

Redesign of the user interface for the career development center (CDC) website, Telkom University Bandung

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Abstract. Nowadays, the development of the job market is becoming increasingly competitive. Companies have various specific criteria for their prospective employees. In addition to having a degree, job candidates are also required to possess various soft skills. Therefore, Telkom University, through the Career Development Center (CDC), strives to prepare its students for employability. The Career Development Center (CDC) at Telkom University operates a website that serves as a digital platform for information sharing and interaction with both students and alumni. However, based on the results of the observation, issues were found on the website, including a user interface that is considered neither informative nor visually appealing. Considering the main function of this website is as a center for information and interaction among the academic community, a redesign of the CDC Telkom University website is necessary using a design thinking approach as the design method. Data was collected through observation and interviews, which were then analyzed using descriptive analysis methods to produce a user interface design that meets user needs. The result of this design process produced a new CDC website design in the form of a high-fidelity prototype that has undergone testing using the usability testing method and received positive feedback from end users. Through the redesign of this website's user interface, it is hoped that a good user experience will be achieved, allowing the Career Development Center of Telkom University to optimally convey information.

Keywords: Redesign, User Interface, Website, Career Preparation

Introduction

The competition in the job market today has become very competitive. Job seekers are required not only to have high degrees but also to possess skills or expertise certified by reputable institutions. Higher education institutions serve as a crucial source of hope for students seeking to improve their employability. Employability is defined as the abilities, skills, and attitudes possessed by individuals to face uncertainty, change, and challenges they may encounter throughout their careers (Cheng et al., 2021). Career Development Center (CDC) Telkom University aims to plan and implement activities to strengthen (quantity and quality) Employability of students and alumni. Until now, CDC Telkom University has a lot of service programs that can be accessed by students and alumni, including career development tests, individual and group career counseling, survey soft skill, soft skills classes, digital talent, campus hiring, job fairs, job vacancies, and Self-Improvement for Alumni (Selfi).

CDC Telkom University has provided a digital platform in the form of a website as the main medium for delivering information and interacting with users. However, based on the initial observations, several deficiencies were found in terms of the appearance and functionality of

the interface. The website is considered unable to convey information visually well, and it is as well less engaging and intuitive in navigation. These issues indicate that a good user experience has not yet been achieved, thereby impacting the effectiveness of the website as a digital service medium. Maidatussohiba et al. (2023) state that good user experience and usability on a website are essential to ensure that the website can be easily understood and used by users.

Based on the findings of the issues, this research is conducted to redesign the user interface of the CDC Telkom University website using a user-centered design thinking approach. This study aims to understand user needs and behaviors through observation and interviews. The goal of this research is to produce a user-friendly interface design and improve the quality of the user interface, particularly in terms of readability, navigation clarity, and visual appeal. It is hoped that this redesign can support the CDC website as a medium for delivering optimal, interactive, and easily accessible career information for students and alumni of Telkom University.

Method

The design stages in this research use a design thinking approach. Design thinking is a methodological approach to generating solution ideas in the design process through user-centered approaches (Soedewi et al., 2022). This research uses a design thinking approach as the main method in the process of redesigning of the CDC Telkom University website. There are five main stages in this approach, empathize, define, ideate, prototype, and test.

The first stage is empathize, which is the process of data collection to understand user needs through two main methods: observation and interviews. Observation was conducted through initial usability testing of the existing CDC website, involving three users from among students and alumni. Meanwhile, interviews were conducted with two sources, the manager of CDC Telkom University and an expert in the field of user interface (UI/UX) design, to gain in-depth insights into the issues from the perspective of service providers and professional design.

The second stage is define, where the results from the empathize stage are analyzed using descriptive analysis methods. Descriptive analysis is the accumulation of basic data that is purely explanatory without drawing conclusions or making predictions (Riyanto & Arini, 2021). This analysis aims to identify the main problems experienced by users, such as confusing information structure, lack of contrasting colors, and insufficient supporting visual elements. This stage results in the formulation of problems and specific user needs that serve as the foundation for the design phase.

