

Website Design as a Promotional Media for Red Orchid Hotel Semarang

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ABSTRACT

There are 75 three-star hotels and 94 two-star hotels overall in Semarang. This number demonstrates the severe competition in the hospitality industry of Semarang and highlights the importance of website design as a marketing tool in the present digital era. Red Orchid has delayed creating a website since they do not completely comprehend how important it is as a promotional tool. The waterfall model was utilized in the creation of this website. The waterfall method is an easy-to-understand approach to project management, and it includes system engineering, analysis, design, programming, testing, and maintenance. The ability to identify design errors throughout the analysis and design phases is an additional advantage of this method for developers. The Red Orchid Hotel Semarang's market reach has expanded as a result of the website's design. Visitors can save both time and money by using the website, which lets them look for information that has been updated. With the use of this website, the hotel may spend less on marketing and more time working efficiently. The Red Orchid Hotel Semarang's website was designed using the CMS WordPress and in accordance with the hotel's standards procedure in order to increase the hotel's exposure online. The design of a user-friendly and attractive website for the Red Orchid Hotel Semarang has the potential to be an efficient promotional medium and to expand the hotel's overall market reach.

Keywords: *website design, CMS WordPress, Hospitality Industry, Promotional Media*

Perancangan Website Sebagai Media Promosi Hotel Red Orchid Semarang

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ABSTRAK

Ada 75 hotel bintang tiga dan 94 hotel bintang dua secara keseluruhan di Semarang. Angka ini menunjukkan persaingan yang ketat di industri perhotelan Semarang dan menyoroti pentingnya desain situs web sebagai alat pemasaran di era digital saat ini. Red Orchid telah menunda pembuatan website karena mereka tidak sepenuhnya memahami betapa pentingnya hal itu sebagai alat promosi. Model waterfall digunakan dalam pembuatan website ini. Metode waterfall adalah pendekatan manajemen proyek yang mudah dipahami, dan mencakup rekayasa sistem, analisis, desain, pemrograman, pengujian, dan pemeliharaan. Kemampuan untuk mengidentifikasi kesalahan desain selama fase analisis dan desain merupakan keuntungan tambahan dari metode ini untuk pengembang. Jangkauan pasar The Red Orchid Hotel Semarang telah berkembang sebagai hasil dari desain website. Pengunjung dapat menghemat waktu dan uang dengan menggunakan situs web, yang memungkinkan mereka mencari informasi yang telah diperbarui. Dengan penggunaan situs web ini, hotel dapat menghabiskan lebih sedikit untuk pemasaran dan lebih banyak waktu bekerja secara efisien. Website The Red Orchid Hotel Semarang dirancang dengan menggunakan CMS WordPress dan sesuai dengan prosedur standar hotel untuk meningkatkan eksposur hotel secara online. Perancangan website Red Orchid Hotel Semarang yang user friendly dan menarik berpotensi menjadi media promosi yang efisien dan dapat memperluas jangkauan pasar hotel secara keseluruhan.

Kata kunci: desain website, CMS WordPress, Industri Perhotelan, Media Promosi

BACKGROUND

Academics have highlighted the crucial necessity of constructing content-rich and user-friendly Websites to aid in understanding e-commerce, hospitality, and tourism. According to some research results, the company websites' usability of the agencies explains their use of social media, email, and e-mail. Company website usability on businesses contributes positively to social media, email, and e-commerce activities (Le & Chen, 2022). Hotel website functionality refers to the quality of information capacity, including a website content's ability to provide sufficient information about a hotel's products and services (Amin et al., 2021). As a service business, a hotel needs to provide every necessary information to inform the prospective customer or the website visitor. There is a lack of prior research on the importance of hotel website dimensions and attributes.

Hospitality service organizations use online information technology through a computerized system. The internet helps to facilitate hotel promotion and help to improve the quality of information services. Internet speed is one of the most important factors in choosing a hotel. It allows customers to get a variety of vital and accurate information about goods and services. Location, cleanliness and easy access are also big reasons why people choose hotels over other types of accommodation (Park et al., 2021; Masiero et al., 2019).

Hotel websites are a powerful marketing tool for businesses to reach out to clients and influence their purchasing decisions. Quality of a company's website has become critical to its survival and success (Hahn et al., 2017). In the online service environment, customer participation in service quality has been recognized. Effective communication between

consumers and service providers via a website can increase online customers' trust in the hotel.

