



WEBSITE DESIGN AS A PROMOTIONAL MEDIA SWIMMING POOL LENTANA GARDEN IN GISTING

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Abstract

Along with current technological developments, technology is the development of digital technology has significantly influenced business promotion strategies, including in the tourism and hospitality sectors. This study focuses on website design as a promotional media for Swimming Pool Lentana Garden in Gisting. The purpose of this research is to design an effective and informative website that enhances visitor engagement and increases brand awareness. The research utilizes a qualitative approach, involving data collection through observations, interviews, and literature studies. The website is designed with a user-friendly interface, attractive visuals, and essential features such as location details, pricing, facilities, and online booking options. The results indicate that a well-structured website can serve as an effective marketing tool, reaching a wider audience and improving customer experience. In conclusion, website design plays a crucial role in strengthening promotional efforts and boosting visitor interest. Future improvements may include integrating social media, search engine optimization (SEO), and customer review features to enhance website performance and visibility.



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I. INTRODUCTION

With the current development of technology, the acquisition of competent knowledge in the field of information technology is required by our users. Information technology is currently a very effective supporting factor that allows humans to take advantage of the various possibilities offered by technology (Fiqih Satria, Sudewi, 2016; Ismayanti, 2010; Surur Fadhil, 2020). Technology is widely used as a means of advertising and communication, especially in the field of websites which currently play a very important role in conveying information. The website can provide that information more efficient and modern. It is easier for people living in different areas to access websites via the Internet (Hariningsih & Akademi, 2013; Paper, Hidayat, Metro, & City, n.d.). For example, websites can be used for marketing, information,

training, communication and advertising. The website is also the perfect tool to make the public aware of its features and benefits (Apriyani, Marina, & Wiralaga, 2018; Deviriyanto & Udjulawa, 2015; Fiqih Satria, Sudewi, 2016).

Products to market. Lantana Garden is a swimming pool and garden paradise for flower lovers, which was just made 2 years ago, but there are still many people who don't know about the Lantana Garden tour. Located not far from the Gisting, Tanggamus District Rest Area, or to be precise, located in Block 13, Hamlet 11, Gisting Atas Pekon, Located not far from the Gisting, Tanggamus District Rest Area, or to be precise, located in Block 13, Dusun 11, Gisting Atas Pekon, where this tour offers a variety of interesting family tourist spots. One of them is the Lantana flower garden which spoils you with the blooming of colorful Lantana flowers. Not only do Lantana plants decorate it, the tour, which just opened in 2021, also offers a beautiful atmosphere from green grass and various other plants. In promoting Lantana Garden tour still using a method that is less effective. The use of websites as a means of advertising and media can help promote Lantana Garden tourism which is more cost-effective, labor-saving and time-saving to achieve Lantana Garden tourism development goals. The author's goal in researching Lantana Gardens is to popularize Lantana Gardens, develop websites for media promotion and socialization of Lantana Gardens, and create attractive Lantana Garden websites. A tour to address consumer complaints. While the benefits of Lantana Garden's research results lie in the ability to develop a Lantana Garden business development website and excel in marketing Lantana Garden products to effectively promote and provide information to the wider community, and broaden your knowledge of online learning.

II. RESEARCH METHODS

The waterfall method is a sequential software development process in which progress is seen continuously (like a waterfall) through the design, modeling, implementation (design) and testing phases (Jeffery, Bentley, & Dittman, 2004) (Oky Irnawati, 2018) (Muhammad Muslihudin, 2016). The waterfall method has several stages in its development, such as top-down and bottom-up waterfall respectively, Requirements (requirements analysis), system design (system design), coding, testing, implementation and maintenance (Muhammad Muslihudin, Fauzi, 2021) (Suaibatul, 2022):