The third stage, ideate, is the process of developing solution ideas that address user problems. At this stage, schematic exploration of navigation flows, page layouts, and the development of flat design-based visual concepts are carried out.

The fourth stage, prototype, is the stage where the results of the ideas are translated into a high-fidelity visual prototype. High-fidelity prototype is a representative of the final product, both in terms of functionality and visual aspects (Kasih & Ismail, 2024). This prototype illustrates the entire structure of the website along with its main features, such as the navigation menu.

The final stage, testing, involves testing the prototype with eight respondents from among students, alumni, and the academic community. The testing was conducted with task scenarios and evaluated based on three categories: smooth, somewhat long, and stopped. The test results are used to assess the success of the design in solving the initially identified problems. The entire process in this design thinking approach is carried out to ensure that the design solutions produced are not only aesthetic but also functional and meet the needs of the users of the CDC Telkom University website.

Result and Discussion

CDC Telkom University has an important role in preparing students and alumni to compete in the job market. CDC Telkom University has implemented various activities and services to enhance the employability of its students and alumni. In its implementation, CDC Telkom University is supported by digital media in the form of a website as a medium for disseminating information. Based on the observation results, it was concluded that the CDC Telkom University website's user interface appearance is not optimal.

User interface (UI) pertains to the arrangement of graphic design layouts in the visual presentation of a website or application, primarily focusing on its aesthetic elements. Therefore, UI designers are tasked with organizing various design components according to the aesthetic of a website or application, including color, text, images, lines, buttons, and others (Jamilah & Padmasari, 2022). User interface elements are categorized into four basic components: layout, color, typography, and graphics (Izzuddin & Ilahiyyah, 2022). Layout arranges the position of all elements present on the website display. The layout in the user interface should essentially be simple, both easy to see and use by the users. Color: The selection of colors is very important for the ease of use of the website. Contrasting colors on buttons and icons serve as navigation that helps users easily find information or features. The color selection is also based on the colors of a brand or organization. Typography: One of the main elements of a website's appearance, the selection of the right typography supports the readability of the information conveyed. Graphics: Image or photo elements on the website support the appearance and delivery of information.



Figure 1. Homepage (Button) Display of the CDC Telkom University Website, Previous Design (cdc.telkomuniversity.ac.id)

Based on the results of the observation of the CDC Telkom University website, several issues related to the user interface elements were found, including a layout that is considered less simple, with all information arranged in a single aligned row. In addition, the color selection on this website is also considered monotonous, with the dominance of white on every element and light blue on the buttons making navigation difficult to find (Figure 1). Additionally, this website lacks the use of graphic elements such as icons or images that support information and navigation. Based on the results of observations and interviews with three respondents, namely students and alumni who accessed the CDC website for the first time, the same issue was also found. The three respondents tend to prefer a layout that displays information sequentially rather than the layout currently on the website. Another issue was also felt by the respondents in terms of time efficiency; they spent a long time finding the information they wanted. This is because the navigation on this website is said to not yet use contrasting colors. Based on these findings, improvements are needed in the user interface of the CDC Telkom University website.

It is hoped that in the future, this website can be more effective and efficient both in delivering and accessing information and in supporting career preparation for students and alumni of Telkom University.

The creative concept for the redesign of the CDC Telkom University website is an approach that focuses on enhancing visual appeal, being more informative, and being interactive. By reorganizing the information structure (content), improving the website interface layout, applying illustrations on certain pages of the website, and adding features that facilitate interaction between users. Overall, the visual style applied to this website is using flat design. Additionally, the informational content presented on the website revolves around the benefits of career preparation and career preparation services from CDC Telkom University.

