

Visual Website Design as a Promotional Medium for the Contracting Services of PT. Kamajaya Arih Ersada

Sujendro Hery¹, Lesfandra², MHD. Raihan R. Barus³

^{1,2,3}Recreational Arts Science Polytechnic, Ciangsana, Bogor, Indonesia

Email: sujendro@politeknikssr.ac.id¹, lesfandra.se.msi@gmail.com², barusidea@gmail.com³

PT. Kamajaya Arih Ersada is a construction service company that has yet to implement a digital platform capable of professionally representing its profile and services. This project aims to design a website User Interface (UI) as a digital promotional medium that is informative, attractive, and user-friendly. Design Method: This research uses the Research and Development (R&D) method with pre-production, production, and post-production stages which include needs analysis, visual concept design, prototype creation, and design evaluation based on User Interface and User Experience principles. The final outcome is a promotional website interface that highlights visual clarity, a structured information flow, and aesthetics relevant to the construction industry. The layout adopts modern design principles, such as grid systems, effective whitespace usage, visual hierarchy, and device responsiveness. This approach enhances user experience while reinforcing a professional impression of the company's brand identity. Thus, the website design is expected to function as a digital promotional medium that effectively supports PT. Kamajaya Arih Ersada's marketing strategy.

Keywords: Visual Design, User Interface, Digital Marketing, Contractor.

This is an open access
article under the [CC BY-NC](#)
license



Corresponding Author:

Sujendro Hery

Recreational Arts Science Polytechnic, Ciangsana, Bogor, Indonesia

sujendro@politeknikssr.ac.id

1. Introduction

Business digitalization involves transitioning business processes into a digital format by creating websites including those serving as platforms for buying and selling establishing accessible social media channels and business contact points, and managing operations online [1]. Website-based digital technology systems facilitate easy access to a wide range of information, enabling individuals to readily find the information they seek via the internet [2]. A website serves not only as a medium for information but also as a visual representation of a company's values and identity. In the context of the construction services industry, a website can act as a bridge between the company and prospective clients, particularly in showcasing project portfolios, services, and the professional image the company wishes to project.

Establishing a website is one way to expand a business into the fast-paced global landscape [3]. However, PT. Kamajaya Arih Ersada operates in the construction services sector, and preliminary observations indicate that the company lacks digital promotional channels capable of reaching a broad target audience. To date, its promotional efforts have relied on conventional methods, such as print media and direct communication. This situation presents an opportunity to develop digital media as a more effective and efficient visual communication strategy. A digital promotion strategy enables the company to foster more dynamic customer interactions through internet-based platforms that are accessible anytime and anywhere.

From a visual communication design perspective, digital media such as websites can be designed to convey corporate messages both visually and strategically. Websites play a key role in branding and information dissemination while enhancing credibility through a professional appearance and the ability to update

Visual Website Design as a Promotional Medium for the Contracting Services of PT. Kamajaya Arih Ersada. Sujendro Hery et.al

information rapidly [4]. This highlights the vital importance of visual communication in today's digital landscape, as it helps improve audience understanding and engagement [5]. Applying visual communication design principles to website creation can optimize the visual delivery of corporate messages.

Visual communication design emphasizes not only aesthetics but also the effectiveness of message delivery to the target audience [6]. In this website project, UI/UX (User Interface and User Experience) design is a crucial element in creating an optimal user experience when accessing the company website. Universal design principles can be applied to digital interface design to achieve greater communication effectiveness [7]. The UI/UX design process for the website serving as a digital promotional medium comprises several key stages: pre-production, production, and post-production. These stages encompass user needs analysis, the development of information architecture (sitemaps and user flows), visual design (wireframes and UI design), and final evaluation based on user testing. The User-Centered Design (UCD) or Human-Centered Design methodology aims to design information system interfaces by incorporating user opinions, patterns, behaviors, and personal experiences [8].

