

PERANCANGAN SITUS WEB BERITA ESPORTS (ESI KAB. LEBAK) UNTUK MENYEDIAKAN FITUR YANG EFISIEN

DESIGNING ESPORTS NEWS WEBSITE (ESI KAB. LEBAK) TO PROVIDE EFFICIENT FEATURES

Fathan Tanzilal Azizi¹, Yelly Andriani Barlian², Riky Azharyandi Siswanto³

^{1,2,3} Visual Communication Design, School of Creative Industries, Telkom University, Jl. Telekomunikasi No 1, Terusan Buah Batu – Bojongsoang, Sukapura, Kec. Dayeuhkolot, Kabupaten Bandung, Jawa Barat, 40257

fathantanzilalazizi@telkomuniversity.ac.id¹, yellybarlian@telkomuniversity.ac.id², rikyiswanto@telkomuniversity.ac.id³

Abstrak: Kompetisi esports di Indonesia semakin berkembang pesat, terbukti dengan munculnya banyak tim esports dari Indonesia yang mengikuti turnamen nasional dan internasional serta dukungan pemerintah Indonesia dalam hal yang berkaitan dengan kompetisi esports. Namun, banyak orang yang merasa kesulitan dalam mencari informasi esports dan perkembangan website esports yang tidak menyediakan banyak fitur yang efisien, terutama bagi mereka yang baru memasuki dunia esports karena minimnya proyek esports yang dapat mereka cari atau gunakan. Penelitian ini bertujuan untuk menyediakan sebuah website yang mudah diakses oleh siapa saja bagi para pecinta esports atau mereka yang tertarik untuk terjun ke dunia esports untuk menambah pengetahuan mereka akan informasi esports, sehingga para pecinta esports lebih mudah dalam membuka sebuah website yang efisien, penulis bermaksud untuk membangun sebuah platform media promosi yang tepat untuk ESI Kab. Lebak melalui perancangan UI/UX website yang merupakan sarana informasi, tournament, job. Penelitian dan perancangan ini menganalisa dan mendapatkan data yang dibutuhkan adalah metode kualitatif yang didukung dengan wawancara dengan pakar esports. Manfaat dari website yang akan dikembangkan adalah menyediakan fitur-fitur yang efisien untuk informasi esports dengan user interface.

Kata Kunci : Esports, Situs Web, Informasi, Desain Grafis.

Abstract: Esports competitions in Indonesia are growing rapidly, as evidenced by the emergence of many esports teams from Indonesia participating in national and international tournaments and the support of the Indonesian government in matters related to esports competitions. However, many people find it difficult to find esports information and the development of esports websites that do not provide many efficient features, especially for those who are new to the world of esports because of the lack of esports projects that they can search or use. This research aims to provide a website that is easily accessible to anyone for esports lovers or those who are interested in entering the world of esports to increase their knowledge of esports information, so that esports lovers are easier to open an efficient website, the author intends to build an appropriate promotional media platform for ESI Kab. Lebak through UI / UX website design which is a means of information, tournaments, jobs. This research and design analyzes and gets the data needed is a qualitative method supported by interviews with esports experts. The benefit of the website that will be developed is to provide efficient features for esports information with a user interface.

Keywords: Keywords: Esports, Website, Information, Graphic Design.

INTRODUCTION

In the digital era with technology that is developing quite rapidly, both young and old often use the internet to support educational activities, obtain various information, disseminate information, consult with tutors, digital libraries, online learning, the benefits of information and communication technology in cyber-based education. (Munir, 2009: 39). Advances in technology make the internet easier for us to communicate in the digital realm. One of them is in the field of Esports (Electronic Sports) Now many people are talking about something bigger than just video games. Now there is a special term used to explain the phenomenon of familiar terms around video games, which is currently more familiar with the term "esports", or if translated into Indonesian is Electronic Sports (Dex Glenniza, 2018).

Esports is a field of sporting activity in which a person develops and exercises mental or physical abilities in the use of information and communication technology. Esports or electronic sports is a very popular term nowadays (Wagner, 2006). Based on a report released by esportsnesia.com, Indonesia is one of the many countries that are starting to get interested in the potential and excitement of dabbling in the world of esports. Esports is the future of the non-sports industry in Indonesia. There are five founders of eSports in Indonesia, namely Eddy Lim, Prana Adisapoetra, Erwin, Richard, Permana and Terry. These five people then formed an e-sports gaming organization in 2013, called Indonesia Esports Association or Indonesia E-Sports Association (IeSPA). The organization later expanded to 12 provinces in Indonesia, including West Papua. In 2018, Esports was first competed in Indonesia at the Asian Games. There were 6 games competed in the event, namely Arena of Valor, Pro Evolution Soccer (PES), League of Legends, HearthStone, Clash Royale, and Starcraft 2. Esport itself has a positive impact on the Indonesian economy. In 2018, e-sport games earned US\$905.6 million or equivalent to Rp13.2 trillion in revenue in the world market. The market value of this future non-physical sport is estimated to reach US\$ 125 billion or more than Rp 1,800 trillion, making Indonesia the 16th largest market in the world e-sport industry (Hofstede & Murff, 2012). World Wide Web (WWW) or better known as the web is a service used on computers connected to the internet network with hypertext facilities to display data in the form of sound, multimedia, text, animation and other data (Kustiyahningsih and Anamisa, 2011). The website that the author created aims to filter news, tournaments, job vacancies and facilitate tournament registration for fans and talented players in the esports

field who are serious and need smart and integrity talents. The values of esports are in line with educational values.

