

## IMPLEMENTATION OF TK IBNU SINA BATAM'S COMPANY PROFILE USING VISITOR-BASED USER EXPERIENCE METHOD

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### *Abstract*

*This research aims to implement the profile of Ibnu Sina Kindergarten School in Batam using a user experience (UX) approach that focuses on visitor interaction and responsiveness. The use of this method is intended to enhance positive interactions between visitors and the information presented in the company's profile. By designing with consideration for user needs and preferences, and prioritizing an intuitive and responsive interface, this research aims to create a better visitor experience in understanding the values, vision, and mission of Ibnu Sina Kindergarten School. The outcomes of implementing this user experience method are expected to improve visitors' comprehension of the school and bolster a positive public perception of the company..*

**Keywords**— *Company Profile TK Ibnu Sina, User Experience (UX), Visitor Interaction*

### INTRODUCTION

In the modern era characterized by rapid and widespread information dissemination through various media and diverse formats worldwide, it's crucial for organizations to choose effective methods to introduce themselves to the public. In the past, companies often relied on print-based Company Profiles such as brochures, pamphlets, and newspapers to convey information about themselves. However, these methods had limitations such as high production costs and the time required in the production and distribution processes.

With technological advancements and changes in people's behavior when seeking information, the need for more effective and efficient solutions in presenting information has become increasingly urgent. Therefore, the use of User Experience (UX) strategy in developing a Company Profile is a relevant and suitable choice.

ISO 9241-210 defines User Experience (UX) as individuals' perceptions and responses to the use of a product, system, or service. The primary focus of UX is to enhance user satisfaction and comfort when interacting with the product or service. In the context of education, TK Ibnu Sina Batam plays a crucial role in providing early childhood education.

TK Ibnu Sina Batam is faced with the demand to provide relevant and engaging information to the public, especially prospective parents of students. Therefore, the implementation of the UX method in creating the Company Profile is highly important. By utilizing this method, TK Ibnu Sina Batam can design an optimal interactive experience for visitors to their Company Profile.

Through the development of the Company Profile with a UX approach, TK Ibnu Sina Batam can achieve several crucial objectives. First, the enhanced interaction between visitors and the presented information will improve their understanding of the school and the

educational approach it offers. Second, this positive experience can enhance the school's image and attract the attention of prospective parents who are actively seeking an educational institution for their children.

## RESEARCH METHOD

The research methodology is the work steps that need to be carried out in the preparation of this research with the stages of data collection, data processing and data analysis. The data collected is then carried out in identifying problems and needs as well as how to work and the scope of the system to be made.

### Method of collecting data

The method used by researchers to collect data in this study are:

1. Literature  
The literature method is carried out by reading and making comparisons of the information system journals that have been obtained and compared with the existing schemes at the Ibnu Sina Batam Kindergarten as a reference in designing the Dashboard Company Profile.
2. Library Studies  
The Library Study Method is a method of collecting data from libraries, for example books or the internet. In this method the researcher asked the administrators of the Ibnu Sina Batam Kindergarten about data related to information on the development of the Ibnu Sina Batam Kindergarten.
3. Observation  
The Observation Method is a data collection method by making direct observations of the object of research by recording important matters related to the Batam Ibnu Sina Kindergarten Company Profile Information System with a strategy or User Experience approach.
4. Interview  
The interview method is a method of collecting data by conducting question and answer directly with the headmaster of TK Ibnu Sina Batam.

### Information System Design Methods

With this research the authors designed the Dashboard Company Profile from the existing procedures as follows:

1. The input design results from the application of the UX strategy to the system to be designed.
2. Database design is the design of tables that will be used for relational management and data storage.
3. Report design is a system or media for designing the output of the designed system.