Integrating visual elements such as high-quality images, documentary style videos, and informative graphics is crucial for effectively conveying intended messages to website visitors [9]. The website design also incorporates visual elements such as color, typography, layout, and photography that align with the character of the construction industry. Furthermore, a well-structured layout and grid system facilitate the user's understanding of the information architecture. The project aims to provide PT. Kamajaya Arih Ersada with a digital platform that is not only informative but also representative and aligned with current market demands. By employing a data- and user-centric approach to visual communication design, the project seeks to strengthen the company's digital presence through structured and functional UI/UX design. Additionally, this research serves as an applied study within the field of Visual Communication Design, integrating visual elements with technology-driven business needs.

2. Literature Review and Problem Statement

Visual Communication Design

Visual Communication Design (VCD) is a field that combines visual elements with communication principles to convey messages effectively to a target audience. In digital media, VCD plays a crucial role in guiding user perception and actions through structured and informative visuals. Visual communication design prioritizes not only aesthetics but also the effectiveness of the message in conveying information to the general public [6]. The VCD approach enables communication to take place through media that can be designed and understood visually, including promotional media such as websites.

User Interface & User Experience

User interface (UI) and user experience (UX) design are two essential components in digital media development. UI focuses on visual presentation and interactive elements, whereas UX emphasizes user comfort and efficiency when interacting with a system. User Interface (UI) refers to everything a user can see, touch, or access within an application or system [10]. Universal design principles such as consistency, visual hierarchy, and affordance are crucial for creating interfaces that are easy to understand and use [7]. Meanwhile, User Experience (UX) encompasses the user's overall experience when interacting with a product or system, including emotional, psychological, and practical aspects [11].

User interface (UI) and user experience (UX) design are crucial elements in digital media development. UI focuses on the visual and interactive aspects that determine how users interact with a system, whereas UX

emphasizes user comfort, ease of use, and satisfaction when using the product.

Photography

Photography serves as a supporting element in visual communication design, fulfilling both documentary and persuasive functions. In digital promotional media such as websites, the use of photography can reinforce the visual narrative and enhance the page's appeal. Photographic elements can be likened to written literacy, as both involve utilizing fundamental components to create something more meaningful and communicative [12]. The photographic elements featured in promotional media play a crucial role in shaping user perceptions regarding a brand's quality and professionalism. The selection of visual style, lighting, and composition constitutes part of an integrated visual communication strategy.

Color Psychology

Color psychology examines the influence of color on an individual's feelings, behavior, and emotional responses; since different colors can elicit distinct physical and psychological reactions, the field is frequently leveraged in visual design and marketing [13]. Color selection is crucial, as color plays a key role in capturing a user's attention regarding a website or application [14]. Color combinations in UI design significantly impact user emotions and the focus of visual attention. Therefore, color selection in website design must take into account both the brand's character and the user's visual comfort.

Layout Psychology

Layout plays a crucial role in organizing visual elements so that the conveyed message is easily understood and captures attention. A good layout enables users to navigate information more easily and efficiently. A grid structure helps maintain order and visual balance, while the use of whitespace, visual balance, and information hierarchy ensures the design appears neat, clear, and visually pleasing. All these elements support the effectiveness of visual communication and enhance the user experience when interacting with digital media.

Modern Layout

The use of a modern layout in the design of the PT. Kamajaya Arih Ersada website aims to create a user experience that is more intuitive and efficient, while aligning visually with contemporary digital design trends. Modern layouts typically incorporate principles such as white space, grid systems, and strong visual hierarchy, enabling users to access information in a structured manner free from excessive visual clutter. Such layouts also convey a sense of professionalism and credibility, which is crucial in the construction business context. Modern layouts emphasize the use of grid systems, white space, and strong visual hierarchy to ensure intuitive navigation [7].

Website

One of the most crucial digital promotional tools today is the website. A website serves as the digital representation of a business entity or organization. It can be defined as a collection of pages displaying various forms of content such as text, images, animations, audio, video, or combinations thereof in either static or dynamic formats. These pages form an interconnected structure linked by a network of hyperlinks [15].

