



# Website design as an promotional media for the brand ismage studio

Muhammad Akrif Saputra<sup>1</sup>, Dian Syafitri<sup>2</sup>, Hasbullah<sup>3</sup>, Muhammad Fathoni<sup>4</sup>, Ni Putu Sinta Dewi<sup>5</sup>

<sup>1,2,3,4,5</sup>Visual Communication Design Study Program, Universitas Bumigora, Indonesia

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## ABSTRACT

The website serves as a vital medium for delivering information effectively and attractively, especially for businesses engaged in photography and videography, such as Ismage Studio. This thesis discusses the design of an aesthetic website as an information hub for Ismage Studio by applying an optimized UX/UI design approach. The objective of this research is to develop a digital platform that not only functions as a promotional tool but also facilitates potential clients in accessing service information and making reservations efficiently. The research methods include observation, interviews, and user needs analysis to obtain accurate data regarding customer preferences and expectations. The website design process follows UX/UI design stages, ranging from concept planning, wireframing, to visual implementation, all oriented toward an intuitive user experience. Furthermore, a well-structured service booking form is implemented to enhance customer service effectiveness. The results indicate that an aesthetic and user-friendly website design significantly enhances user engagement and information accessibility. Through this website, Ismage Studio is able to build a professional image while providing a more practical and efficient service booking experience.

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## Corresponding Author:

Muhammad Akrif Saputra,  
Faculty of Art and Design,  
Universitas Bumigora,

Jl. Ismail Marzuki No.22, Cilinaya, Kec. Cakranegara, Kota Mataram, Nusa Tenggara Bar. 83127, Indonesia

Email: [muhammadakrifsaputra@gmail.com](mailto:muhammadakrifsaputra@gmail.com)

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## 1. INTRODUCTION

Ismage Studio is a business engaged in the field of photography and videography, specifically in providing photo and video services for weddings, pre-weddings, and graduation events. The studio began operating in 2020 and is located in Janapria, Central Lombok, with ownership held by Ismawadi S, Ds. As a business focused on offering photography and videography services, Ismage Studio currently utilizes limited promotional media, relying only on social media platforms such as Instagram and Facebook. Although these platforms have advantages in reaching customers, such limitations have not yet maximized the dissemination of information and promotion.

Website is a collection of web pages along with several supporting files such as image files, videos, and other digital files stored on a web server and accessible via the internet. In other words, a website is a set of folders and files that contain various commands and specific functions, such as display functions, data storage functions, and others (Sadali & Putra, 2020). A website becomes one of the most appropriate platforms for seeking information and as a promotional medium. Furthermore, websites can be accessed by anyone, making them the right platform to serve as a hub

for Ismage Studio and the main reason why a website is a crucial medium for providing information and conducting promotions.

Aesthetic website design plays an important role in increasing customer satisfaction and attracting website visitors by presenting an attractive design, such as a minimalist and modern appearance that gives a welcoming impression. This includes presenting service details, portfolios, information about Ismage Studio, contact details, and links to the studio's social media. The application of artistic website decoration serves to enhance the aesthetics and beauty of the website elements by applying aesthetic principles, which include symmetry/asymmetry, patterns, color, contrast, perspective, motion, expression, rhythm, unity, harmony, balance, shape, and proportion, among other aesthetic principles (Manalu & Mesra, 2019).

Information about Ismage Studio currently covers only a limited area and uses only social media as a promotional medium. Therefore, the design of a website aims to reach a wider audience and provide more complete information about the services offered by Ismage Studio. The internet plays a crucial role in providing faster and broader access to information for the public. With technological advances, especially in service-based industries, there are significant opportunities for organizations in the creative studio sector to leverage various digital platforms to disseminate information and promote themselves (Suhardi, 2024).

The development of the brand in the photography and videography business maximizes the potential of a website as a support tool for information dissemination and promoting the Ismage Studio brand. While social media enables business promotion, a website is also essential as a medium and business profile to enhance professionalism. Brand promotion is a way for a company to introduce its services to potential consumers, with the goal of delivering information. The success of a promotion depends on two key factors: a good understanding of the target customers and the ability to deliver the message effectively. Essentially, promotion is like telling a story about the services offered in an interesting and memorable way. When done correctly, promotion can build trust in the benefits offered, encourage purchases, and support stable business growth (Mulyana et al., 2019).