The research method used to analyze and obtain the required data is a qualitative method supported by interviews with esports experts. The benefits of the website that will be developed are the ineffective features provided by the website that limit the use of inefficient websites for esports news, job vacancies, and tournament features with a user interface that is easy to use by anyone who is only interested in the world of esports. This will ultimately result in an esports information website that provides efficient features that can be useful in the world of esports. The author will design a UI/UX design prototype in accordance with design principles so that it can be understood by people who are new to the world of esports. That way users can use it as a medium of information and convenience. This research aims to provide a website that is easily accessible to anyone for esports lovers or those interested in entering the world of esports to increase knowledge of esports information, so that esports lovers are easier to open an efficient website. There is no website from ESI Lebak Regency as a medium for all information about esports to carry out organizational activities.

RATIONALE

The author uses design theory in his research. According to (Rakhmat Supriyono, 2010:21) visual elements that need to be arranged in the arrangement so as to produce a harmonious, attractive and communicative design composition. In the process of analyzing website design, the author uses matrix analysis. A matrix consists of columns and rows that represent two different dimensions, such as a concept or a set of information. With this comparison matrix, the data that has been obtained and compared with each other to get the conclusions that will be used as the basis or foundation of thinking for the design concept (Soewardikoen, 2013:104).

The theory used is design thinking theory, design thinking can be seen as an ideology and procedure that aims to solve complex problems based on users. The website prototyping process can be linked to the design thinking design method, one of the stages of which is prototyping. According to (Ar Razi et al, 2018: 79-80). The theory is used to design a website, Website is a media that contains a collection of information in the form of text, images,

animations, sounds, or a combination of all of them. The information is displayed in several sets of pages. According to (Azis, 2012: 14-15).

In addition to website theory, the author also uses User Interface theory which is an interface technique and mechanism for interacting with users. Based on this statement, it can be said that the user interface is part of the computer and software that organizes the interface for users and facilitates pleasant interactions between users and the system. User interface (UI) can also be interpreted as the end result of the user experience (UX) that can be seen. Interface design has principles that must be met in its creation, (Wilbert O. Galitz, 2007). The user interface theory that has been described is then supported by the theory of user experience, which is user experience is part of a set of technologies to increase user satisfaction from the concept of interaction between human users and computers, UX is a major revolution of the website, this is an important role not only for developing websites but also considering the user experience experience. (Mariia Orlova, 2016).

Visual communication design theory is also needed to perfect the various theories above. Visual communication design is a visual media design by a designer that aims to convey information or ideas to the public. Design can be used as a noun or verb. Design as a verb is a process of producing an object, while as a noun, design is defined as a result created from a creative process. Visual Communication is the process of conveying detailed information to the recipient of information through the media of objects that can be seen (Anggraini and Nathalia, 2020: 13-14). So that the idea can be accepted by the person or group who is the recipient of the message.

CONCEPT AND DESIGN RESULTS

Message Concept

This design will be a solution for people and esports communities who find it difficult to find information about esports news, tournaments and also job vacancies in determining the right website design and layout for the website based on efficient features by providing all information into one. The name used on this website is Esi Kab. Lebak. This website design also seeks to offer answers to anyone who is interested in learning about the world of esports, to clear up any confusion they may have about what esports is and how it all happens. The idea behind what the author wants to convey is that the information contained in this website

can be used by anyone to learn esports and familiarize themselves with it easily, effectively, and efficiently. With this website, everything can be accessed very effectively in one website feature, showing that esports can be very fun and conveying the message more clearly because all the website features are unified. The keywords obtained based on the concept explanation above are as follows:

1. Efficient: Utilization of features in one
2. Change: Technology
3. Effective: Saves time and effort

Creative Concept

The creative concept of delivering messages to the target audience is carried out by designing an information medium in the form of a website that contains esports information, tournament information, and job information as well as an efficient website visualization media that can be accessed easily via internet access. With a visual design concept that is tailored to a clean website display using a combination of blue to variations of gold, red and white colors that give the impression of modern, elegant, clean, strong, prosperity, and clarity on the website display that follows the color of the logo.

The use of sans-serif typeface, namely inter fonts in all parts, namely headlines, sub headlines, and body text to give a simple, modern, minimalist impression and make it easier to read content. As for the concept of designing the ESI Kab. Lebak Website as its identity is by combining elements of esports and garuda which is one of the symbols of community activities, the logo already exists from the management and also the website follows the color of the ESI Kab. Lebak logo giving the impression of being bold, modern and elegant.