As a promotional medium, a website has become an essential requirement for companies across various sectors, including construction services. Websites are widely used sources of information, designed to enable users to interact quickly and easily with information providers via the internet [16]. An optimally designed website functions as a 24-hour corporate information hub, helping to expand communication reach and enhance the public's perception of the company's professionalism. Essentially, a website is a

series of digital pages providing diverse information such as text, images, and multimedia accessible over the internet. Due to this ease of access, websites have become a primary source of information for the general public [17]. A well-designed website supports digital transformation processes across various sectors, including construction services. Website architecture must address technical aspects such as navigation, access speed, and responsiveness to meet the needs of modern users.

Digital Promotional Media

Promotion is a communication activity undertaken to convey information about a product or service to an audience with the aim of influencing their decisions. It is a component of the marketing mix that plays a crucial role in building consumer awareness, interest, and preference regarding a brand [18]. With the advancement of information technology, promotional media are no longer limited to conventional channels such as print, television, or radio; instead, they have shifted toward digital media, which offer greater interactivity and measurable effectiveness.

Sitemap

Sitemap design is carried out to build a logical and efficient information structure and navigation flow. Sitemaps help design intuitive user experiences by simplifying the interaction paths between pages. The sitemap design is organized based on main content categories such as Home, Company Profile, Services, and Contact, with the aim that users can access important information without confusion.

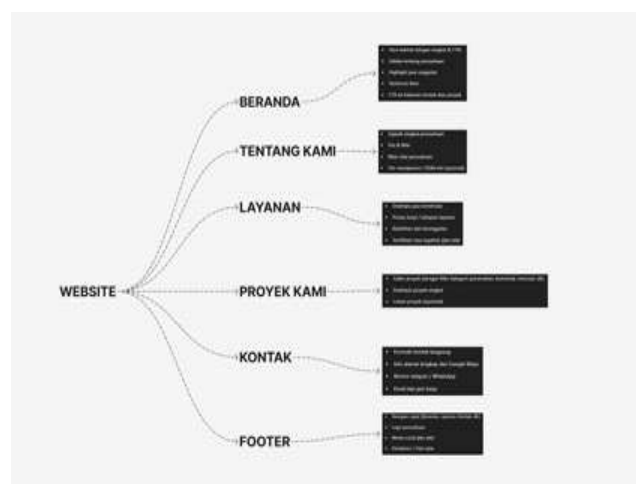


Fig. 1. Sitemap

3. Method

Research Approach

The approach employed in this design is qualitative-descriptive, utilizing a literature review and a comparative case study without involving primary data. References were gathered from scholarly journals and documentation of similar websites to formulate visual principles, UI/UX, and the navigation structure.

Mind Mapping

Mind mapping for the user interface design of PT. Kamajaya Arih Ersada an effort to boost brand awareness utilizes a visualization technique to structure information by mapping the relationships between ideas.

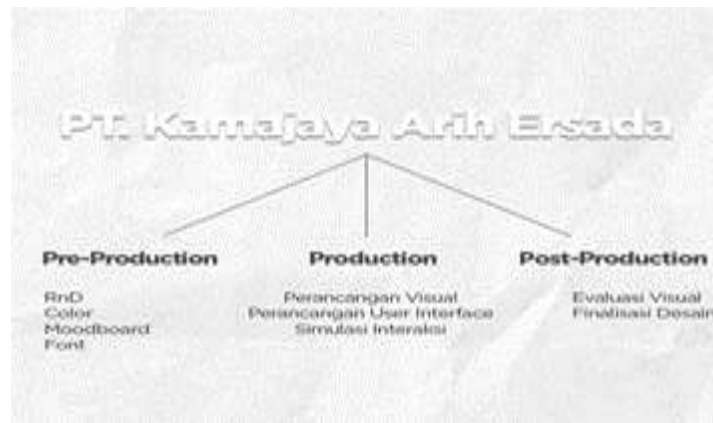


Fig. 2. Mind Mapping

4. Results And Discussion

The discussion is structured according to the work stages, comprising pre-production, production, and post-production. Each stage is explained systematically, ranging from requirements analysis to design evaluation.

