

ABSTRACT

Designing an Infographic Website on the Importance of Facial Skincare for Teenagers in Bandung Regency

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Facial skincare has become a common practice in today's modern lifestyle. The appearance of one's face can indirectly enhance self-confidence. However, among teenagers, they are often easily influenced to become more consumptive in their shopping behaviour, especially when it comes to skincare. The emergence of numerous skincare trends has led them to purchase products that are not necessarily essential. Additionally, the rising levels of UV radiation have made skincare a more critical concern. In the context of the environment around Bandung Regency, factors such as water cleanliness and pollution caused by proximity to industrial areas also contribute to skin-related problems. Therefore, this research aims to design an infographic website that can raise awareness and understanding among teenagers about facial skincare. By utilizing infographics, this website is expected to assist in choosing the right skincare products, increase sensitivity to environmental issues that may affect skin health, and help build an efficient skincare routine with safe products. This study employs qualitative research methods, including observation, interviews, questionnaires, and literature studies on web design and skincare behaviour. After the data is collected and analysed, the results are processed using design thinking, which will generate the features needed by users. The results of this research are expected to improve teenagers' awareness of skincare and their sensitivity to environmental issues in their surroundings.

Keywords: *website, infographic, environment, skincare, facial treatment*