Communication Concept

In designing the website of ESI Kab. Lebak, a communication concept is needed so that the message given to the target can be conveyed. In this case the author uses the AISAS method.

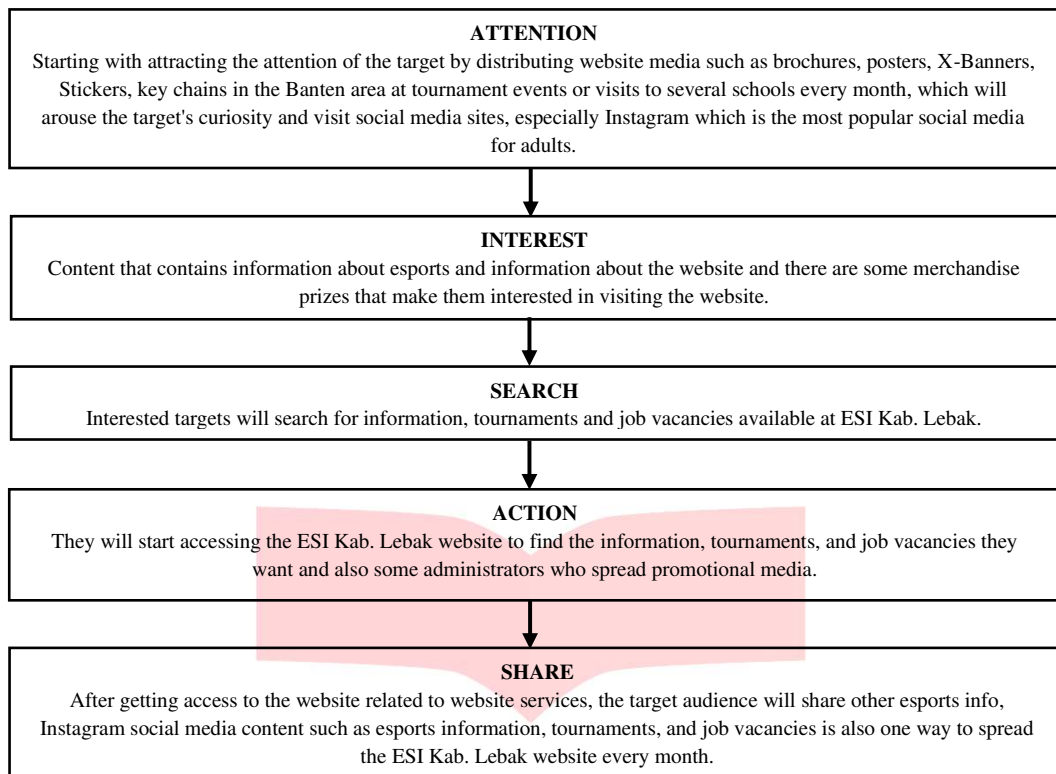


Figure 1. AISAS Method

Source: Tanzilal, 2023

Visual Concept

The visual concept that will be used in website design refers to the message concept and creative concept that has been determined, in an effort to convey information to the target target efficiently, innovatively and effectively by adding features to one website to make it easier to find information, find tournaments and also find jobs. The visualization displayed is the result of observation, sample data collection which is reinforced by the theoretical basis that has been obtained by the author. To facilitate the process of visualizing creative concepts, the author uses the moodboard method.

Moodboard



Figure 2. Moodboard

Source: Tanzilal, 2023

Color

The color used is taken from ESI District. The Lebak Logo is red, white and gold because red and white are taken from the colors of Indonesia and have the meaning of courage, calm and full of ambition which is also the main color of the organization, White is a color that shows the impression of simplicity, minimalism, and openness while the Gold color has the meaning of Glory found in the Articles of Association & By-Laws of PBESI 2020.



Figure 3. Website Logo ESI Kab. Lebak

Source: ESI Kab. Lebak 2020

While the design color on the website is a development of the main logo color. There are 4 color divisions for the design system: red, white, gold, and blue.