Previous research includes the design of an e-commerce website for the UMKM (Micro, Small, and Medium Enterprises) restaurant Bakso Arema using the Laravel framework, conducted by (Muchtar & Munir, 2019). The difference between the current study and the previous one is that the previous research focused more on product-based e-commerce, while the current research emphasizes website visuals and includes features such as complete information, a portfolio, and service offerings. Another relevant study is the design of a website as an information medium and image enhancer at SMK Dewi Sartika Tangerang, researched by (Andriyan et al., 2020). The difference is that the previous study focused only on being an informational platform and enhancing the institution's image, whereas the current study focuses on aesthetic design, functionality, dynamic media, interactive icons, and building user interaction within the website. Furthermore, the development of a promotional media website for typical Sampit souvenirs, researched by (Siregar, 2021), differs from the current research in that the previous one focused only on product promotion design, while this study emphasizes functionality, aesthetic value, and the presentation of complete information such as the studio's history, social media, portfolio, and more.

This study aims to design a website for Ismage Studio that is not only aesthetic but also functional, to meet the needs of Ismage Studio in expanding its market reach and strengthening its brand presence in the digital world. Through this aesthetic website design, it is expected that Ismage Studio will be able to increase customer trust and enhance consumer appeal.

## 2. RESEARCH METHOD

A qualitative approach is used in this design to obtain in-depth data, so that the results can reflect the details of the object and its needs. The qualitative method itself is a series of techniques aimed at analyzing and understanding the meaning of individual or group experiences related to social or humanitarian issues (Creswell, 2015).

This research uses a descriptive qualitative method that focuses on data collection and analysis techniques such as interviews, observation, and documentation. It also applies the Design Thinking method, which includes the stages: empathize, define, ideate, prototype, and test. This method is highly suitable for this study because Design Thinking integrates user needs, technological opportunities, and business objectives, making it well-suited for market-relevant enterprises such as the creative business of Iimage Studio (Buhl et al., 2019). Data collection tools used include a voice recorder and note-taking media.

### **Observation**

In the initial stage of data collection, the researcher conducted field observations at the research site, Iimage Studio, located in Janapria, Central Lombok. The purpose was to directly observe on-site activities and participate in daily operations of the studio to better understand the business needs from Iimage Studio's perspective. A mobile phone camera was used as a supporting tool during observation.

### **Interview**

In the next data collection stage, the researcher conducted structured face-to-face interviews using a set of prepared questions to explore deeper insights based on the responses given. The interview was conducted directly with Ismawadi S, Ds, the owner of Iimage Studio, to exchange information regarding existing problems. The researcher collected data and discussed the website to be developed. A mobile phone voice recorder was used as a supporting tool during the interview process.

### **Documentation**

This stage aimed to identify the studio's workflow and the challenges encountered. Documentation involved taking photographs of Iimage Studio's activities in the field, which would later be displayed on the portfolio page of the website to effectively introduce its services. A mobile phone camera was used as a supporting tool for the documentation process.

## **3. RESULTS AND DISCUSSIONS**

The users of the Iimage Studio website have primary needs related to ease of information access, convenience in selecting services, and efficiency in placing orders. Specifically, users such as couples preparing for weddings or prewedding sessions require clear information regarding the available services, pricing packages, and booking procedures. Therefore, the design of the Iimage Studio website focuses on simplifying navigation and presenting information in a structured and accessible manner to meet users' demands for comfort and clarity when choosing services, as well as ease of understanding the offered packages. Results and Discussion In business, Design Thinking provides a framework to deeply understand customers in order to support sustainable business growth, including for Iimage Studio (Liedtka, 2015). In this design, the researcher uses the Design Thinking methodology, which includes five stages: empathize, define, ideate, prototype, and test.

### **Empathize**

At the empathize stage, the researcher conducted research aimed at collecting necessary data and understanding the business context. This included comprehending user needs through interviews with the owner of Iimage Studio to gain insights from the business owner's perspective.