Pre-production

The pre-production stage is the initial phase of the design process, encompassing the gathering of visual references, the creation of preliminary sketches, and the establishment of the design concept. All activities at this stage are conducted to ensure that the design direction aligns with the visual communication objectives and the brand character of PT. Kamajaya Arih Ersada.

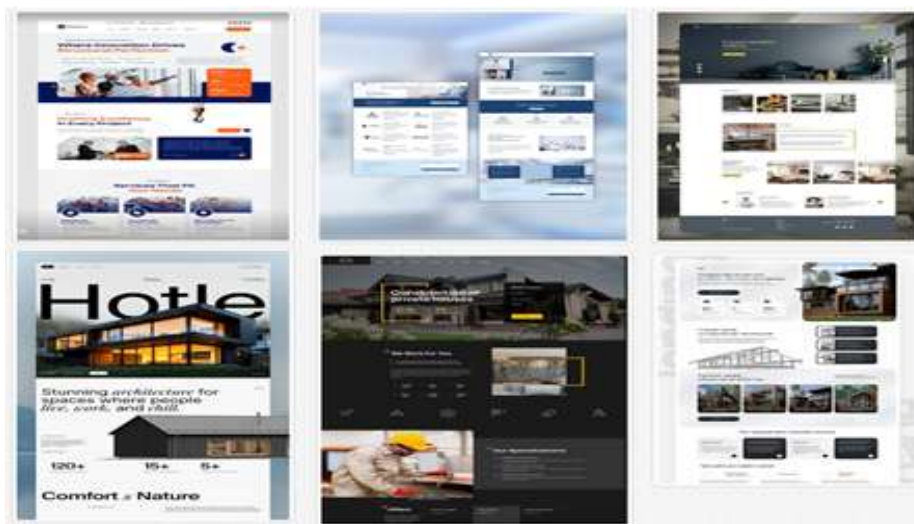


Fig. 3. Visual Reference

Sketch

This rough sketch outlines the initial framework, taking into account layout consistency, visual balance, and user flow. It also serves as a vital reference for the transition to a more structured digital design that can be directly tested.