Based on the interview results with the CDC Telkom University, they strongly support the ease of interaction with users on the website. Therefore, the addition of a live chat feature is necessary, allowing users to obtain information in real-time and quickly answering their questions so that users can feel connected with the CDC. Additionally, this feature prioritizes user needs and questions, aiming to foster a satisfying interaction experience. Additionally, the website's visual appeal is enhanced by the incorporation of illustrations in the form of supergraphics and mascots, which are designed in a flat style and serve as supporting elements on the interface. The application of illustrations not only beautifies the appearance but also supports the clear and engaging delivery of information on the website (Pratama & Yasa, 2020).

In general, the visual enhancement applied in the redesign of the CDC Telkom University website is a flat design style. Flat design is a visual design style that emphasizes simplicity, clarity of form, and the use of two-dimensional elements without shadow effects, textures, or gradients. Flat design has the advantage of making information content look more attractive, simpler, and easier to understand so that information can be conveyed quickly to users. In addition, the flat design style also gives a modern and minimalist impression to the appearance (Hasanudin & Adityawan, 2020). The use of visual elements such as photos and illustrations are also considered very suitable when presented in a flat design visual style. The redesign of this website incorporates user interface elements as follows:

1. Layout

The layout used in the redesign of the CDC website adopts the principle of a multi-panel layout. The presentation of the multi-panel layout involves dividing the page into several identical themes or forms (Rijali & Islam, 2024). The use of multipanel layouts aims to organize all CDC Telkom University services so that they can be displayed on a single main page of the website. The multipanel layout has advantages such as a neat and structured website appearance, ease of navigation, flexibility, and a modern impression.

2. Color

The use of colors for the redesign of the CDC Telkom University website generally refers to the identity colors of Telkom University itself, which are red and gray. With the aim of maintaining the university's identity colors, Telkom University is the parent of the CDC Telkom University unit. However, the colors used relate to CDC Telkom University's goal of career preparation for students. With its supporting colors, white, which symbolizes simplicity and balance (Fatimah, 2020), and also blue, according to Laura A. King (in Aryani & Irawan, 2023), represents confidence. Additionally, from a psychological perspective, bright red can stimulate energy in the body, creating a pleasant sensation (Arisma and Irmansyah, 2023), while gray symbolizes a sense of seriousness (Vanie & Meviana, 2022).

3. Typography

The redesign utilizes a sans serif font. This font means professionalism (Puspitasari et al., 2025). The chosen typography is the Poppins font, as it is one of the quite popular sans serif fonts, with a dynamic, symmetrical shape, and easy to read, thus providing comfort for

the audience (Maheswara et al., 2025). This redesign uses the Poppins font for text elements on the website, including headings, subheadings, and body copy.

4. Graphic

The use of images in the redesign of this website includes illustrations and photography. The illustrations included in this design encompass mascot illustrations and supergraphics. The mascot design was chosen to create a strong and easily recognizable identity. The mascot is designed to be a symbol that personifies the values of rational thinking of the target audience and to be more attractive and memorable to the audience. The choice of the mascot character is a businessman dressed neatly in a suit.

The supergraphic used is derived from the shape of the U in the Telkom University logo. This supergraphic is used in certain parts of the website page to fill empty spaces, thereby creating balance in the design. The photography used is human activity photography. The use of photography serves to support the delivery of information or messages through images.

The implementation of the user interface elements above, used in the redesign of the CDC Telkom University website, aims to understand the unity of the visual components used and their impact on the resulting design. The principle of unity ensures that all elements are well-integrated, forming a strong harmony and creating interrelated connections (Kusumowardhani, 2020). The user interface elements that are well-integrated can create design unity and support the effective delivery of information to the audience.