1. Needs Analysis, the needs analysis stage identifies and outlines the specific needs of Iimage Studio to ensure the project aligns with both the author's and owner's objectives. The website is designed to meet the needs of both prospective clients and the studio itself. Based on the results of interviews and field observations in Janapria, Central Lombok, the following needs were defined: a) Designing a website tailored to Iimage Studio's needs, including a homepage, portfolio, contact (booking) page, and additional features such as an "About" section that includes the studio's history, vision and mission, studio location, and other relevant information. This will help the studio reach customers more effectively and expand its market, especially since previous promotional efforts relied solely on Facebook, WhatsApp, and

Instagram; b) Displaying the services offered by Ismage Studio, namely wedding, prewedding, and graduation photography/videography, with a focus on delivering professional service based on quality and client-agreed pricing; c) Using a website theme that reflects Ismage Studio's unique character, specifically the color black, which aligns with traditional Lombok attire and is aesthetically applied throughout the site.

### Define

In the define stage, the researcher determines the problem and organizes the data obtained from the empathize stage. Then, ideas are formulated as follows: a) Website Features and Functionality, Header: The top section of the website, containing navigation links to Ismage Studio, Home, Services, Portfolio, Contact, and About pages. Home: Displays the main interface of the Ismage Studio website, highlighting its brand character and featuring a direct booking button that redirects to the Services page for easier access. Services: A booking form where customers fill in their details. The data is sent directly to Ismage Studio's Gmail and includes: Full Name, Email, Phone/WhatsApp Number, Type of Service (Wedding / Prewedding / Graduation), Service Package (Standard / Premium), Event Date, Event Location, Special Notes.

Portfolio: Showcases galleries or albums containing captured moments from photo shoots, allowing prospective clients to view Ismage Studio's work quality. Contact: A contact form where customers can send messages that go directly to Ismage Studio's WhatsApp. The form includes: Full Name, Email, Message.

About: Provides a profile of Ismage Studio, including a description, vision and mission, contact information, and links to social media. Footer: The bottom-most section of the website containing links to Ismage Studio's social media accounts.

### Ideate

In the ideate stage, the researcher identifies and defines solutions based on the gathered information by creating sketches or conceptual drawings of the planned website. This stage, also referred to as brainstorming, involves generating ideas as problem-solving concepts derived from the define stage.

#### a. Website Flow Idea

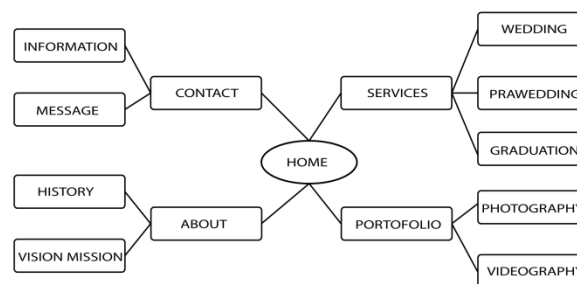


Figure 1. Flow site

The initial idea of website design is the process of formulating goals, user needs, and information structures before entering the visual and technical design stages (Garrett, 2010). In this website flow idea, it is a mind mapping of the initial design stages, where the image is in the form of features available on the Ismage Studio website.

#### b. Home Display Ideas

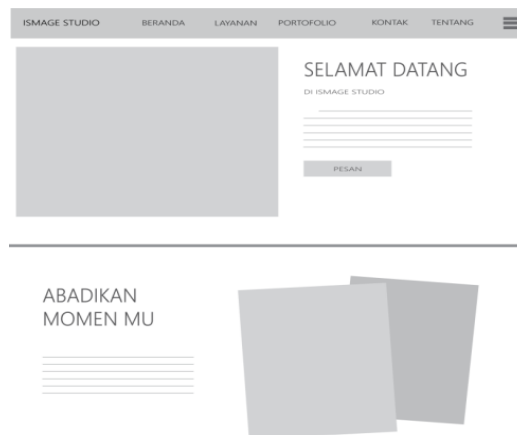


Figure 2. Home display ideas

In the image, the homepage display idea uses a good hierarchical structure and layout which will make users not confused, not have to think hard, and quickly find what they need, with a simple appearance so that it does not make visitors have difficulty accessing the website (Krug, 2006). The concept of this homepage layout contains photos and fonts that match the theme on Ismage Studio and the layout of the fonts and images is not too close and not too far and provides empty space that gives the impression of giving breath to the layout.

