

**PENGEMBANGAN E-MARKETING MENGGUNAKAN
MODEL *DOUBLE DIAMOND* DAN *CONTENT MARKETING*
BERBASIS WEB UNTUK MENINGKATKAN MINAT
KONSUMEN DI ZENITLAND**

SKRIPSI

Diajukan untuk Memenuhi Bagian dari Syarat Memperoleh Gelar Sarjana pada
Program Studi Ilmu Komputer



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**PENGEMBANGAN E-MARKETING MENGGUNAKAN MODEL
DOUBLE DIAMOND DAN CONTENT MARKETING BERBASIS WEB
UNTUK MENINGKATKAN MINAT KONSUMEN DI ZENITLAND**

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DIAMOND DAN CONTENT MARKETING BERBASIS WEB UNTUK
MENINGKATKAN MINAT KONSUMEN DI ZENITLAND**

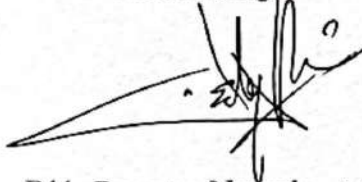
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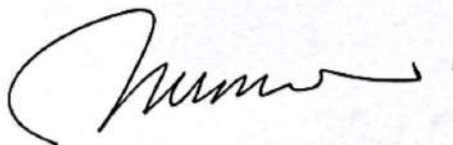
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ABSTRAK

Zenitland merupakan salah satu perusahaan yang bergerak pada bidang pengembangan properti. Proses bisnisnya berawal dari pemasaran melalui media iklan seperti Google dan Meta. Kemudian, konsumen yang tertarik akan menghubungi pihak Zenitland dan mengunjungi proyek hingga melakukan pembayaran. Setelah diteliti lebih lanjut, ketertarikan konsumen masih rendah sehingga jumlah orang yang survey dan melakukan pembayaran menjadi rendah. Berdasarkan masalah tersebut, peneliti akan mengembangkan *website marketing* dengan metode *Double Diamond*. Dengan menggunakan metode *Double Diamond*, website akan memiliki *user experience* yang baik sehingga konsumen akan nyaman. Selain menggunakan metode tersebut, peneliti mengimplementasikan salah satu metode *marketing* yaitu, *Content Marketing* yang akan mendukung konten-konten didalam website yang akan dibangun. Untuk mengetahui tingkat keberhasilan, *website* akan menggunakan *User Experience Questionnaire* (UEQ) dan *System Usability Scale* (SUS).

Kata Kunci: *Website, UX, Double Diamond, Positioning Marketing, UEQ, SUS*

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ABSTRACT

Zenitland is a company engaged in property development. The business process starts with marketing through advertising media such as Google and Meta. Then, interested consumers will contact Zenitland and visit the project to make payments. After further research, consumer interest is still low so that the number of people who survey and make payments is low. Based on this problem, the researcher will develop a marketing website with the Double Diamond method. By using the Double Diamond method, the website will have a good user experience so that consumers will be comfortable. In addition to using this method, researchers implement one of the marketing methods, namely, Content Marketing, which will support the content on the website to be built. To determine the success rate, the website will use User Experience Questionnaire (UEQ) and System Usability Scale (SUS).

Keyword: *Website, UX, Double Diamond, Positioning Marketing, UEQ, SUS*

DAFTAR ISI

PERNYATAAN	iv
KATA PENGANTAR	v
UCAPAN TERIMA KASIH.....	vi
ABSTRAK.....	viii
DAFTAR ISI.....	x
DAFTAR GAMBAR	xiii
DAFTAR TABEL.....	xv
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah.....	3
1.3 Tujuan Penelitian	4
1.4 Manfaat Penelitian	4
BAB II TINJAUAN PUSTAKA	5
2.1 Peta Literatur.....	5
2.2 <i>E-Marketing</i>	5
2.3 <i>User Experience</i>	7
2.4 <i>Double Diamond</i>	7
2.4.1 <i>Discover</i>	8
2.4.2 <i>Define</i>	8
2.4.3 <i>Develop</i>	9
2.4.4 <i>Deliver</i>	9
2.5 <i>Content Marketing</i>	10
2.5.1 Meningkatkan kesadaran merek (<i>brand awareness</i>).	10
2.5.2 Membangun kepercayaan merek dengan pelanggan.	12
2.5.3 Menarik prospek baru.	12