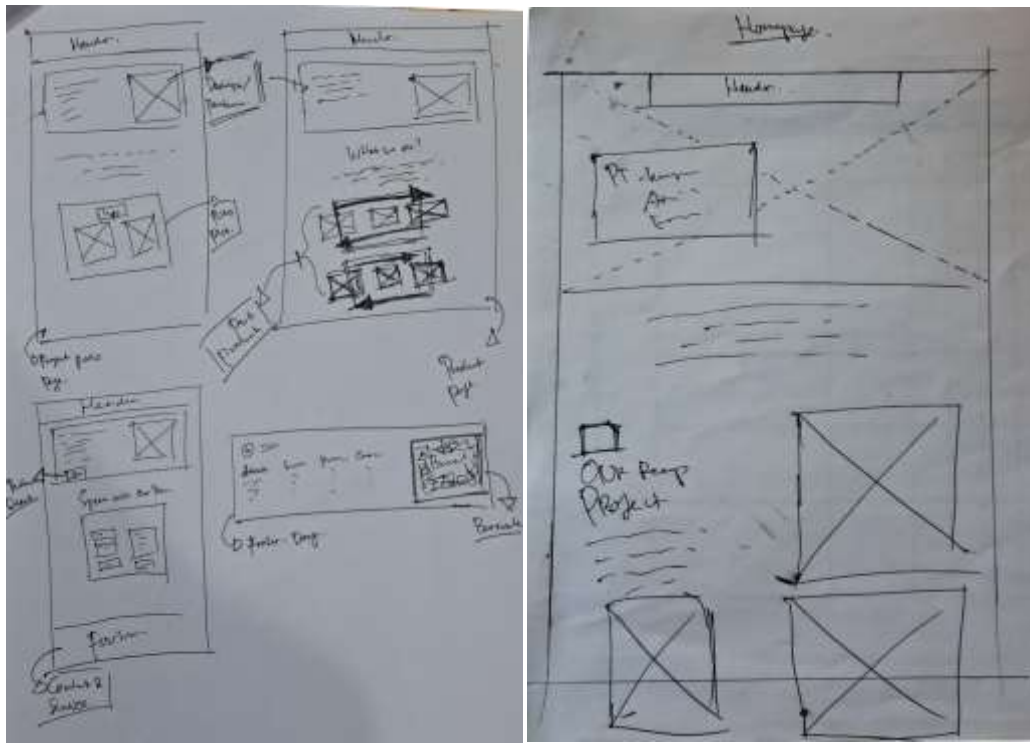


Fig. 4. Sketch

Font

Font selection takes into account visual alignment with brand positioning and ensures ease of reading across various devices. The typeface employed offers a range of weights and styles, supporting flexibility and information hierarchy on the website.



Fig. 5. Font

Production

At this stage, selected design elements such as layout, color, typography, and graphics are implemented into a digital interface using interface design software. Prototyping is conducted to simulate the user experience interactively, allowing for the evaluation of functionality, aesthetics, and ease of navigation.