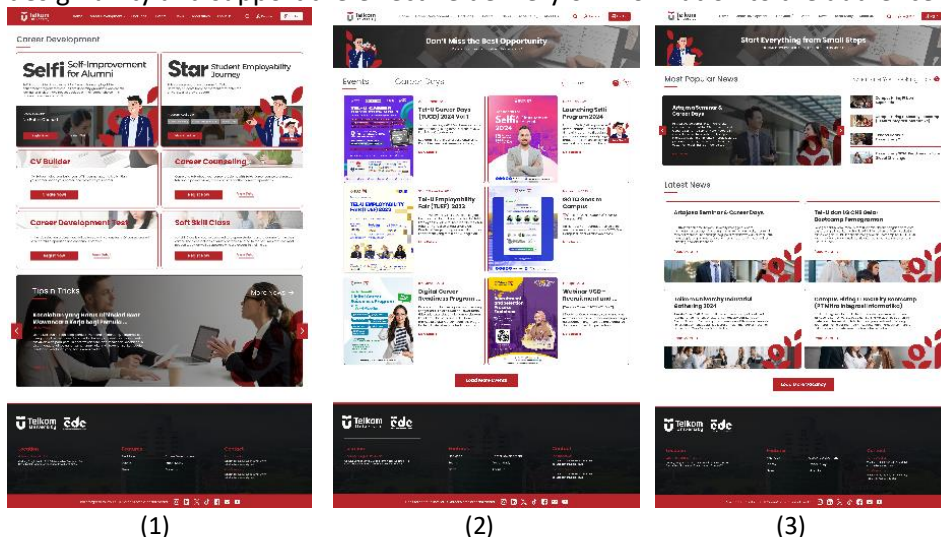


Figure 2. High Fidelity Prototype, (1) Career Development Menu, (2) Events Menu, (3) News Menu

Prototype The CDC Telkom University website uses 7 navigation menus, including the Home, Career Development, Find Jobs, Event, News, Tracer Study, and About Us menus. Each menu is designed to represent each main program of CDC Telkom University. The results of the design that has been carried out are shown, such as on the homepage, which contains several available services, starting with the Selfi program, STAR program, CV builder, career counseling, career development tests, soft skills classes, the latest job vacancies, the latest events, and current news on career activities at Telkom University. All services offered by CDC Telkom University are accessible through the Career Development menu as seen in figure 2. The Find Jobs menu contains open job vacancies, with two types of positions available: full-time or internships. The Events menu showcases all the organized events. The News menu showcases updates on events organized by CDC Telkom University or companies collaborating with the university. The Tracer Study menu contains information about tracer study news regarding

tracer studies. The last menu is the About Us menu, which contains information about what CDC Telkom University is and the contact details that users can reach out to.

After the design phase, the next step carried out is usability testing activities. Usability testing is a method to determine the extent to which the ease of use of an interface can be achieved by users when interacting with the system (Larasati, 2020). Larasati (2020) also mentions that usability testing emphasizes two aspects, namely ease of learning (effective) and ease of use (efficient). We conduct usability testing in two stages. The first stage involves presenting a series of tasks, while the second stage is an evaluation to determine how easily someone understands the tasks given when using a computer-based system (Hidayah & Malik, 2023). In this case, usability testing was conducted with eight end users of the CDC Telkom University website, using the design results in the form of a high-fidelity prototype. In the process, these end users were given four tasks that were tested on the CDC website prototype, as follows:

Table 1. Usability Testing's task

Task	Explanation
Task 1	The user applies for a job according to the desired or available position.
Task 2	Users improve their employability skills by enrolling in the available Selfi program.
Task 3	The user registered for an upcoming event.
Task 4	The user is reading the latest news about career activities at Telkom University.

The tasks in Table 1 will be performed on eight respondents, namely end users of the CDC Telkom University website, including two students, four alumni, and two academic community of Telkom University. These respondents will be evaluated in three categories: smooth, somewhat long, and stopped, to measure the extent of their ease in completing each given task. Based on the results of the usability testing conducted, the respondents stated that the CDC Telkom University website prototype is easy to understand and easy to use. The respondents also stated that the visual appearance of the CDC Telkom University website prototype was considered much more attractive, modern, and professional compared to the previous website appearance. Below is the evaluation table from the usability testing that has been conducted:

1. Usability Testing Results Matrix Task 1

Table 2. Usability Testing Results Matrix Task 1

Nama	Step 1 Finding the "Find Jobs" menu.	Step 2 Finding the position you want to apply for.	Step 3 Finding job requirement information.	Step 4 Click the "Apply" button
User 1				
User 2				
User 3				
User 4				
User 5				
User 6				
User 7				
User 8				