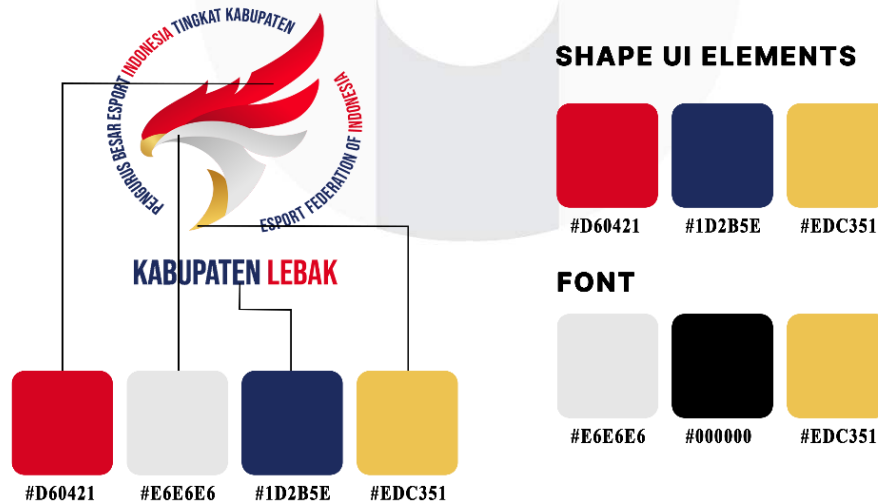


Figure 4. Website Color

Source: Tanzilal, 2023

Typography

The font chosen in this design is Inter Font, besides being used as a font by the Website, Inter Font began to be widely used by several well-known websites last year. It seems to be a trend among designers. Indeed this font looks beautiful to be combined with various UI (Zakaria, A. 2020). Good readability makes it comfortable to read on websites that contain a lot of information. This type of typography is also used in titles and body text.



Figure 5. Website Typography
Source: Tanzilal, 2023

Botton

The button design was kept as simple as possible so that the esports community and administrators can find what they need to press in stressful conditions where they need to act as quickly as possible.

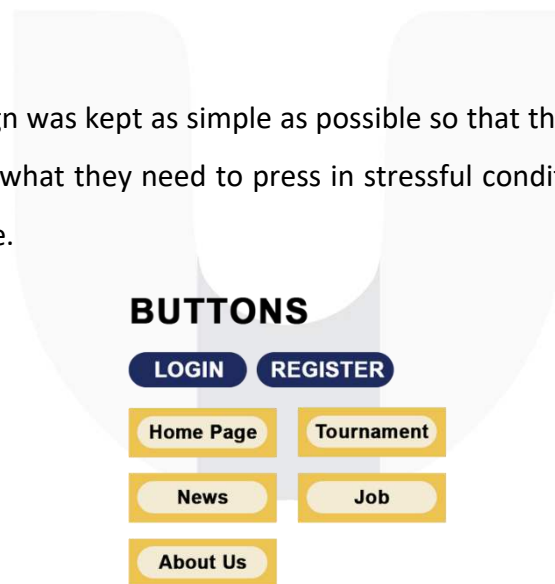


Figure 6. Website Buttons
Source: Tanzilal, 2023

Text Fields

The actual text field will only be used at the beginning where the community has to enter their data or search for their tournaments, news, and jobs, and the other part is used

for the administrators to enter the name of the esports community and edit the data that has been entered into the system.

TEXT FIELDS

The figure displays a collection of text input fields for a website. At the top is a yellow 'Search' button with a magnifying glass icon. Below it are three stacked input fields: 'Name' with the placeholder 'Masukan nama lengkap anda', 'Email' with 'Masukan email anda', and 'Password' with 'Masukan password anda'. Further down are two more input fields: 'Username' with a person icon and 'Password' with a lock icon. The entire set of fields is presented on a light blue background with a pink decorative shape at the bottom.

Figure 7. Website Text Fields

Source: Tanzilal, 2023

Icon

The icons used for the design are targeted to be easy to understand so that the esports community and administrators can use the website for social media and some icons are understood by the esports community.

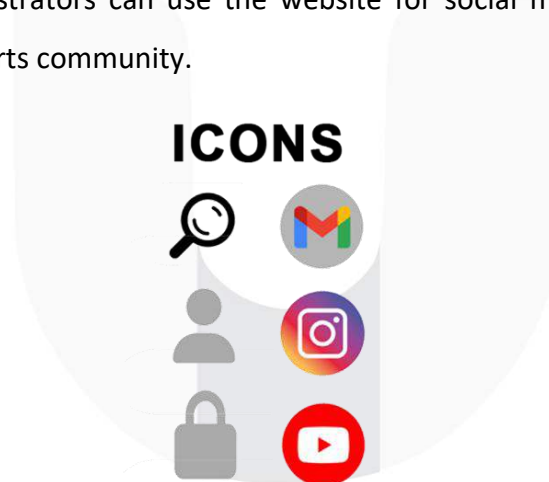


Figure 8. Website Icons

Source: Tanzilal, 2023

Bussines Concept

The business concept of ESI Kab. Lebak is to provide a website platform that can help facilitate the needs of the target audience in using the website efficiently to display esports information features, job openings, and tournaments. The design features on the website are packaged in an attractive way and provide convenience such as being made into one

menubar, where users do not have to switch websites to find all information, jobs, and tournaments. Once the features are unified users spend less time using the website.

Media Concept

Main Media

The main media selection in this Final Project design is a website that will be useful as a website that contains esports information, job vacancies and also searches for tournaments to help facilitate the needs of the target audience in using efficiently to display all features. The main content of this website includes: news, jobs, and tournaments.

Support Media

Supporting media in this Final Project design will be used to help promote or introduce the main media to the target audience so that more people know about the website. The supporting media designed will be divided into two, namely the main supporting media and secondary supporting media, including:

Main Supporting Media:

Print Media

The print media used is flyers and x-banners. This is done as the main step to reach the target so that they know the existence of the ESI Kab. Lebak website. As well as the artbook of the UI/UX design website.