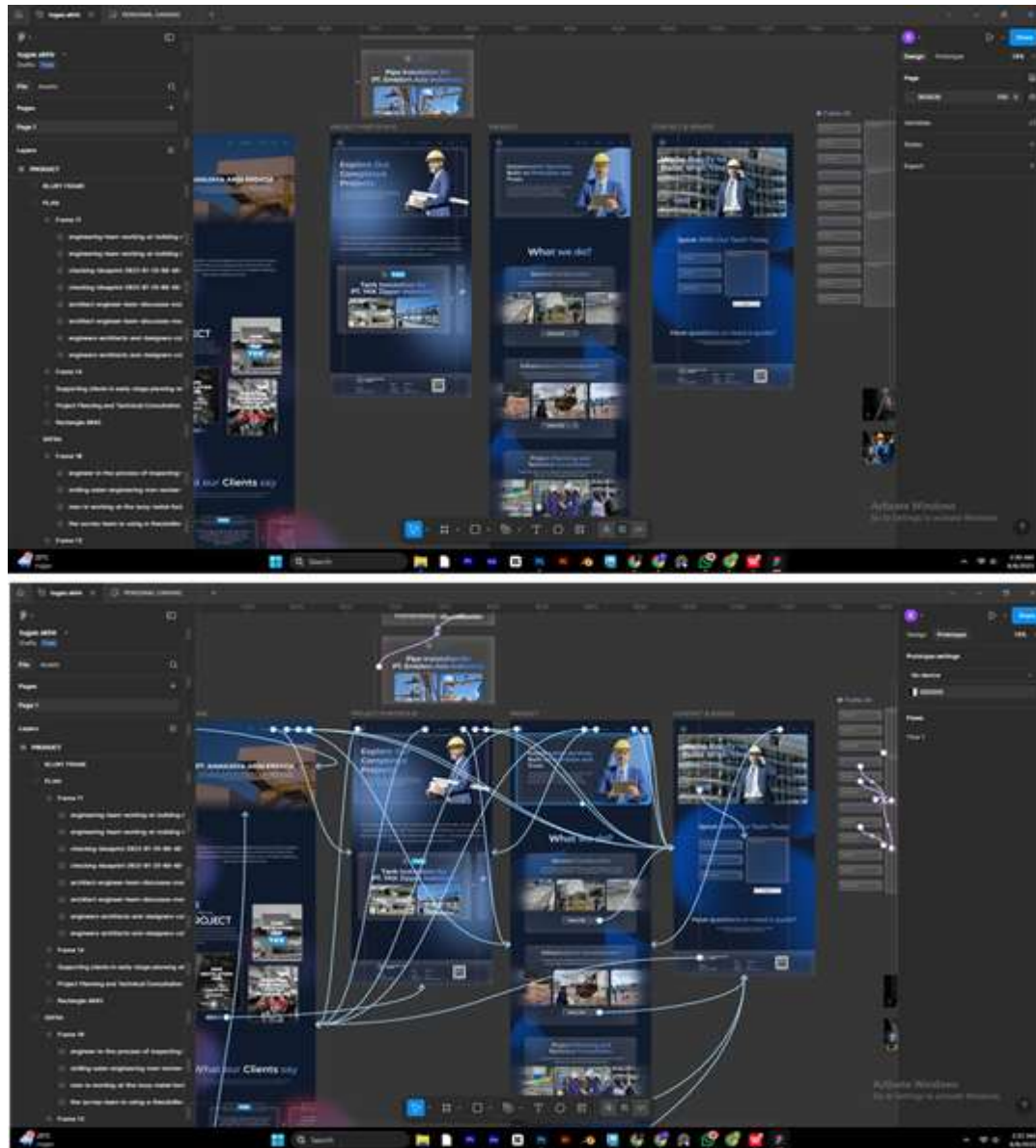


Fig. 6. Design and Prototyping Process

Post-Production

Once the implementation and prototyping phases are complete, the design process moves to the post-production stage, which encompasses design evaluation, reflection, and refinement based on the feedback received. The goal of this stage is to ensure that the final outcome optimally meets visual communication needs and is functionally usable for the user.

The website presents PT. Kamajaya Arih Ersada as a professional construction and engineering company offering infrastructure development, project planning and technical consultation, general construction, and various installation projects. The website also showcases the company's project portfolio and experience in delivering construction projects with precision, quality, and professionalism.