### c. Services Display Ideas

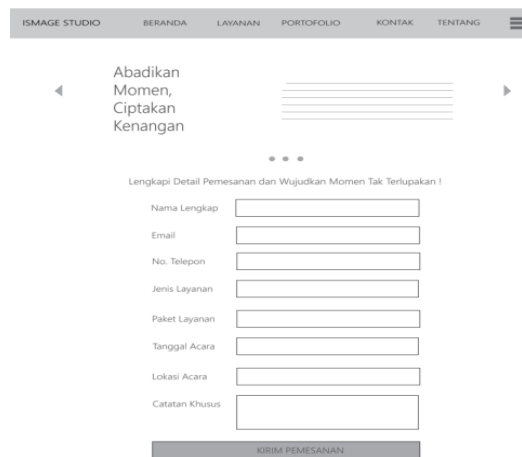


Figure 3. Services display ideas

In the image, the service display idea uses a slide text containing several aesthetic words to make it look more elegant and contains a text box of information that must be filled in by customers before ordering services and also a service input button, the purpose of using a layout like this is because it has a simple impression but is easy to understand by lay people when accessing online service orders. The simplicity of the layout makes the design clearer, easier to understand, and increases usability without sacrificing function (Falvo & Urban, 2007).



Figure 4. Price list display ideas

In the picture, the price list idea contains the rates of the services and uses a layout and shape like this to make it easy to remember because it seems simpler and so that customers do not have difficulty when looking for the price of the service without having to contact the owner to ask for the price. Simple shapes such as squares, circles, and lines are used to arrange visual elements neatly and attractively without making the design feel full (*Ostergren, 2008*).

#### d. Portofolio Display Ideas



Figure 5. Portofolio display ideas

In the image, the portfolio display idea uses a hierarchical layout concept with photo slides at the top and also three albums containing wedding, pre-wedding, and graduation albums. The purpose of using this layout is because the portfolio page is an important part of a creative website that displays the best work to show the abilities, visual style, and experience of a studio (*Ambrose & Harris, 2010*). The use of this hierarchical layout concept is so that the layout is organized and makes the design look neater, more modern, and convincing where visitors are more confident and feel accepted.



Figure 6. Portofolio gallery display ideas

In the gallery portfolio or album display containing photos from each theme such as wedding, pre-wedding and graduation, the use of the gallery layout is arranged from top to bottom because in Responsive Web Design, the vertical design from top to bottom is most compatible with mobile devices, because it supports natural scrolling and maintains the proportion of visual elements

(Hussain & Mkpojiogu, 2015). The vertical design on the Ismage Studio website is very important because it provides an experience for visitors to explore completely without having to move pages. With a flowing layout, customers can view the photo portfolio sequentially and comfortably.

#### e. Contact Display Ideas

Figure 7. Contact display ideas

In the picture, the contact display idea uses Call to Action, which is an element on the web interface that encourages users to take certain actions, such as filling out a form, contacting a contact, or ordering a service whose purpose is for customers to contact the owner and provide a response or feedback on the website (Krug et al., 2014). The use of CTA on the contact display aims to make it easier for customers to contact Ismage Studio directly without having to come to the studio, which is very important because it does not cost money, and also the purpose of this CTA is so that customers can also contact the owner directly.

#### f. Display Ideas About

Figure 8. Display ideas about

In the image of the display idea about Ismage Studio, it uses text and photos, which contain information about Ismage Studio, the goal is to build trust, introduce business identity, and convey the values and vision of an organization or brand (Reiss, 2013). Because by providing complete information about the business brand will increase or strengthen the branding of a business that is carried out.