Digital Media

Digital media in the form of social media content is needed as a supporting media to attract the target audience to be able to know the existence of ESI Kab. Lebak and interested in visiting the website, social media content will contain posts about the Website and website launch info.

Secondary Supporting Media:

Merchandise

The creation of merchandise is also considered an offline promotion, this can attract the target audience. Merchandise presented can be in the form of key chains, and stickers.

Design Results

The website here will only get to the stage of user interface design and User Experience Design by using Figma programs so direct learning cannot be done because it

involves expertise in other fields (coding) that are not included in the writing range as a Visual Communication Design student.

Logo

The Esports Indonesia logo is an integral part of these bylaws, it has been created by the central board and must be used in every Esports Indonesia activity, including congresses, meetings, and tournaments at the national, provincial, and district/city levels, as well as the inauguration of the board. The flag of Esports Indonesia has a red base color and in the center is the garuda logo with a white circle. The shape, color, and size of the Esports Indonesia flag. The Esports Indonesia flag must be used in every Esports Indonesia activity, including congresses, meetings, and tournaments at the national level or other official activities conducted by Esports Indonesia.



Figure 9. Website Logo ESI Kab. Lebak

Source: Tanzilal, 2023

The ESI Kab. lebak website has a logo guide that has been designed into a brand board in such a way as to match the visual concept. The use of this logo is needed as a benchmark for the design of the main media and supporting media to be neatly organized. organized. This logo guide consists of the website's main logo (horizontal), secondary logo (vertical), logo elements, typography, color palette.

Website

Website Design Sketch

Throughout the sketching process, the author tries to develop UI and UX designs that can be implemented in effective features such as entering logins and lists, home pages, news pages, tournament pages, job pages and about us to be used in website formats.

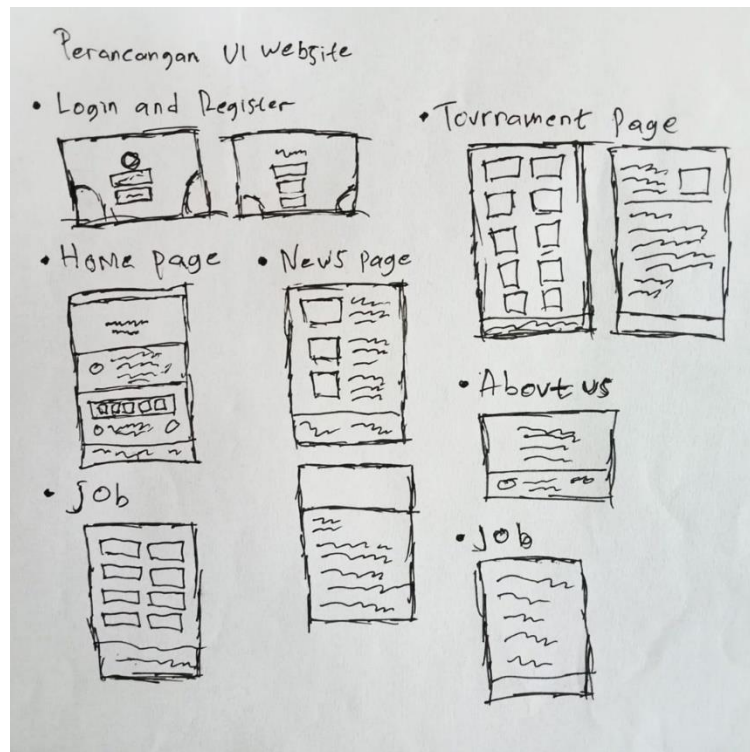


Figure 10. Website Design Sketch
Source: Tanzilal, 2023

Sitemap

Here is a site map as a framework for listing pages in making wireframes on websites, making a sitemap before the wireframe to make it easier to make page layouts, the following sitemap for the website ESI Kab.Lebak:

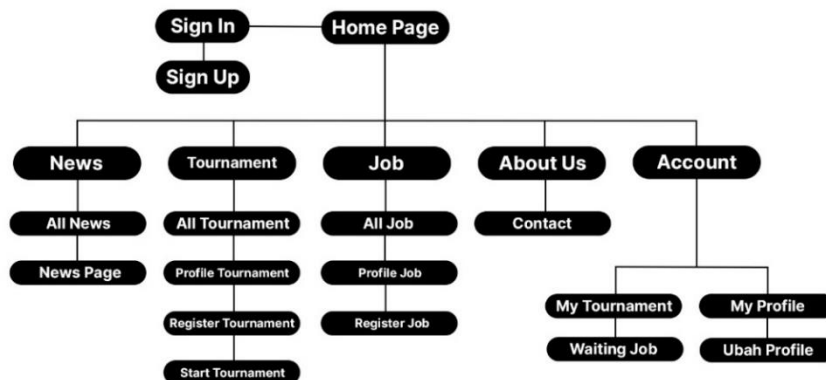


Figure 11. Website Sitemap
Source: Tanzilal, 2023

User Flow

User flow are steps that users must take to complete a task. Based on the idea of making the ESI Kab. Lebak website, four user flows were formed from the features owned by ESI Kab. Lebak, namely login and register, news, tournament, and job.