### Data Analysis Methods

The analysis used in making this thesis proposal is to use the The Five Planes analysis approach, in accordance with UX studies based on Jesse James Garrett (2011), The Elements of User Experience. The following are the steps which are the work steps in making this thesis proposal, the following are the stages:

1. Strategy Plane  
Analyzing business goals and user needs as well as designing user personas.
  2. Scope Planes  
Determine the type of application to be made along with the device to be used as well as creating user scenarios based on the user persona that has been generated previously.
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3. Structure Plane  
Define information architecture and interaction design.
4. Skeletons  
Making a prototype design based on low fidelity interaction design.
5. Surfaces  
Make a prototype design but it is medium fidelity

### Framework

In the framework of the Designing of the Ibnu Sina Batam Kindergarten Company Profile Model Design, several stages of work are needed that refer to the basic structure of the UX strategy. The stages can be seen in Figure 3.1 below:

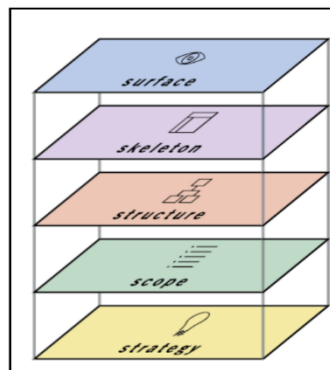


Figure 3.1 UX Framework

## RESULTS AND DISCUSSION

### System Scope

The author conducted research at the Ibnu Sina Kindergarten which is located at Jl. Teuku Umar, Kp. Pelita, Kec. Lubuk Baja, Batam City, Riau Archipelago 29444. Design of the Batam Ibn Sina Kindergarten Company Profile with the aim of presenting this preschool educational institution to the general public, parents, prospective students, and all interested parties. This Company Profile aims to provide clear and comprehensive information regarding the identity, values, programs, and vision and mission of TK Ibnu Sina Batam.

### Strategy Plane

The stages of this strategy plane are used to analyze business objectives and user needs as well as designing user personas.

#### 1. Interview Data

Interviews were conducted to obtain related data that supports the formation of the Batam Ibn Sina Kindergarten Company Profile. This interview involves the principal as a resource person who is planned to be directly involved in the use of the application.

The sources involved in determining the level of need for the Company Profile to be designed, 98% of the sources said that the Web Company Profile at TK Ibnu Sina Batam is needed to accelerate the achievement of the Vision and Mission.

#### 2. Objective Analysis

Batam Ibnu Sina Kindergarten requires a Company Profile website which is used to introduce to the wider community about the educational institutions in the foundation as well as information related to academic and non-academic achievements so that people's trust in Ibnu

Sina Batam Kindergarten will continue to grow and develop so that the community will not hesitate to leave their children at the Ibnu Sina Batam Kindergarten.

**3. User Requirements**

Based on interviews with informants, a Company Profile website is needed that is easy, simple, without pop ups. capable of providing dynamic and high-quality displays.

**4. User Personas**

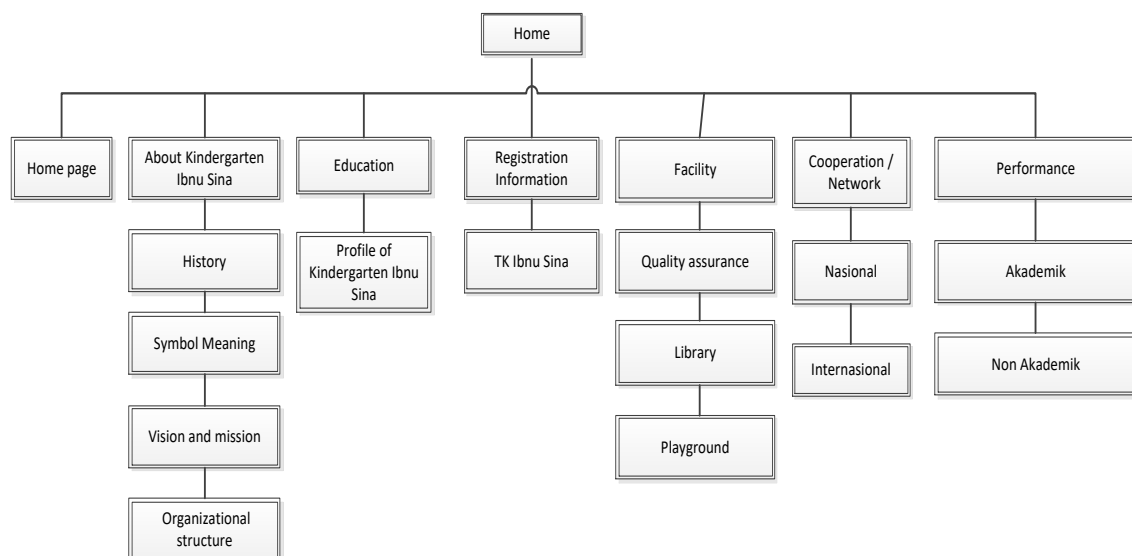
The resulting user persona is a combination of interview results from sources by creating fictional characters referring to the results of the analysis. Rahmadi Putra is a respondent who is used to using the internet, computers and websites. One of the fundamental things in giving trust to an educational institution is the information obtained. One of the media that plays an important role in providing information is the Website, so that with an interface or Website Company Profile Rahmadi Putra's trust in choosing an educational institution for his child will be formed with evidence of Rahmadi's high level of confidence in the educational institution.