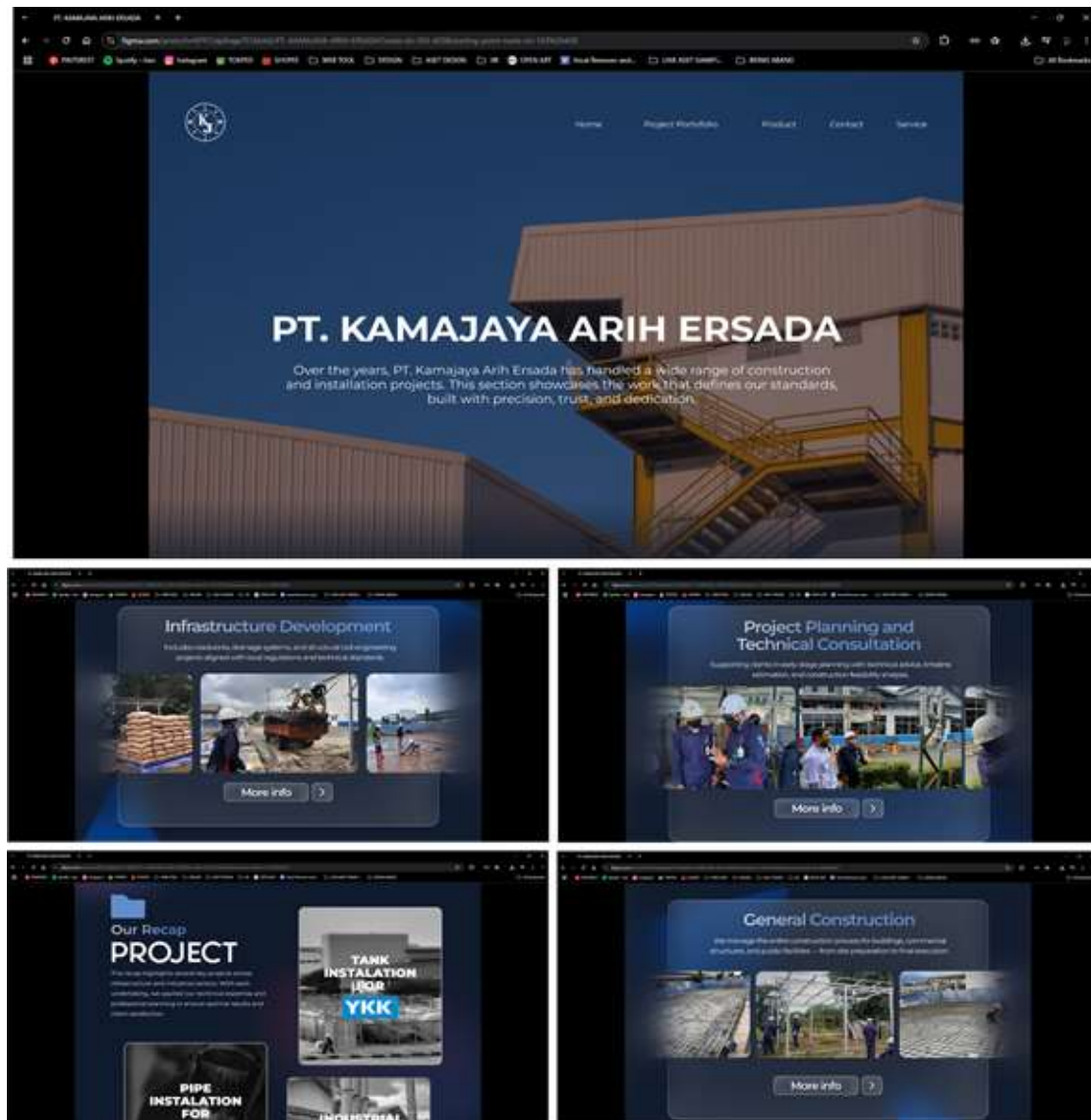


Fig. 7. Website Design View

Discussion

The website interface design process for PT. Kamajaya Arik Ersada comprises three main stages: pre-production, production, and post-production. During the pre-production stage, the formulation of the visual concept is guided by the need for professional digital communication, particularly within the construction industry. Visual production proceeds with the creation of rough sketches, the establishment of a mood board, the selection of typography, and the structuring of the sitemap. A design is considered modern if it employs a minimalist approach, maintains balanced layout proportions, and utilizes a grid system to ensure the orderly arrangement of elements. In this design, the use of white space, a combination of neutral colors with accent tones, and sans-serif typography align with current digital design standards. The post-production stage reinforces these results through visual testing and the validation of interactive flows, enabling the final design to serve as a foundational reference for the development of a fully functional company website.

5. Conclusion

Based on the UI/UX visual design process for PT. Kamajaya Arik Ersada's website, it can be concluded that

Visual Website Design as a Promotional Medium for the Contracting Services of PT. Kamajaya Arik Ersada. Sujendro Hery et.al

a website can be designed to meet company needs through a user-centric approach. The design process comprised three main stages: pre-production (requirements analysis, content mapping, and navigation structure planning), production (wireframing, layout creation, and visual design), and post-production (functionality testing and revisions based on user feedback). Each stage yielded tangible outputs, including an information structure aligned with user needs and a visual aesthetic tailored to the construction industry context.

Preliminary testing results indicate that the developed design is easily understood by users and facilitates smooth navigation and information retrieval. Content organization, visual element selection, and interaction structures were functionally validated using an interactive prototype developed in Figma. Consequently, the resulting design serves as a foundational reference for the company's website development and as an effective digital medium for systematically conveying information to users.