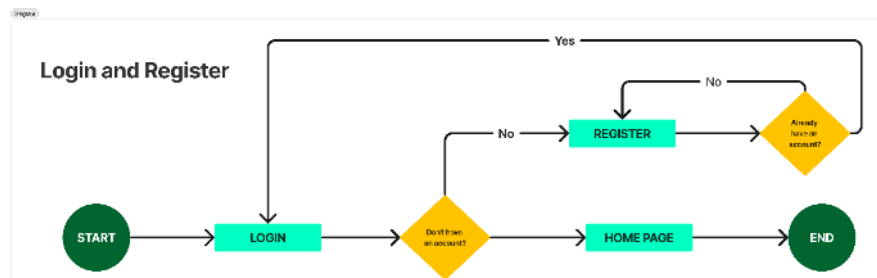


Figure 12. User Flow Login and Register
Source: Tanzilal, 2023



Figure 13. User Flow Select Feature
Source: Tanzilal, 2023

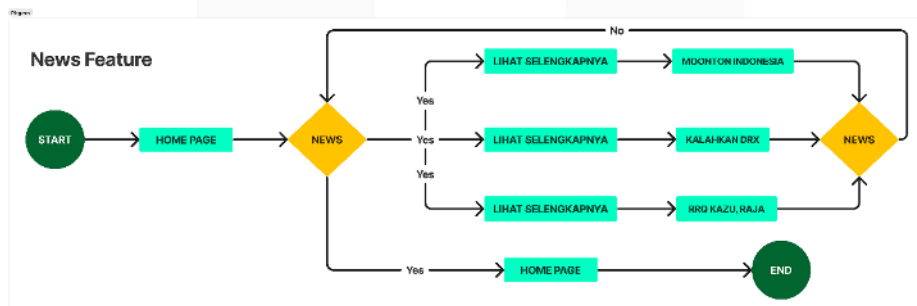


Figure 14. User Flow News Feature
Source: Tanzilal, 2023

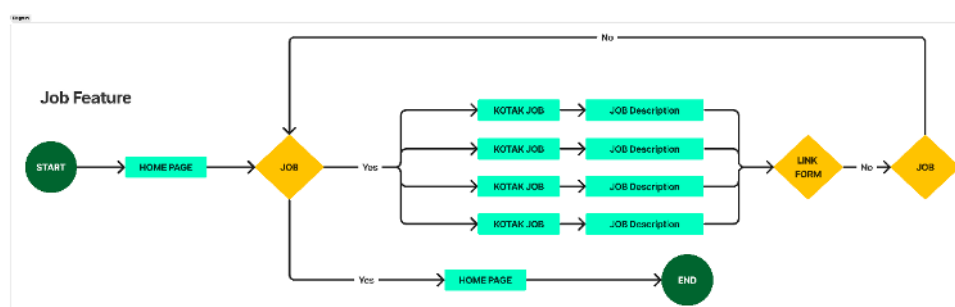


Figure 15. User Flow Job Feature
Source: Tanzilal, 2023

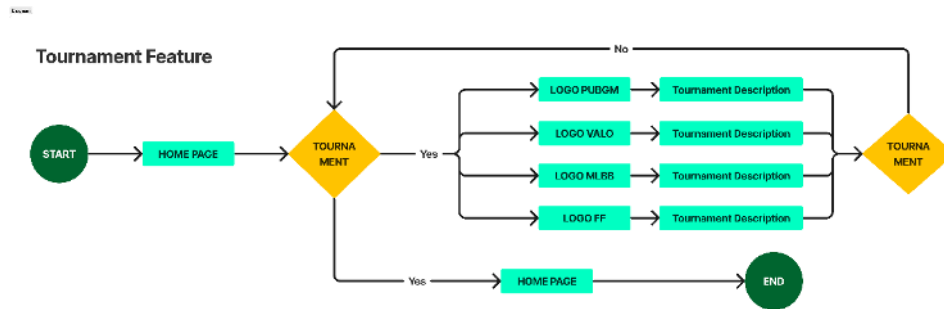


Figure 16. User Flow Tournament Feature

Source: Tanzilal, 2023

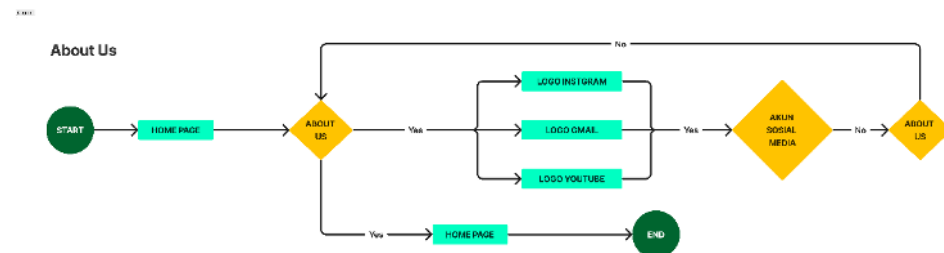


Figure 17. User Flow About Us

Source: Tanzilal, 2023

Wifeframe

Wireframe which is a layout in the Low-Fidelity (Lo-Fi) version of the ESI website of Lebak Regency. The purpose of making wireframes is to facilitate the presentation of information on the interface, provide an outline of the structure and layout of the interface and speed up the process of design ideas and concepts.