Red Orchid Hotel is one of the 2-star hotels in Semarang, Indonesia. The Red Orchid was established in 2018 and had been developing since then. It provides convenient access to Citraland Mall, Matahari Mall, and Simpang Lima. The facilities include a large parking lot, rooftop restaurant, café, and drug store, as well as public facilities such as prayer rooms and public bathrooms. Red Orchid Hotel has expanded its market by collaborating with Online Travel Agency (OTA) such as Traveloka, Pegi-Pegi, Booking.com, Agoda, and Tiket.com.

Utilizing OTAs as a sales platform is one of the finest options for hoteliers aiming to increase hotel revenue and customer satisfaction in the digital era. The Red Orchid Hotel currently maintains social media accounts on platforms such as Facebook and Instagram as an additional marketing method. Having a firm profile website will also help with hotel marketing. It can build a more positive image, allowing guests to feel more secure in booking a room or by calling the hotel directly.

Red Orchid Hotel currently manage 46 rooms with 2 different types of room which are Deluxe Room and Superior Room. Red Orchid's occupancy rate during weekdays is only 43.4% of the total rooms or about 20 rooms, while on weekends the number increases to 76%. This number shows the intense competition in Semarang's hospitality industry and emphasizes the value of website design as a promotional tool.

Based on the description above, there are several formulations of the problem as follows:

1. How to design an informative website to ease users getting the information regarding Red Orchid Hotel Semarang?

2. How to design website content as promotional media for Red Orchid Hotel Semarang?

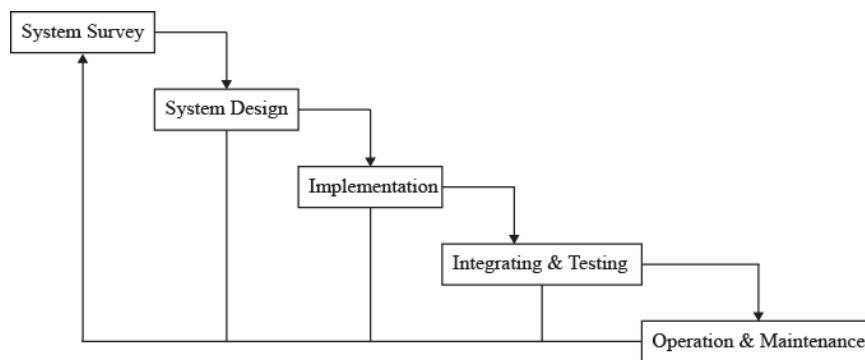
The aims of this project's design are as follows:

1. To design an informative website to ease online users getting information regarding the Red Orchid Hotel Semarang.
2. To provide complete website content as promotional media for Red Orchid Hotel Semarang.

RESEARCH METHODOLOGY

The waterfall method was utilized to construct this website. The waterfall

methodology is a simple, well-defined approach to project management. According to Sutoyo (2018) waterfall method consists of multiple stages: system survey, system design, implementation, intergrating & testing, and operation maintenance. From system design to system maintenance, the system development pattern is linear. This model contains stages that are simple to comprehend. This method would also benefit developers because it would enable them to identify design mistakes during the analysis and design phases, avoiding the development of defective code during the implementation phase.



(Source: Modified antoso, 2019)

Image 1: Waterfall Method

RESULT AND DISCUSSION

Survey System

A survey system is an activity carried out by direct observation in the field to find out the promotion system implemented by a hotel. This involves the design and implementation of a comprehensive system or other feasible solutions. The owner and general manager of Red Orchid Hotel Semarang were directly interviewed during the initial stage of this survey.

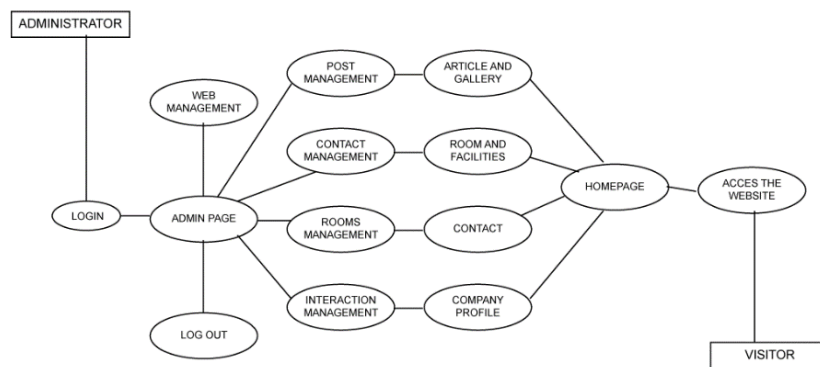
- Legacy System

Hotel Red Orchid Hotel Semarang's use of social media has not been effective. Promotions on the two platforms are limited to uploading pictures and stories,

making them less appealing. In the meantime, WhatsApp and online travel agencies (OTAs) like traveloka, pegipegi, booking.com, tripadvisor, agoda and tiket.com are used for room sales.