2.6 Website	13
2.7 Laravel	14
2.8 Software Development Life Cycle	15
2.9 Prinsip Gestalt pada UX.....	16
2.10 User Experience Questionnaire	17
2.11 System Usability Scale	20
2.12 Penelitian Terdahulu	22
BAB III METODOLOGI PENELITIAN	26
3.1 Desain Penelitian	26
3.1.1 Alat Penelitian.....	31
3.1.2 Bahan Penelitian	31
3.2 Populasi dan Sampel Penelitian	32
3.3 Validasi Ahli	32
BAB IV HASIL DAN PEMBAHASAN	33
4.1 Tahap <i>Double Diamond: Discover</i>	33
4.1.1 Wawancara.....	33
4.1.2 Perbandingan dengan pesaing.....	34
4.1.3 Analisis Konsumen	37
4.1.4 Studi Literatur	38
4.2 Tahap <i>Double Diamond: Define</i>	38
4.2.1 User Persona	38
4.2.2 Pernyataan masalah dan <i>How Might We</i> (HMW).....	40
4.2.3 Merancang <i>Navigation Map</i>	41
4.3 Tahap <i>Double Diamond: Develop</i>	44
4.3.1 Collaborative design	44

4.3.2 Merancang <i>Wireframe</i>	45
4.3.3 Merancang <i>Prototype</i>	58
4.3.4 Implementasi <i>Content Marketing</i> pada <i>Website</i>	70
4.4 Validasi Ahli	73
4.4.1 Validasi Ahli UX	73
4.4.2 Validasi Ahli <i>Marketing</i>	76
4.5 Implementasi Program	81
4.6 Tahap <i>Double Diamond: Deliver</i>	82
4.6.1 Penilaian <i>User Experience Questionnaire</i> (UEQ)	82
4.6.2 Penilaian <i>System Usability Scale</i> (SUS)	86
4.7 Pembahasan Hasil Pengujian	87
BAB V KESIMPULAN DAN SARAN	89
5.1 Kesimpulan	89
5.2 Saran	91
DAFTAR PUSTAKA	92
LAMPIRAN.....	100
Lampiran 1. Lembar Wawancara Dengan Karyawan Zenitland	100
Lampiran 2. Dokumentasi Analisis Kompetitor Zenitland.....	104
Lampiran 3. Dokumentasi Observasi <i>Website</i> Zenitland.....	104
Lampiran 4. Penilaian UEQ	106
Lampiran 5. Penilaian SUS	108

DAFTAR GAMBAR

Gambar 1. 1 Tingkat konversi kunjungan dan transaksi pada tahun 2023	2
Gambar 2. 1 Peta Literatur	5
Gambar 2. 2 Double Diamond (Norman, 2013)	8
Gambar 2. 3 Tahapan SDLC (Shetty dkk., 2023)	15
Gambar 2. 4 Komponen UEQ dalam bahasa Indonesia (Santoso dkk., 2016)	19
Gambar 2. 5 Grafik Tolak Ukur dari Alat Analitik UEQ (Schrepp dkk., 2014)...	20
Gambar 2. 6 Skala Nilai System Usability Scale (Bangor dkk., 2009)	22
Gambar 3. 1 Diagram Desain Penelitian.....	27
Gambar 4. 1 Persona 1	39
Gambar 4. 2 Persona 2	39
Gambar 4. 3 Persona 3	40
Gambar 4. 4 Navigation Map Halaman Pengguna.....	41
Gambar 4. 5 Navigation Map Halaman Admin	43
Gambar 4. 6 Sketsa Website	44
Gambar 4. 7 Sistem Warna	45
Gambar 4. 8 <i>Wireframe</i> Halaman <i>Landing Page</i>	47
Gambar 4. 9 <i>Wireframe</i> Halaman Tentang Kami	49
Gambar 4. 10 <i>Wireframe</i> Halaman properti	50
Gambar 4. 11 <i>Wireframe</i> Halaman Detail Properti.....	52
Gambar 4. 12 <i>Wireframe</i> Halaman Proyek Kami	54
Gambar 4. 13 <i>Wireframe</i> Halaman Testimoni Konsumen.....	55
Gambar 4. 14 <i>Wireframe</i> Halaman Jual Properti.....	56
Gambar 4. 15 <i>Wireframe</i> Halaman Dashboard Admin.....	57
Gambar 4. 16 <i>Wireframe</i> Halaman Tabel Data Pada Sisi Admin.....	57
Gambar 4. 17 <i>Prototype</i> Halaman Landing Page.....	59
Gambar 4. 18 <i>Prototype</i> Halaman Tentang Kami.....	60
Gambar 4. 19 <i>Prototype</i> Halaman Properti	62
Gambar 4. 20 <i>Prototype</i> Halaman Detail Properti	63
Gambar 4. 21 <i>Prototype</i> Halaman Proyek Kami.....	64