**5. Scope Planes**

This scope plane stage is used to determine the type of application to be made along with the devices to be used in making the application as well as creating user scenarios based on the user persona that has been generated previously. The hardware used is an HP laptop with a 16-inch screen, i3 processor. NVIDIA GeForce GTX 950M graphics card, 4GB RAM. The browsers used are Chrome and Safari. User scenario, Rahmadi Putra is the guardian of a student who attends TK Ibnu Sina Batam. Before he gained trust in the educational institution he chose, he had time to browse a website created using Blogger, where it was explained that there was an educational institution at the Ibnu Sina Batam Kindergarten in Batam. seeing from the Blogger he could not directly trust the info on the Blog so he decided to visit the educational institution. so that it can be concluded that the existence of a website can be an indicator of strengthening public trust.

**6. Structure Plane**

The structure plane stage is used to determine the information architecture and interaction design. This information architecture can be seen in the following planned Structure Plane Company Profile:

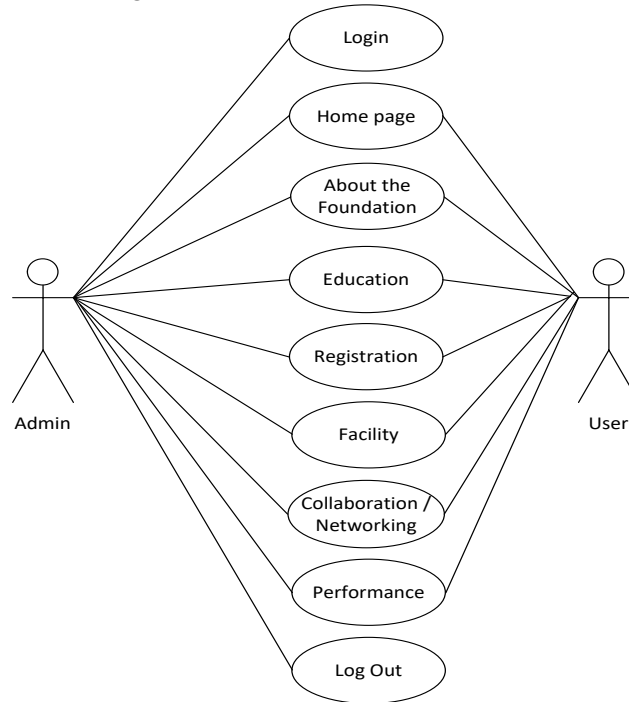


**Figure 4.1** Plane Company Profile Structure of TK Ibnu Sina Batam

### 7. Surface Planes

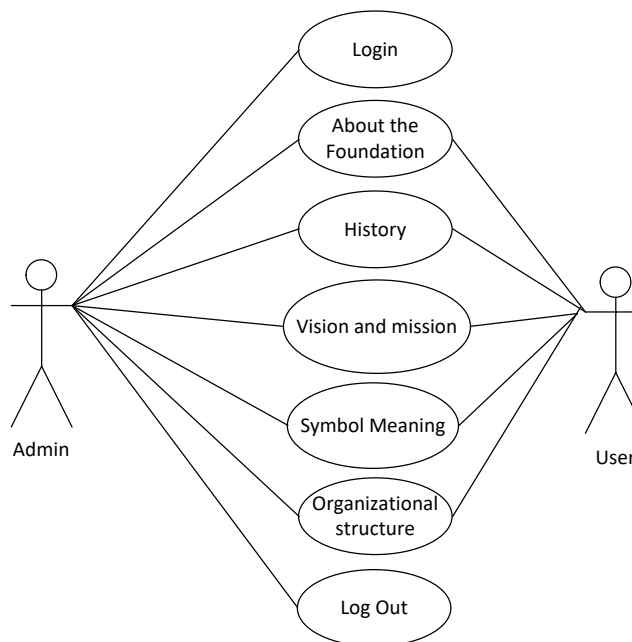
The surface plane stage is used to create prototype designs based on medium fidelity interaction designs. Applying visual elements in the form of colors, icons, typography. The typography used is Font Awesome, Nurito Sans and Open Sans. The main color used is Orange and several other colors that have compatibility.

Scenario Use Case Diagram in the Interface Menu Home TK Ibnu Sina Batam



**Figure 4.2** Main Menu Use Cases

Scenario Use Case Diagram in the Navigation Interface About TK Ibnu Sina Batam



**Figure 4.3** Use Case Navigation

### Program Implementation

The following shows this implementation from the start of system execution to display the output results you are looking for. The following is the implementation of the Batam Ibn Sina Kindergarten Company Profile application:

### Login Page

The following is the login page for the Ibnu Sina Batam Kindergarten Company Profile application:

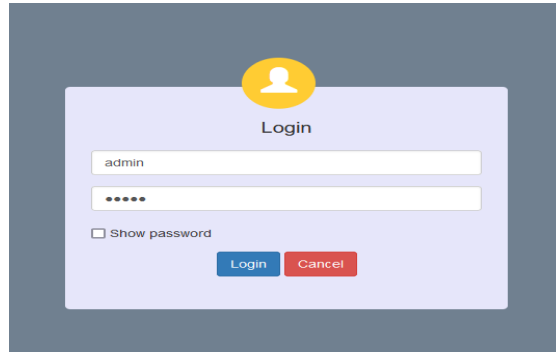


Figure 4.4 Login Display

### Dashboard Admin

Display of the admin dashboard page on the Ibnu Sina Batam Kindergarten Company Profile application.