- To-be System

The purpose of designing the Red Orchid Hotel Semarang website is as a means of delivering information related to hotels that can facilitate website users or visitors. With this website, the hotel can continue to provide up-to-date and complete information so that users ultimately get accurate information. Website design can integrate all other promotional media.



(Source: processed primary data, 2022)

Image 2: Use Case Diagram

Explanation of Use Case Diagram of Website Red Orchid Hotel Semarang

- 1) There are two actors with their respective roles on the website.
- 2) The first actor is the administrator in charge of managing the website.
- 3) Administrators can enter the admin page or dashboard via admin login.
- 4) After successfully logging into the dashboard, the administrator can manage the website, organize articles, manage the displayed rooms, manage contact management, can add content on the website, manage interaction with visitors, and can log out from the admin dashboard page.
- 5) The second actor is the Visitor who can access the website anytime and anywhere.
- 6) Visitors can access the website directly without the need to sign up, visitors can also access content that has been added by the administrator.

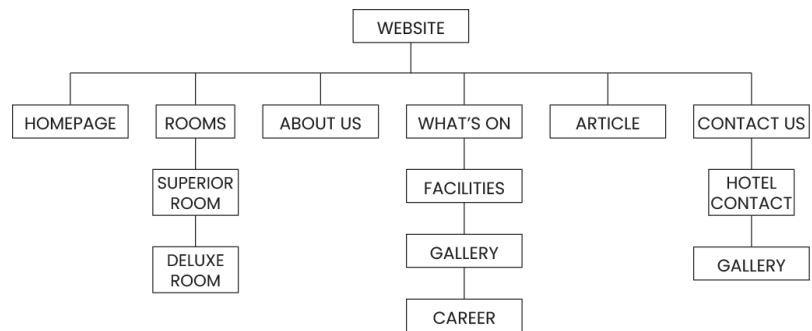
Gap Analysis

Promotion was only limited to social media such as Facebook and Instagram in the previous system, which was done

carelessly. Meanwhile, in this new system, promotion is enhanced by the use of SEO so that more people reach it. In the previous system, promotions were only limited to people who followed or made friends with social media accounts belonging to Red Orchid Hotel Semarang. Meanwhile, the new system requires the support of new technologies such as computers, internet networks, cameras, photo editing applications, and website admins. While in the new system, the reach of promotions can be expanded by utilizing SEO.

System Design

Hierarchy Input Process Output (HIPO) is a diagram used to design systems and document processes. In designing the website of Red Orchid Hotel Semarang, HIPO aims to navigate all the menus. The website is designed to integrate all promotional media, Facebook and Instagram. System design is an arrangement of several separate elements into a unified whole. The following is the HIPO design from the Red Orchid Hotel Semarang website



(Source: processed primary data, 2022)

Image 3: Hipo Diagram

- 1) Homepage, is the main page of the Red Orchid Hotel Semarang website, which contains an overview of the website.
- 2) Rooms, is a page that contains the types of rooms provided by the hotel and the complete information for each of them.
- 3) About Us, is a page that aims to explain to visitors about the Red Orchid Hotel.
- 4) What's On, is a page that contains up-to-date information about the hotel. The information shared on this page is facilities, galleries, and careers.
- 5) Article, contains articles written by the hotel used to maximize the use of SEO.
- 6) Contact Us, website visitors can communicate and give feedback to each other with the hotel, because contact us page makes it easier for visitors to ask questions, give criticism or suggestions and testimonials.

Implementation

Based on the gap analysis that has been submitted, the implementation of the technical review in designing the website of Red Orchid Hotel Semarang is an activity carried out in the website design process, including:

- 1) Purchasing a domain and hosting
 Purchases are made using the domain and hosting provided by rumahweb.com.