Gambar 4. 22 <i>Prototype</i> Halaman Testimoni Konsumen	65
Gambar 4. 23 <i>Prototype</i> Halaman Jual Properti	66
Gambar 4. 24 <i>Prototype</i> Halaman Simulasi KPR.....	67
Gambar 4. 25 <i>Prototype</i> Halaman Dashboard Admin	68
Gambar 4. 26 <i>Prototype</i> Halaman Tabel Data Pada Sisi Admin	69
Gambar 4. 27 <i>Prototype</i> Halaman Management Konten Pada Sisi Admin	69
Gambar 4. 28 Implementasi <i>Content Marketing</i> dalam Meningkatkan Kesadaran Merek	70
Gambar 4. 29 Implementasi <i>Content Marketing</i> dalam Meningkatkan Kepercayaan Merek	71
Gambar 4. 30 Implementasi <i>Content Marketing</i> untuk Menarik Prospek Baru ...	72
Gambar 4. 31 Halaman Simulasi Kredit Pemilikan Rumah	73
Gambar 4. 32 Perubahan Font pada Headline dan Tombol Call to Action.....	78
Gambar 4. 33 Perubahan kontras pada warna kuning dan teks.....	78
Gambar 4. 34 Contoh Kode Program.....	82
Gambar 4. 35 Visualisasi Hasil Penilaian UEQ Berdasarkan Skala.....	85
Gambar 4. 36 Visualisasi Perbandingan Nilai 6 Skala UEQ dengan 452 Hasil Studi	86
Gambar 4. 37 Skala Nilai System Usability Scale (Bangor dkk., 2009)	87

DAFTAR TABEL

Tabel 2. 1 Prinsip-prinsip Gestalt pada UX	16
Tabel 2. 2 Interval Tolak Ukur Mean untuk Skala UEQ (Schrepp dkk., 2014)....	19
Tabel 2. 3 Instrumen System Usability Scale dalam Bahasa Indonesia (Sharfina & Santoso, 2016).....	21
Tabel 2. 4 Penelitian Terdahulu	22
Tabel 4. 1 Pesaing Zenitland Beserta Kelemahan dan Kelebihannya.....	36
Tabel 4. 2 Pernyataan Masalah dan How Might We (HMW).....	40
Tabel 4. 3 Hasil Pendapat Ahli User Experience Terhadap Prinsip Proximity	74
Tabel 4. 4 Hasil Pendapat Ahli User Experience Terhadap Prinsip Similiarity ...	74
Tabel 4. 5 Hasil Pendapat Ahli User Experience Terhadap Prinsip Continuity ...	75
Tabel 4. 6 Hasil Pendapat Ahli User Experience Terhadap Prinsip Closure	75
Tabel 4. 7 Hasil Pendapat Ahli User Experience Terhadap Prinsip Law of Pragnanz.....	75
Tabel 4. 8 Hasil Pendapat Ahli Marketing dalam meningkatkan kesadaran merek	76
Tabel 4. 9 Hasil Pendapat Ahli <i>Marketing</i> dalam membangun hubungan berdasarkan kepercayaan dengan pelanggan.	79
Tabel 4. 10 Hasil Pendapat Ahli Marketing dalam menghasilkan prospek baru..	80
Tabel 4. 11 Hasil Penilaian UEQ Berdasarkan Item.....	83
Tabel 4. 12 Hasil Penilaian UEQ Berdasarkan Skala	84
Tabel 4. 13 Perbandingan Nilai 6 Skala UEQ dengan 452 Hasil Studi	85

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