 Smooth
  Somewhat Long
  Stop

Table 2 shows the results of the usability testing on the first task, where users were asked to apply for a job through the "Find Jobs" menu. This task is divided into four main steps: finding the "Find Jobs" menu, selecting a job position, reading the requirement information, and pressing the "Apply" button. Based on the test results, most respondents were able to complete all the steps smoothly. This indicates that the flow and structure of information on the "Find Jobs" page are quite intuitive and easy to understand. One respondent in the alumni category received a rating of "quite long" at the step of finding the "Find Jobs" menu; this respondent tended to take longer to navigate to the detailed job information. However, they still managed to complete the task without major obstacles. This result indicates that the design of the job search page in the prototype already supports easy access to information and effective user interaction.

2. Usability Testing Results Matrix Task 2

Table 3. Usability Testing Results Matrix Task 2

Nama	Step 1 Finding the "Selfi Program" menu.	Step 2 Finding available batch information.	Step 3 Click the "Regist Now" button.
User 1			
User 2			
User 3			
User 4			
User 5			
User 6			
User 7			
User 8			

 Smooth
  Somewhat Long
  Stop

Table 3 displays the results of the usability testing for the second task, which is the registration for the Self-Improvement for Alumni (Selfi) program. Users were asked to go through three steps: find the "Selfi Program" menu, select the available batch information, and press the "Register Now" button. Based on the test results, most respondents were able to complete this task smoothly. However, there were two respondents from the alumni category who took longer to find the location of the Selfi program menu due to the placement of the "Career Development" menu, which was deemed not to explicitly represent all services. However, all respondents were still able to complete the task until the end. These findings indicate that, overall, the interface is quite effective, but improvements are still needed in terms of menu naming or providing additional navigation instructions.

3. Usability Testing Results Matrix Task 3

Table 4. Usability Testing Results Matrix Task 3

Nama	Step 1 Finding the "Events" menu.	Step 2 Finding the desired event.	Step 3 Click the "Regist Now" button.
User 1			

User 2			
User 3			
User 4			
User 5			
User 6			
User 7			
User 8			

 Smooth
  Somewhat Long
  Stop

Table 4 presents the results of the third task test, namely registering for the upcoming career event. The steps include finding the "Events" menu, selecting the desired event, and pressing the "Register Now" button. All respondents in this test were able to complete the task quite well, and most of them fell into the smooth category. This shows that the page structure and visual appearance in the event section already support users' understanding of the event registration process. Simple features and clear placement of action buttons are considered effective in enhancing user interaction efficiency.

4. Usability Testing Results Matrix Task 4

Table 5. Usability Testing Results Matrix Task 4

Nama	Step 1	Step 2	Step 3
	Finding the "News" menu.	Finding the desired news.	Click the "Read More" button.
User 1			
User 2			
User 3			
User 4			
User 5			
User 6			
User 7			
User 8			

 Smooth
  Somewhat Long
  Stop

Table 5 shows the results of the usability testing for the fourth task, which is reading the latest news about CDC activities. Users were instructed to complete three steps: find the "News" menu, select the desired news article, and press the "Read More" button. From the test results, most respondents were able to complete this task quickly and accurately. No significant obstacles were found in this process, as the news information is displayed chronologically and the "Read More" button has clear color contrast. These results show that the visual display and information access flow in the news feature are already quite optimal in supporting the goal of information delivery.