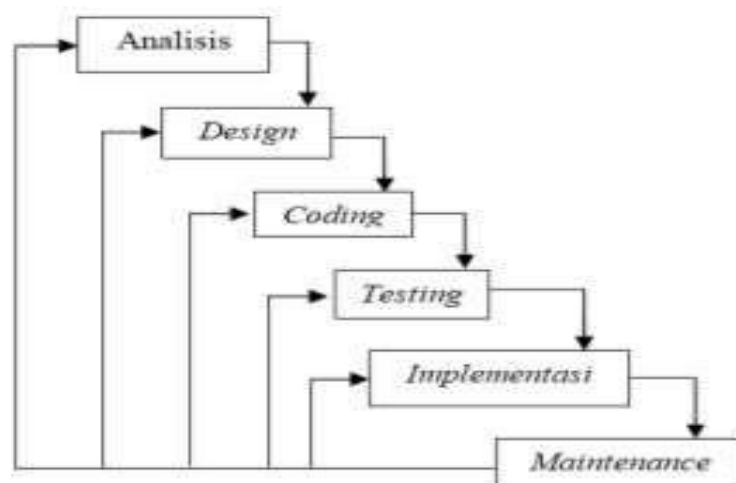


Figure 1. Model Waterfalls in study development

a. Analisis

In this phase, the process of analyzing system requirements takes place, where researchers collect information as material for developing information systems. This

analysis is also often referred to as waterfall flow. This analysis phase is divided into several parts, including literature review and field studies, as follows:

1. Studies literature

Literary criticism is the process of collecting theoretical sources that can be used in relation to existing problems. One has to be very careful when gathering sources for a theory, lest its truth be proven later. The collection of this information is carried out through a study of theories that have been studied in other fields or those that have been carried out through other studies, such as developing applications for websites that use magazines. The references of this research are magazines that are closely related to tourism, culture and other tourism. By using the theory collected in research guideline journals, develop the development of a web-based tourist information system to increase the potential of the host area for the community by making the potential of the area web-oriented and conducting research by other people or other people. sources related to the subject matter remain important.

2. Studies field

This step was carried out to obtain data directly from the research location. The research location is a lantana garden tour in Gisting District which is one of the leading sites. With the help of direct inquiry, researchers receive information directly, not from other parties, for example about the atmosphere of a branch or several events, as well as activities and behavior. Documentation in the form of audio recordings, videos, pictures, etc.

b. Design

The design process is a multi-step process that focuses on several functions including, Definition of CMS (Content Management System) used to create websites, selection of web templates, design and editing of templates, development of navigation structures. The design process serves to present the results of the analysis on the system to be designed. This design process is the development of the Lantana-park website which the design researchers developed starting from flowcharts, competition diagrams and initial research layouts, Implementation includes implementing user interface designs such as visual pages, designing data structures such as database tables, creating program code, etc.

c. Coding

This phase is considered important because it determines the security, efficiency, responsiveness, and accuracy of the resources of the information system to be designed or developed. This coding provides coding or code to enter into each website creation to set coding or coding to determine which direction to show and you can easily control the website with coding or coding and make it easier for users to display the desired page.

d. Testing

After passing through the coding stage, the system created is tested. The tests determine whether the output of the system meets the requirements developed in the analysis phase. This test is carried out after creating the website and coding is done on the website that was created and this test is carried out after everything is finished and coding is complete.

e. Implementation

This step can be completed when the system is manufactured. After analysis, design, coding and testing, the finished system is ready to be used and the feasibility of the resulting product is in accordance with the work plan. Information

about the lantana garden, but also the researchers involved in cooking.

f. Maintenance

This is the phase that can be called final, when the finished software can be modified, added and improved according to the wishes of the user. When the development of the software is completed and developed in the form of a travel website it is ready to be used and users who use it will have additional suggestions or criticisms.

III. RESULTS AND DISCUSSION

Based on the flow chart can in implement the system that will be a part from the system real Which There is. Implementation includes module implementation, database implementation, process implementation process and implementation of the merger merging process and database into certain websites. From the websites that have formed, a subsystem will be formed computerized that will help the system big. This website program is made for helping lantana garden tours promote their tours and also make it easier potential visitors to tourists to look for information about lentana garden, using the website as a medium information.

a) Login Admin

The login menu provides the admin to enter the website, in the form of a username and password