6. References

- [1] M. R. Gaffar, M. Sutisna, Mukaram, E. Tiorida, Y. Firmansyah, and T. D. Pramono, *Tutorial Praktis Digitalisasi Bisnis Menggunakan Cms Wordpress*. Bandung: Media Sains Indonesia, 2021.
- [2] D. Fauziyyah, "Pembuatan Website Company Profile Pada Konoba Coffee Menggunakan CMS WordPress," *Appl. Bus. Adm. J.*, vol. 2, no. 3, pp. 80–98, 2023.
- [3] S. Nurfadilah, "Perancangan Website Company Profile pada UMKM Orazio Multiusaha Indonesia," *Appl. Bus. Adm. J.*, vol. 1, no. 3, pp. 59–65, 2022.
- [4] A. A. Cahyani, A. Kholik, and M. F. Rizki, "Optimalisasi Komunikasi Digital dalam Penerapan Visual Sosial pada Desain atau Layout Website Company Profile," *J. Syntax Admiration*, vol. 5, no. 7, pp. 2447–2461, 2024.
- [5] A. Kholik, A. Soegiarto, and W. P. Sari, "Strategi Komunikasi Visual dalam User Interface (UI) dan User Experience (UX) Untuk Membangun Kepuasan Pengguna," *TUTURAN J. Ilmu Komunikasi, Sos. dan Hum.*, vol. 2, no. 4, pp. 335–344, 2024.
- [6] A. Kusrianto, *Pengantar Desain Komunikasi Visual*. Yogyakarta: Andi Offset, 2019.
- [7] W. Lidwel, K. Holden, and J. Butler, *Universal Principles of Design*. United States: Rockport, 2020.
- [8] R. Kurniawan and D. P. Putra, "Perancangan User Interface Sistem Kredit Aktivitas Mahasiswa STMIK 'AMIKBANDUNG' Berbasis Website Menggunakan Metode User Centered Design (UCD)," *J. Inf. Technol.*, vol. 4, no. 1, pp. 23–30, 2022.
- [9] N. M. D. Rani, P. F. Arifianto, and A. Sutejo, "Konsep Visual Website Global Geopark Batur: Media Wisata Budaya," *J. Desain Komun. Kreat.*, vol. 6, no. 1, pp. 12–20, 2024.
- [10] N. R. Wiwesa, "User Interface Dan User Experience Untuk Mengelola Kepuasan Pelanggan," *J. Sos. Hum. Terap.*, vol. 3, no. 2, pp. 17–31, 2021.
- [11] A. Rachman, Y. A. D. Saputra, M. Hafidz, Z. A. I. Sugiman, and Y. Sahria, "Perancangan Ui/Ux Aplikasi Integrasi Teknologi Finansial 'Fihub' Menggunakan Metode User-Centered Design," *J. Inform. dan Tek. Elektro Terap.*, vol. 12, no. 1, 2024.
- [12] A. M. Hakim, "Peran elemen fotografi sebagai bahasa visual," *Imaji*, vol. 15, no. 2, pp. 135–148, 2024.
- [13] W. Santika, "Psikologi warna dan pengaruhnya terhadap respons emosional Individu," *Lit. Notes*, vol. 1, no. 1, pp. 5–7, 2025.
- [14] E. F. Rahmawatia, Ayuningtyas, and T. Sagirani, "Penerapan Metode Double Diamond pada Desain User Interface Website," *J. Komunika J. Komunikasi, Media dan Inform.*, vol. 11, no. 1, pp. 11–22, 2023.
- [15] D. Maharani, F. Helmiah, and N. Rahmadani, "Penyuluhan Manfaat Menggunakan Internet dan Website Pada Masa Pandemi Covid-19," *Abdifomatika J. Pengabd. Masy. Inform.*, vol. 1, no. 1, pp. 1–7, 2021.
- [16] B. H. Wijaya, D. Anggun, L. Prasetyo, and A. D. Asyiqin, "Analisis Penggunaan Website Sebagai Visual Website Design as a Promotional Medium for the Contracting Services of PT. Kamajaya Arih Ersada. Sujendro Hery et.al

Media Komunikasi Efektif : Studi Kasus Website bankziska.org,” *J. Islam. Philanthr. Disaster*, vol. 2, no. 1, pp. 98–117, 2022.

- [17] B. G. E. Bolung, E. Fairliantina, and L. Sugiyanto, “Perancangan Website Sebagai Media Informasi Bisnis Fotografi Dan Desain Grafis Billy Geraldo Graphics,” *Inov. Pembang. J. Kelitbangan*, vol. 12, no. 1, 2024.
- [18] P. Kotler and K. L. Keller, *Manajemen Pemasaran*. New Jersey: Pearson Prentice Hall, Inc, 2020.