--------------------------|---|
| Study program profile    | MBKM Program (Merdeka Program Learning - Merdeka Campus ) |
| Scholarship program info | Social media accounts                                     |
| Curriculum               |   |

### **Study Program Website Evaluation**

Website evaluation is carried out by reviewing the questionnaire results and comparing them with the content on the existing website of the Japanese Language and Culture Department at the University Al-Azhar of Indonesia.

Judging from the content, especially the activities, profile, and curriculum of the study program, which respondents feel to be clear and easy, it will be seen from the content needed by users that there is still much content that does not yet exist on the website of the Japanese Language and Culture Department at University of Al-Azhar Indonesia. This can be seen in table 2, which is a comparison table of the content needed and existing content on the study program website.

Based on table 2 above, it is known that there is still much content that does not exist, so it needs to be added; the content is the characteristics of Department, employment after graduation, department accreditation, scholarship program information, curriculum, internship information, Japanese language learning information, information of Japanese culture, and student achievement.

In addition, some existing content still needs to be updated and supplemented, such as daily news content, department profiles, curriculum, information related to UKM (Student Activity Unit) in the study program, MBKM program (Program Merdeka Belajar - Kampus Merdeka), social media accounts.

Based on input from respondents, in terms of the level of interest in the website, several things need to be done, including the need to update the news content of the department regularly, clarify the details of the content, the specific content of the department needs to be reproduced, and reproduce photos of study program activities and interesting clarity-related images.

### **CONCLUSIONS**

Based on this research, the Japanese Language and Culture department website is easy to understand and interesting in terms of department profile, event, and curriculum contents. However, it is necessary to add more content needed by users. This is because the content that appropriate, relevant, and suitable for the website's target audience are criteria for website (Laugi, 2018). In addition, in order for the content to be considered attractive, it needs to be updated frequently, displaying clear and specific program content and attractive photos and images. This follows the statement of (Laugi, 2018), which says the criteria for a good website in content must

be attractive.

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