

**PENGEMBANGAN *WEBSITE PERSONAL BRANDING* MENGGUNAKAN
UX FIVE PLANE FRAMEWORK DAN *MARKETING PSYCHOLOGY*
STUDI KASUS: MEGA ARUMNINGTYAS MUA KEBUMEN**

Skripsi

diajukan untuk memenuhi bagian dari syarat memperoleh gelar Sarjana Komputer
Program Studi Ilmu Komputer



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PENDIDIKAN MATEMATIKA DAN ILMU PENGETAHUAN ALAM
UNIVERSITAS PENDIDIKAN INDONESIA**

2023

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pada Fakultas Pendidikan Matematika dan Ilmu Pengetahuan Alam

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Universitas Pendidikan Indonesia
November 2023

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ABSTRAK

Bisnis layanan Mega Arumningtyas MUA Kebumen berdiri dari tahun 2017. Strategi pemasaran awalnya hanya melalui mulut ke mulut, dan kemudian berkembang memiliki sosial media seperti Facebook, Instagram dan Tiktok. Strategi pemasaran tambahan diperlukan agar bisnis dapat terus berkembang dan bertahan dalam ketatnya persaingan dunia bisnis. Jika dilihat dari kebutuhan tersebut, situs web *personal branding* cocok untuk diterapkan dalam masalah ini. Dua metode yang akan digunakan pada penelitian ini yaitu metode *UX Five Plane Framework* dan dipadukan dengan *marketing psychology* sebagai metode untuk meningkatkan efektivitas *personal branding* yang dibangun. Untuk mengevaluasi keberhasilan situs web yang dikembangkan, peneliti menggunakan *User Experience Questionnaire* (UEQ) dan *System Usability Scale* (SUS) sebagai metode evaluasi. Dari hasil pengujian, disimpulkan bahwa situs web yang telah dirancang memberikan pengalaman pengguna yang memuaskan. Dalam evaluasi UEQ terhadap enam dimensi yang diuji, ditemukan hasil yang sangat baik dengan penilaian "*Excellent*" untuk setiap dimensinya. Rating SUS mencapai skor 78 yang berarti tingkat *usability* situs web termasuk dalam kategori "*Good*" dan "*Acceptable*", yang menandakan bahwa situs web tersebut mempunyai rating pengalaman pengguna yang baik.

Kata kunci: MUA, *website*, *user experience*, *five plane framework*, *marketing psychology*.

**PERSONAL BRANDING WEBSITE DEVELOPMENT USING
UX FIVE PLANE FRAMEWORK AND MARKETING PSYCHOLOGY
CASE STUDY: MEGA ARUMNINGTYAS MUA KEBUMEN**

ABSTRACT

The Mega Arumningtyas MUA Kebumen service business has been running for quite a while, namely in 2017. The initial marketing strategy was only through word of mouth, and then it developed to include social media such as Facebook, Instagram, and TikTok. Additional marketing strategies are needed so that businesses can continue to develop and survive in the intense competition in the business world. If you look at these needs, a personal branding website is suitable to be applied to this problem. The two methods that will be used in this research are the UX Five Plane Framework method and combined with marketing psychology as a method to increase the effectiveness of the personal branding that is built. To evaluate the success of the website being developed, researchers used the User Experience Questionnaire (UEQ) and System Usability Scale (SUS) as evaluation methods. From the test results, it was concluded that the website that had been designed provided a satisfactory user experience. In the UEQ evaluation of the six dimensions tested, excellent results were found with an "Excellent" rating for each dimension. The SUS rating reached a score of 78, which means the website's usability level is included in the "good" and "acceptable" categories, which indicates that the website has a good user experience rating.

*Keywords: makeup artist, personal branding, user experience,
five plane framework, marketing psychology.*

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