### Prototype

At the prototype stage, researchers visualize solutions by creating a website designed as a problem-solving flow and applying it into a more realistic visual form, the results of which will be tested at the test stage. The UX/UI design on the Ismage Studio website is designed to provide a satisfying experience for visitors. In this case, the selection of colors, typography, and layout is adjusted to the wishes of the Ismage Studio owner who chose a black and white theme that matches the traditional Lombok clothing with an elegant and professional impression. Colors with soft accents are chosen to create a calm and harmonious impression, while clean and easy-to-read typography helps visitors focus on the information presented. And the design elements on this website are focused on making it easier for visitors to find information and interact.

#### a. Main Home Page

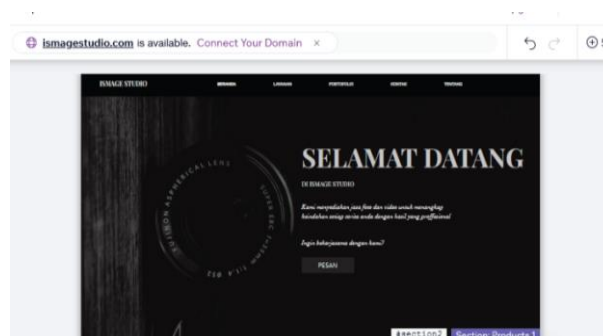


Figure 9. Main home page

On the main page/homepage, it displays the main display on the Ismage Studio website and the Ismage Studio character and displays a booking button that immediately switches to the service page to make it easier for prospective customers to order services provided by Ismage Studio when they first enter the Ismage website. The use of black and white colors in photos and fonts because it follows the theme of Ismage Studio itself by using a black and white theme according to Lombok traditional clothing during weddings and graduations, Using black background photos and white fonts so that visitors are more easily remembered. A black background can add a dramatic impression to a design, especially when combined with a minimalist layout and bright color accents, this combination creates a very elegant and attractive appearance (Kelly & Gero, 2021).

#### b. Services Page

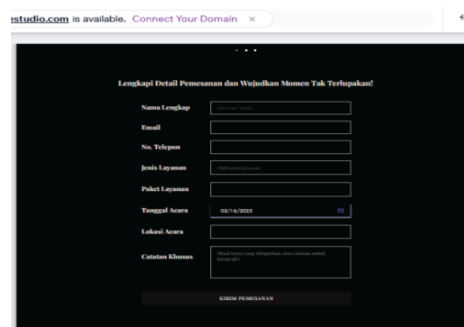


Figure 10. Services page

On this service page, customers must fill out an order form where the information entered directly into Ismage Studio's Gmail with a form containing: Full Name, Email, Telephone Number, Service Type, Service Package, Event Date, Event Location, and Special Notes, Use of black and white colors and bold white fonts to further clarify what information must be filled in by customers when ordering Ismage Studio's services.

## c. Portofolio Page

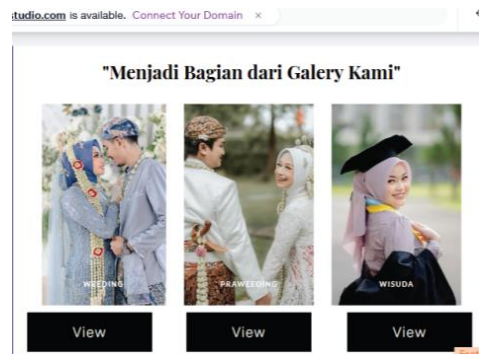


Figure 11. Portofolio page

On the portfolio page displays galleries or albums containing moments when taking pictures on photo shoots in the field and the results of the captured photos as moments that can be seen by prospective customers. The use of a white background color and the opposite colored button, namely black, because the photos used are brightly colored, therefore the background follows the photo, the use of bright colors to give a cheerful and happy impression. The color white in the context of design has a very strong meaning and is often associated with purity, cleanliness, and sincerity. (Prusak & Mushafiq, 2023) states that white not only represents spiritual values, but also gives a light and cheerful visual impression. (Sutton, 2004) explains that strengthening the position of white as an element that can foster a positive atmosphere in visual design.