- The details on how to make the purchase will be in the appendix.
- 2) CMS WordPress Installation
 CMS WordPress is used as a tool in building the Red Orchid Hotel Semarang website.
- 3) Theme Installation
 The theme installation is done after the WordPress installation is complete. Using attractive templates and themes will make website visitors pleased and not bored and attract interest to visit the Red Orchid Hotel Semarang website for a longer period of time.
- 4) Installing the plugins needed in the design of this website.
 Plugins are tools used to build pages on a website by adding various features so that the website can become a complete unit.
- 5) Search Engine Indexing
 Indexing is the technique by which search engines organize material prior to a search so that queries can be answered quickly.

Integrating & Testing

The system testing process aims to ensure that any instructions or statements being examined may be processed, implemented, executed, and able to recognize the obstacles by the software.

1) Alpha Testing

Before the website is released to the public, alpha testing is carried out by the internal team on the developer site. To avoid customer dissatisfaction due to bugs or application failures in the future when this website is used. The alpha tests run in this project are as follows:

Mobile Friendly Testing, Contact Form Testing, Social Media Shortcut Testing, and SEO Testing.

2) Beta Testing

Beta testing on this project was conducted using a questionnaire system with accessibility, usability, user interface, and features indicators. Beta testing is a test of website users where the developer is not involved in this test. The aim of beta testing is to discover errors that occur when the public uses the website. The following is a list of questions used in the questionnaire.

Table 1: Questions List Of Beta Testing

No	Question	Indicators
1	The menus on the redorchidhotel.com website are easy to understand and interact with	Accessibility
2	All functions on the redorchidhotel.com website are running well	Usability
3	The redorchidhotel.com website interface is very attractive	User Interface
4	All the features on the redorchidhotel.com website are running well	Feature

(Source: processed primary data, 2022)

Table 2: Questionnaire Answer Score Range

NO	SCORE RANGE	DESCRIPTION
1	1 - 2	Bad
2	3 - 4	Not Good
3	5 - 6	OK
4	7 - 8	Good
5	9 - 10	Very Good

(Source: processed primary data, 2022)

The following are the results of a total of 30 respondents who have visited

and explored the Red Orchid Hotel Semarang website.

Table 3: Average Answers

No	Indicators	Average Answer	Description
1	Accessibility	8.25	Good
2	Usability	8.31	Good
3	User Interface	8.44	Good
4	Fitur	8.19	Good

(Source: processed primary data, 2022)

Based on a total of 30 respondents who have done beta testing, as shown in the table above, it can be concluded that the Red Orchid Hotel Semarang website is feasible to be developed.

Operation & Maintenance

The purpose of website maintenance and operation is to ensure that the site continues to perform as intended. Here are some of the measures taken to ensure the continued viability of the Red Orchid Hotel Semarang website.

- 1) To ensure that the website can be used next year, it is essential to keep up with two aspects of its maintenance: the hosting and domain service.
- 2) To update to new versions of the WordPress CMS whenever the developer releases one is essential maintenance to keeping the website secure and functional.
- 3) To maintain visitors and website SEO by regularly updating published content.
- 4) To review the website at regular intervals to check for any bugs or issues.

CONCLUSIONS

The discussion of each chapter in this paper led to the conclusion that designing the website of the Red Orchid Hotel Semarang has the potential to serve effectively as a promotional medium and also has the potential to increase market reach. As a result, the following is a summary of the findings of this paper:

- a. By designing the website of Red Orchid Hotel Semarang, visitors or users can access information related to Red Orchid Hotel Semarang anywhere and anytime.
- b. The average number of guests staying at a hotel on weekdays has increased by 10%, while the number of guests staying over the weekend has increased by 12%.
- c. Make it simpler for the hotel to find customers by expanding the market scope and improving their time efficiency, all while decreasing the amount of money spent on promotions.
- d. The website design of Red Orchid Hotel Semarang utilizes CMS WordPress and follows standard procedures that have been implemented by the hotel in order to expand market reach through the design of this website.
- e. Search engine optimization for Red Orchid Hotel Semarang's site can make it simpler for potential guests and visitors to find the hotel's information and promotions via online queries.

Recommendations

As a result of the design of the Red Orchid Hotel Semarang website, a number of suggestions were generated. The following are some recommendations for the development of a website, specifically:

- a. The implementation of a regular evaluation plan for the website over a predetermined amount of time in order to ensure that the website continues to operate at its highest possible level.
- b. Carry out the operation and maintenance of the website that has been developed,

such as extending the domain and hosting space and updating the WordPress CMS system every time there is an update from the developer. It is intended that the website can be continuously accessed via the internet by visitors.

- c. Maintaining search engine indexing through consistent content updates by paying attention to SEO.

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