After conducting usability testing according to the tasks assigned to the users by accessing all the menus available on the CDC Telkom University website prototype, it can be concluded that this website prototype can generally be used easily, although users experienced some minor difficulties in task execution. The overall assessment based on user experience in using this prototype is that the website prototype is understandable, easy to use, information on the website prototype can be easily found, navigation buttons are also very easy to understand, and

its readability is clear and comprehensible. Most respondents successfully completed each task with a smooth category, ranging from searching for job vacancies, registering for the Selfi program, and attending events to accessing the latest news. Minor obstacles were only found in the second task, where two out of eight respondents from the alumni category took longer to find the "Selfi Program" menu due to the less explicit naming of the main menu. Nevertheless, all respondents were still able to complete the task thoroughly. Additionally, the respondents also stated that visually, the appearance of the CDC Telkom University website prototype is considered much more attractive, modern, and professional compared to the previous website appearance. They assessed that the use of colors, typography, and graphic elements in the prototype has successfully enhanced visual appeal without sacrificing functionality.

Other supporting media to make end users more aware of the existence of this website can be through social media and print media. As an easily accessible digital medium, the website can provide various features and resources designed to help users plan and develop their careers. Users can find the latest information about job vacancies, internship programs, and various career development opportunities available. In addition, the CDC Telkom University website is also designed to offer career guidance through articles, tips and tricks, and direct career counseling. By using the website as well, CDC Telkom University can ensure that all its users receive the support and services they need.

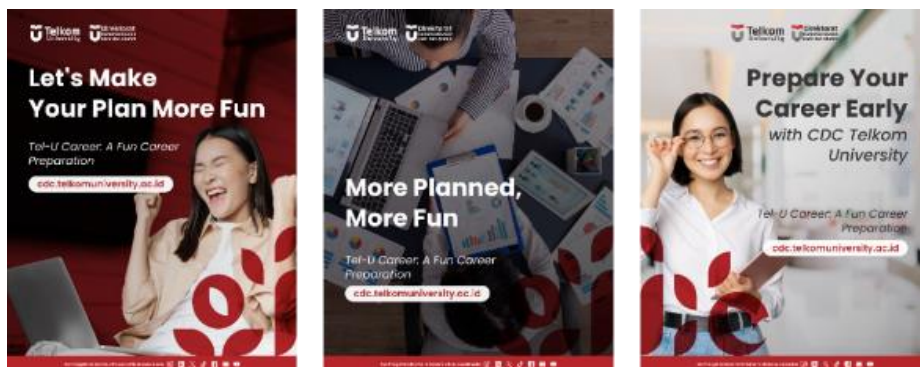


Figure 3. Supporting Media for Instagram E-Poster

The design of supporting media is used to support the main website media in terms of information dissemination and increasing awareness of the CDC Telkom University website. The chosen supporting media design is social media, which plays an important role as a supporting medium in disseminating information about CDC Telkom University's services. By utilizing social media platforms such as Instagram, various information regarding job vacancies, internship programs, career events, and tips and tricks can be shared effectively and attractively by CDC Telkom University, which can also reach a wider audience efficiently and in real time (Figure 3). Additionally, CDC Telkom University uses print media like x-banners and merchandise such as tote bags, tumblers, and notebooks to enhance brand awareness among its target audience. CDC Telkom University tailors the selection of these print media to meet its internal needs.

Conclusion

In general, the redesign of the CDC Telkom University website user interface successfully addressed the issues found in the previous version of the website, which was considered less informative and visually unappealing. The design process was carried out systematically using a design thinking approach, starting from identifying user needs to prototype testing using the usability testing method. The final result in the form of a high-fidelity prototype shows that the

new design is easier to understand, visually appealing, and provides a better user experience. Based on the two aspects emphasized in usability testing, namely ease of learning (effectiveness) and ease of use (efficiency), both of which can be achieved by reorganizing the information content structure on the website, adding features that facilitate user interaction, and enhancing visual appeal, it is expected to provide users with ease in searching for or obtaining the information they need.

As a follow-up step, it is recommended that the results of this design be directly implemented on the CDC Telkom University website so that users can truly benefit from it. In addition, further development can be carried out by adding advanced features based on real-time interaction and integration with the campus academic system. Further research is also recommended to involve a quantitative approach to measure the increase in user satisfaction in a more structured manner. Thus, this design not only contributes to the improvement of the CDC website interface quality but also provides a foundation for the broader and more sustainable development of campus digital service systems.

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