## d. Contact Page

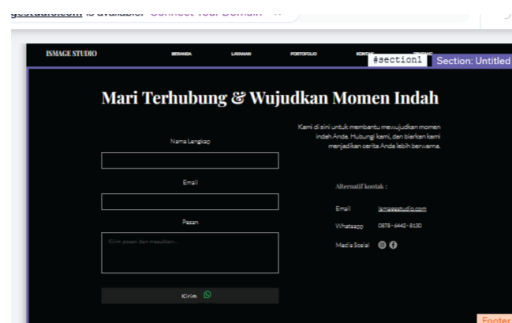


Figure 12. Contact page

On this contact page, customers must fill out a form where the data and messages entered directly into the Ismage Studio WhatsApp containing: Full Name, Email, Message. The use of a black background and white font that says "Let's connect & create beautiful moments" to make it look more aesthetic and the contact page also contains several Ismage Studio contact information that can be contacted.

## e. About Page



Figure 12. About page

displays a profile about Ismage Studio in the form of an explanation of Ismage Studio, vision and mission and also contacts along with Ismage Studio's social media. The use of a white background and fonts containing Ismage Studio and Vision and Mission as well as photos of the owner of Ismage Studio so that prospective customers can know completely and clearly what Ismage Studio is. Identity photos add a human touch that makes visitors more confident in the services offered (Ng *et al.*, 2021).

### Test

For the test stage, the author conducted a website testing stage from the prototype to ensure the design is appropriate and easy to use. The Ismage Studio website testing aims to test the functionality of the website to ensure the form of service and links function, this testing stage also aims to not confuse customers when they want to use the services on Ismage Studio. The website testing stage is an important part of the system design process, because it is useful for ensuring that the system or product works according to the previously determined objectives (Widyaningrum, 2023).

#### a. Services Form Testing

Nama Lengkap	Agus pratama
Email	Aguskanc112@gmail.com
No. Telepon	081237122555
Jenis Layanan	
Paket Layanan	Standart
Tanggal Acara	03/16/2025
Lokasi Acara	Kopang, Lombok Tengah
Catatan Khusus	Video dan Foto shoot
KIRIM PEMESANAN	

Figure 13. Services form testing

This trial stage, the customer fills out a personal data form and the service to be ordered to ensure whether the navigation works or not. According to (Nugroho, 2014), the use of online service forms aims to speed up the ordering process, minimize communication errors, and increase efficiency in managing customer data.

#### b. Testing Information Input

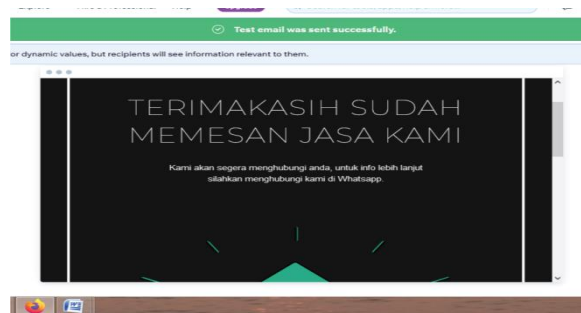


Figure 14. Testing information input

After filling out the form, then when sending the order, it will go directly to Ismage Studio's Gmail and will be confirmed by Ismage Studio for payment and so on. According to (Meiryani et al., 2020), integrating online forms with email systems allows companies to receive user information in real-time, so they can speed up service responses and keep communication flows efficient.