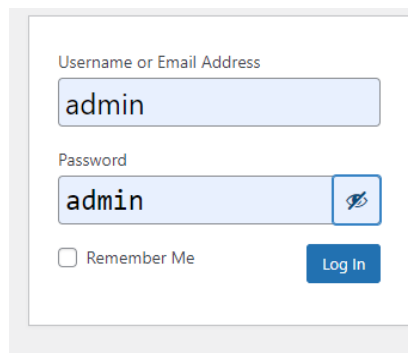


Figure 2. Login Admin

b) Website main page

This from displays about the menus on the website

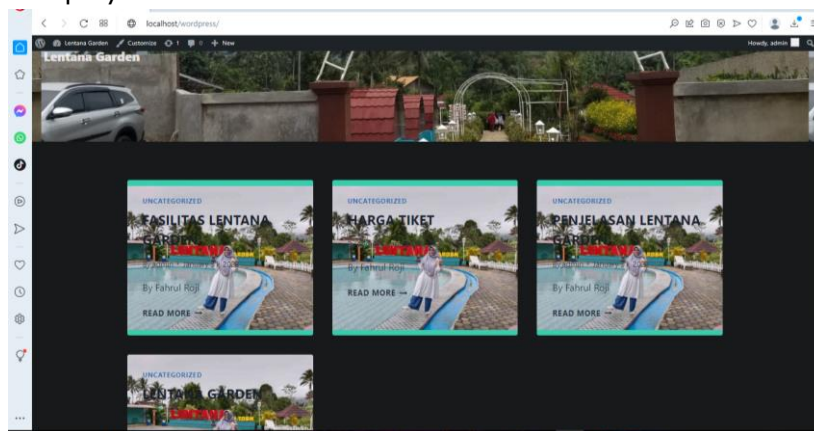


Figure 3. Website Main Page

c) Article page

This from presents an explanation of the tour

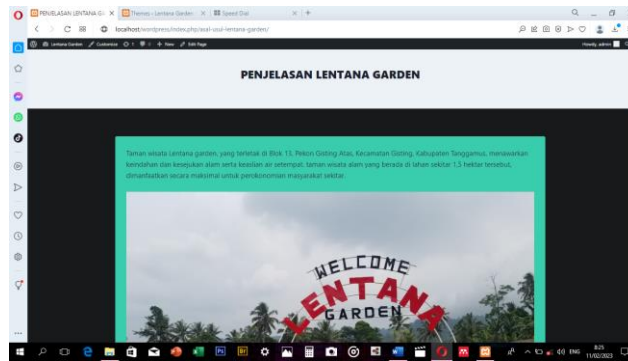


Figure 4. Artikel Page

Analysis of Promotional System Trial Results

The trial results of the promotional system for Swimming Pool Lentana Garden in Gisting indicate a significant improvement in audience reach and visitor engagement. Several promotional methods were tested, including website promotion, social media marketing, online advertisements, and traditional media (brochures and banners).

1. Website Performance

The website successfully provided essential information, such as facility details, pricing, location, and booking options. Website analytics showed an increase in visitor traffic, with most users accessing it via mobile devices. However, SEO optimization and faster loading speed are recommended for better performance.

2. Social Media Marketing

Social media campaigns, particularly on platforms like Instagram and Facebook, proved to be the most effective in attracting potential visitors. Engaging content, promotions, and interactive posts resulted in higher audience interaction, including increased likes, shares, and direct inquiries.

3. Online Advertisements

Paid advertisements on social media and Google Ads helped expand the pool's visibility to a broader audience. The click-through rate (CTR) was above average, indicating strong audience interest. However, continuous monitoring and adjustment of ad targeting are necessary for better conversion rates.

4. Traditional Promotional Methods

Brochures and banners still played a role in attracting local visitors, especially those unfamiliar with digital promotions. However, their effectiveness was limited compared to digital methods.

The promotional system trial demonstrated that digital marketing, particularly social media and website promotion, is the most effective strategy for increasing public awareness and visitor engagement. To optimize results, further improvements in SEO, targeted advertising, and social media strategies are recommended. Integrating customer feedback and engagement features on the website can also enhance promotional efforts and user experience.

IV. CONCLUSION

This study examines the effectiveness of promotional media for Swimming Pool Lentana Garden in Gisting. Based on the analysis, the promotional media used play a significant role in increasing public awareness and attracting visitors. Various promotional strategies, including social media marketing, brochures, and online advertisements, have been implemented to enhance the pool's visibility. The results

indicate that digital marketing, especially social media promotion, is the most effective strategy in reaching a broader audience. However, traditional methods like banners and brochures still contribute to local engagement. To maximize promotional efforts, it is recommended to optimize content quality, increase audience interaction, and explore collaborations with influencers or travel agencies. In conclusion, a well-planned and diverse promotional strategy can significantly boost visitor interest and business growth for Swimming Pool Lentana Garden. Future studies could explore customer satisfaction and feedback to further refine marketing approaches.

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