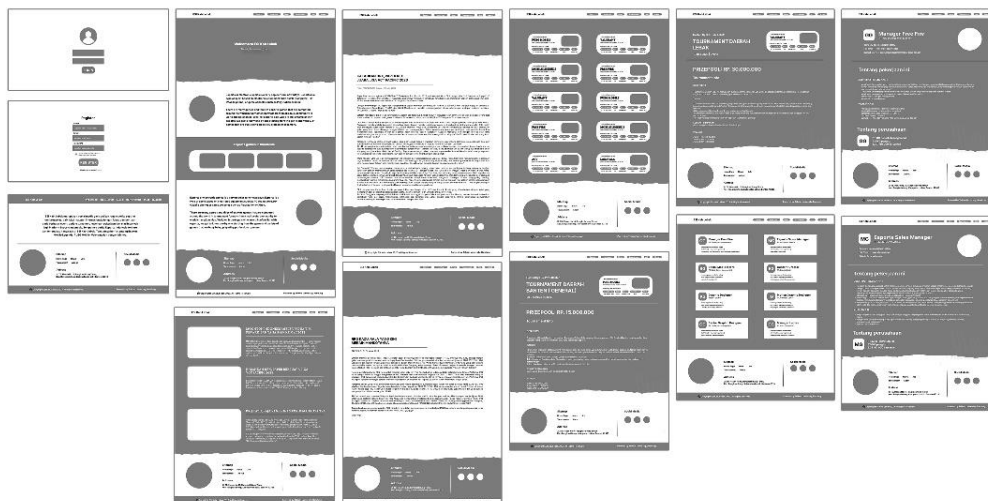


Figure 18. Website Wireframe

Source: Tanzilal, 2023

Main Media

The design of the ESI Kab. Lebak website was made at 1920 x 960 pixels. The website also consists of 4 main menu sections including Home Page, News, Tournament, Job. In addition, it is also equipped with 6 supporting pages namely registration and login, and About Us. The following is the UI result of the ESI Kab. Lebak website:

Main Menu

Login and Register

The process to enter a web page that can display images, text. needs to be logged in using the account name and password that has been registered. If you don't have an account, then you need to Register first. Here are Login and Register.

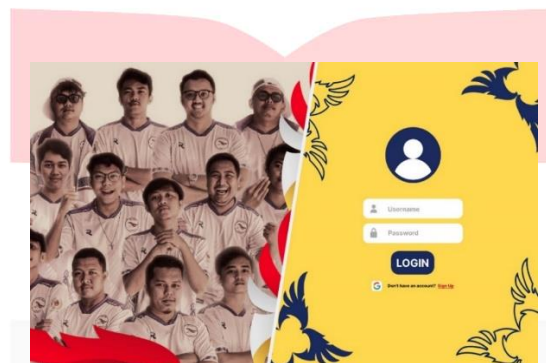


Figure 19. Login Website
Source: Tanzilal, 2023



Figure 20. Register Website
Source: Tanzilal, 2023

Homepage

The main page of a website is called the homepage. When you build a website, the homepage is the main page that visitors will see when entering there, there displays an explanation of esports, esi kab. lebak and also introduces the logo of the game logo and there are also efficient features on the top bar more easily and quickly.

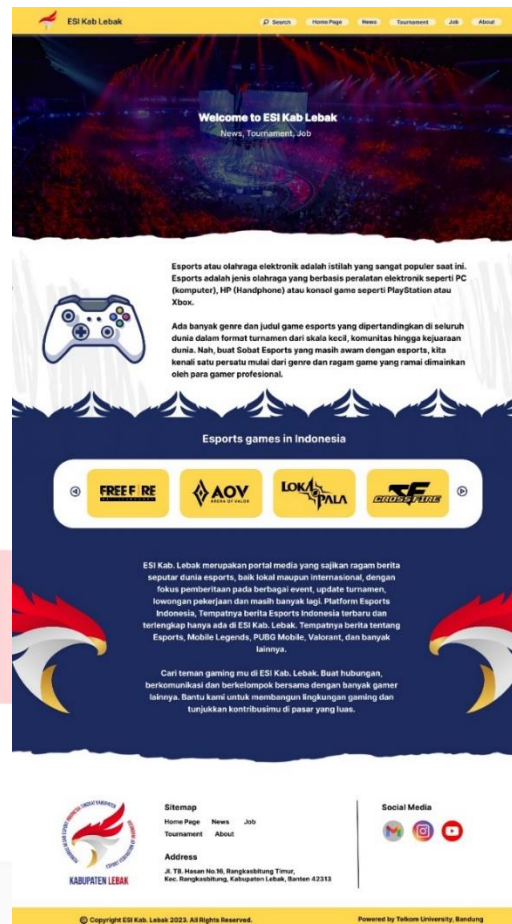


Figure 21. Home Page Website
Source: Tanzilal, 2023

News

On this page the administrator can input and edit the latest information by clicking on the newly uploaded info, if clicked the information immediately moves to the next page about a more complete information.