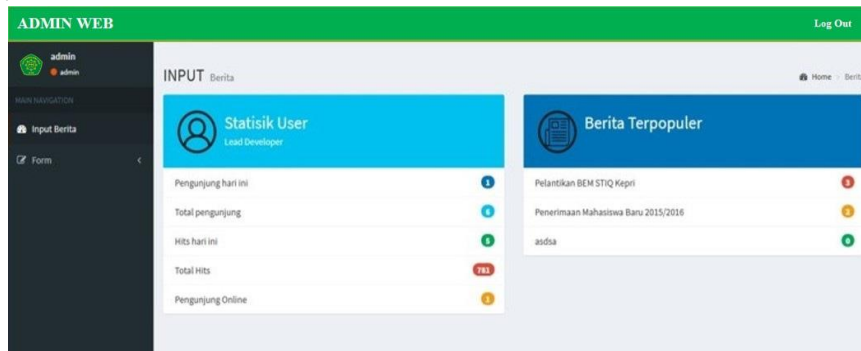


Figure 4.5 Admin Dashboard

### News Input Menu

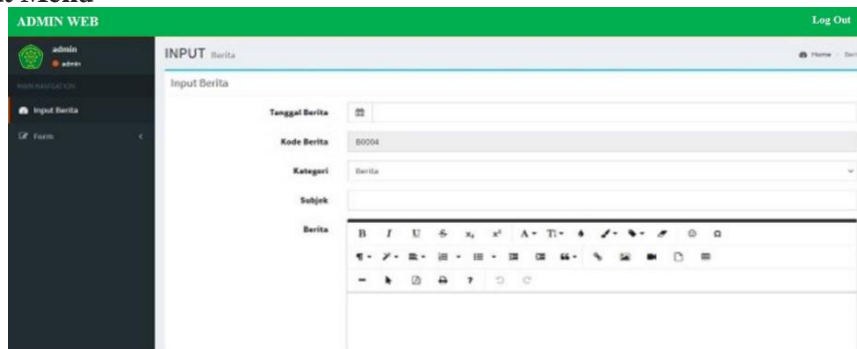


Figure 4.6 News Input Menu

### Image Input Menu

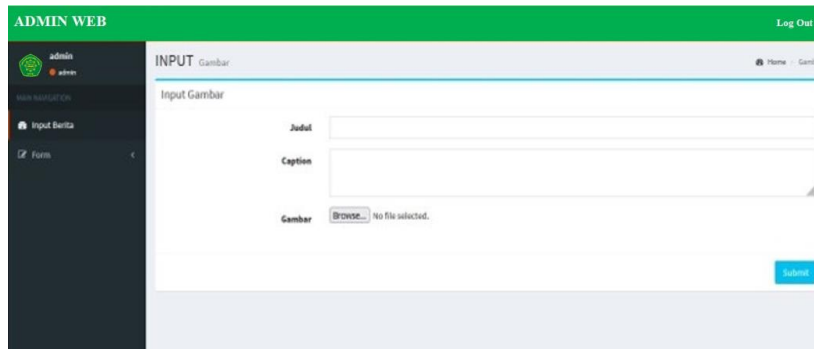


Figure 4.7 Image Input Menu

### Category Input Menu

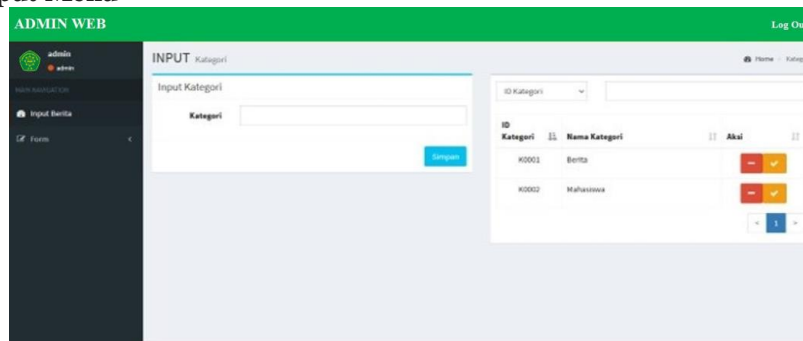


Figure 4.8 Category Input Menu

### Related Link Input Menu

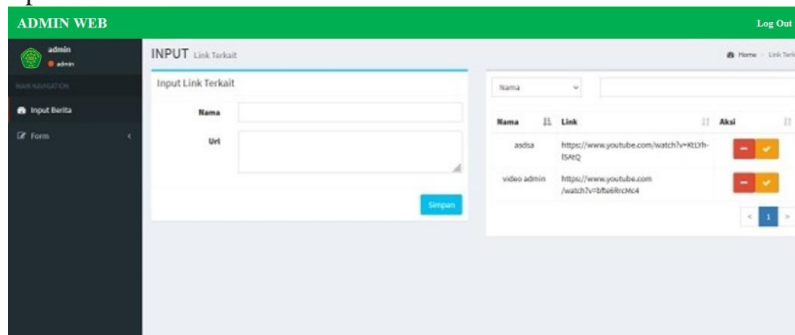


Figure 4.9 Related Link Input Menu

### Academic Achievement Input Menu

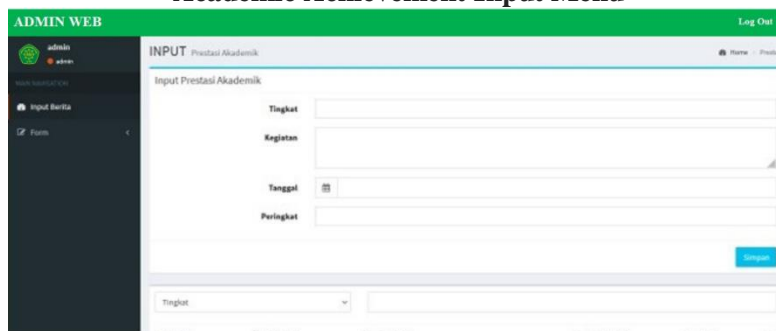


Figure 4.10 Academic Achievement Input Menu

View of Batam Ibn Sina Kindergarten Web Page

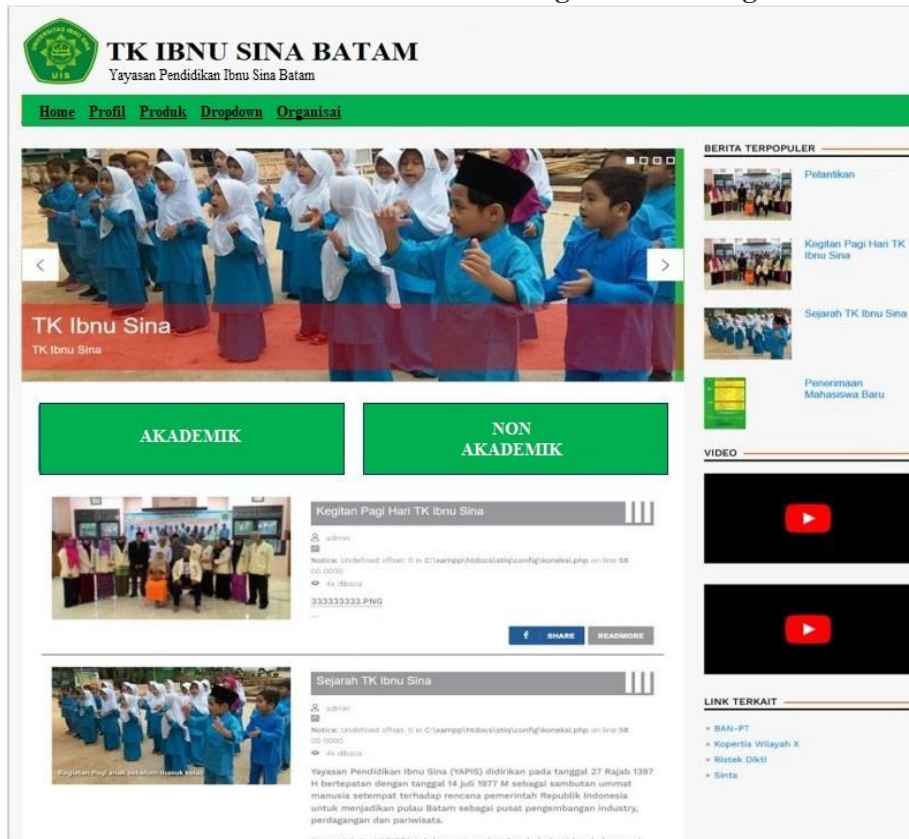


Figure 4.11 Academic Achievement Input Menu

### CONCLUSION

This study applies the visitor-based User Experience (UX) method in the implementation of the Batam Ibnu Sina Kindergarten Company Profile. With a focus on improving interaction, user experience, and better presentation of information, this research yielded several important findings and conclusions:

1. The User Experience (UX) method has a positive impact on the user experience in accessing the Company Profile. This approach creates more engaging and satisfying interactions, increasing visitor understanding and engagement.
2. Implementation of a web-based Company Profile provides wider and faster accessibility to information about the Ibnu Sina Kindergarten Batam. Users from various locations can easily access the latest and most relevant information.
3. The use of UX methods helps to design a more intuitive layout and navigation, making it easier for visitors to find the information they need.
4. The support from sources in determining the need for a Company Profile shows that the application of a web-based Company Profile at TK Ibnu Sina Batam is very much needed in supporting the vision and mission as a strong and authoritative social institution.



## SUGGESTION

Based on the results of the research conducted, the following are some suggestions that can be submitted:

5. Company Profile needs to be kept updated with the latest and relevant information. This will maintain visitor interest and maintain the appropriateness of the information.
6. Ensuring that the Company Profile can be properly accessed through various devices and screen sizes, including mobile devices.
7. Conduct periodic user testing to get feedback from visitors and continue to make improvements based on this feedback.
8. Develop further interactive content such as videos, animations or simulations to increase visitor interaction and engagement.

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