**Results**

a. Homepage Results

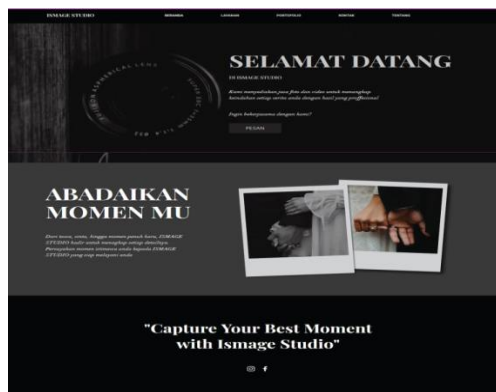


Figure 15. Homepage results

b. Portofolio Results

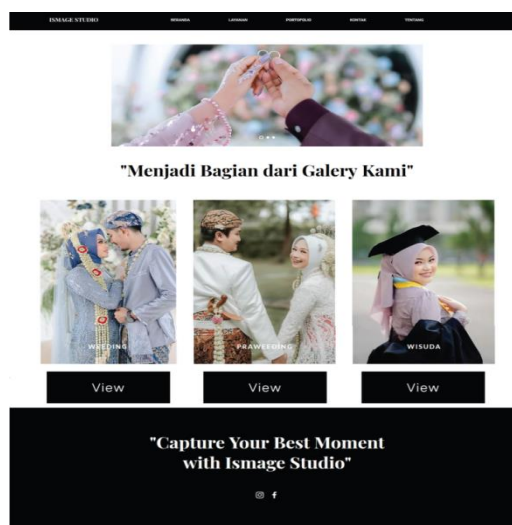


Figure 16. Portofolio results

c. Services Results

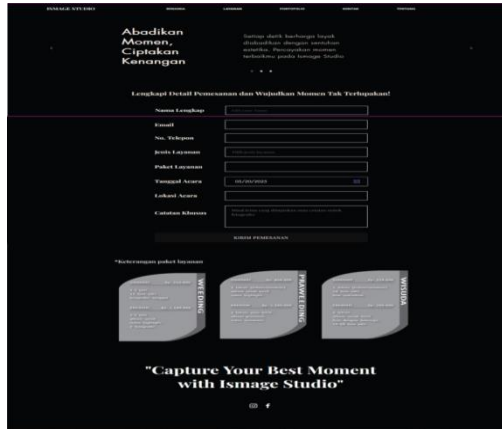


Figure 17. Services results

d. Contact Results

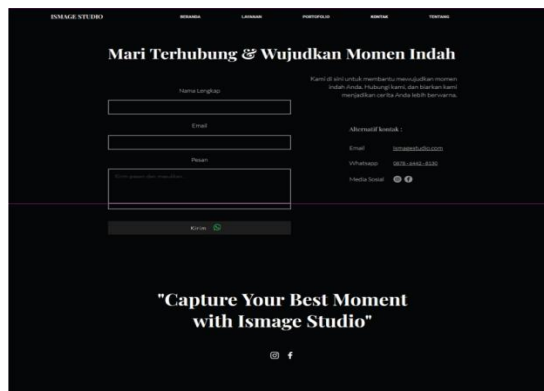


Figure 18. Contact results

e. About Results

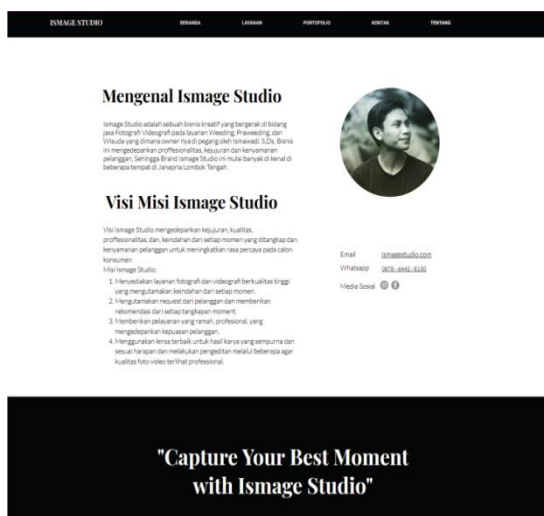


Figure 19. About results

#### 4. CONCLUSION

Based on the research and design that has been done, it can be concluded that the Ismage Studio website is designed by considering aspects of user needs analysis, UX/UI design, and service form flow. Needs analysis shows that the website is informative, aesthetic, and easy to use. Therefore, the design of the website is focused on an attractive and simple appearance, clear navigation, and clear presentation of information to make it easier for users to understand the services offered.

The UX/UI design that is applied prioritizes user comfort with the selection of colors, typography, and layouts that are in accordance with Ismage Studio's visual identity. The website structure is designed to be responsive and can be accessed well on various devices, thus providing an optimal experience for users. The service form flow is designed to simplify the service ordering process. With elements arranged systematically, users can fill in information easily, and can be confirmed by Ismage Studio.

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