Figure 22. All News Page Website
Source: Tanzilal, 2023



Figure 23. News Page Website
Source: Tanzilal, 2023

Tournament

On this tournament page you can create a tournament and enter your tournament and also you can register your team in the tournament, if you click on the tournament, you

will immediately move to the next page about a tournament and tournament rules and how to register for a more complete tournament.



Figure 24. All Tournament Page Website
Source: Tanzilal, 2023



Figure 25. Tournament Page Website
Source: Tanzilal, 2023

On this job page, those of you who want to find or create a job can fill in the job page of the website, If you click on the job, you will immediately move to the next page about a job and a more complete company.



Figure 26. All Job Page Website
Source: Tanzilal, 2023



Figure 27. Job Page Website
Source: Tanzilal, 2023

About Us

If you click on about us, you will immediately move to the next page about ESI Kab. Lebak's profile.



Figure 28. About Us Website

Source: Tanzilal, 2023

Supporting Media

Main Support Media

Flyer



Figure 29. ESI Kab. Lebak Flyer Design

Source: Tanzilal, 2023

X-Y Banner



Figure 30. ESI Kab. Lebak X-Banner
Source: Tanzilal, 2023

Artbook



Figure 31. ESI Kab. Lebak Artbook
Source: Tanzilal, 2023

Secondary Support Media

Merchandise



Figure 32. ESI Kab. Lebak Merchandise
Source: Tanzilal, 2023

Merchandise tote bags, and key chains and stickers can be obtained as prizes from any esports activities available at any tournament that ESI Kab. Lebak visits. Communities that meet in person quickly will get the merchandise.



Figure 33. ESI Kab. Lebak Sticker
Source: Tanzilal, 2023

For every ESI Kab. Lebak sticker distribution, you will get a sticker with the ESI Kab. Lebak logo. The sticker will be given if ESI Kab. Lebak holds promotional activities or tournaments. The sticker is useful as a symbol that consumers have come to the event, the sticker can be affixed anywhere as a decoration or collection.

CONCLUSION

Based on research on the design of the UI/UX website of ESI Kab. Lebak, there is no website from ESI Lebak Regency as a medium for all information about esports to carry out organizational activities, the purpose of designing the UI/UX website of ESI Kab. Lebak is to provide convenience for the target audience in using the website efficiently to display esports information features, job vacancies, tournaments, and also as a medium for esports information, it can be concluded that to produce designs with efficient and satisfying results, various research and data collection are needed as a basic foundation. In the design stage,

starting from user research, define, ideate, design sketches, user flow, wireframe, system design, to prototype. The results showed that user testing of the prototype of the Lebak Regency ESI website was successful. It was found that website users worked efficiently and did not encounter obstacles when carrying out activities.

With a good user interface design made in this project, the author hopes that this website can be used more perfectly and efficiently with fewer errors and all the problems that may occur on the website, the author also hopes that this website design can help people realize how important information is for life, apart from functionality and adding aesthetic value, it also functions in optimizing a sense of comfort and trust because each selected information has its own suitability for its owner. In the technical aspect, the design is done using Adobe Photoshop, and figma applications. Adobe Photoshop application is used in the stage of making illustrations of main and supporting media, for the stage of preparing layouts and prototypes using Figma and for website design results.

Suggestions for further research can develop the ESI Kab. Lebak prototype website design in the form of a responsive version based on existing prototypes and produce a user interface that is able to adjust to the size of all devices so that this website can be accessed on various devices comfortably, not only limited to desktop displays, so as to produce a better prototype design in the future.

The author realizes that there are still many shortcomings contained in the Final Project design report that has been written and compiled by the author, so it is hoped that students who have similarities in the design theme can pay attention to several things. design theme, can pay attention to the following points:

1. Complete written data and documentation to the maximum,
2. Examine the design thinking process so that it is easy to write reports and designs.
3. and design.
4. Pay attention and maximize the visual concept of design with
5. more carefully so that it is consistent with the specified theme.
6. Unify the factors involved in the design process to make it sustainable. sustainable
7. Add animated slides to the website to make it look more dynamic.
8. Playing more deeply into the features of the software used in making the website so as to simplify the work. making the website so that it makes the work easier.

STATEMENT OF AWARDS

The authors would like to thank the resource persons, questionnaire participants, and user testing participants who helped the author in obtaining and completing the data.

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