

Website Design and Implementation as a Digital Information and Promotion Media for the Salafiyah Blotongan Islamic Boarding School in Salatiga City

Egayanti¹, Lamia Sundari², Sekar Kinanti³, Silfiana Apriliyani⁴, Suci Utami Ikhwandari⁵

¹ Department of Psychology, Faculty of Da'wah, State Islamic University of Salatiga, Indonesia

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ABSTRACT

The development of information technology encourages educational institutions, including Islamic boarding schools, to utilize digital media as a means of disseminating information and promotion. The Salafiyah Blotongan Islamic Boarding School in Salatiga City still faces limitations in conveying information to the public because it does not yet have an integrated information media. This study aims to design and implement a website as a digital information medium that is able to present the institution's profile, educational programs, activities, facilities, and student registration information effectively. The study uses a qualitative approach with a case study design. Data collection was carried out through observation, interviews, and documentation, while the website development process includes needs identification, user needs analysis, interface design, system implementation, and functional evaluation. The website design applies User Interface (UI) principles, namely *F-Pattern Layout*, *Color Theory*, *Consistency*, and *the Rule of Thirds*, to produce an informative and easy-to-use display. The results of the study show that the website successfully integrates information regarding the Islamic boarding school's profile, vision, and mission, educational programs, student activities, facilities, registration requirements, and management contacts into one digital platform. The results of functional testing show that all menus and website features can run according to the design without any functional errors. Website implementation can improve the effectiveness of information delivery, facilitate public access to Islamic boarding school information, and support the institution's branding and digital transformation strategies. This research is expected to serve as a reference for website development at Islamic boarding schools and other Islamic educational institutions to improve the quality of technology-based information services.

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Corresponding Author:

Egayanti

Department of Psychology, Faculty of Da'wah, State Islamic University of Salatiga, Indonesia

Email: egayanti_uinsaga@gmail.com

1. INTRODUCTION

The development of information technology has brought significant changes in various aspects of life, including the education sector and religious institutions [1]. Websites have become the main media for disseminating information, communication, promotion, and services to the public because they are able to provide access to information quickly, easily, and without limitations of space or time [2]. Digital transformation encourages every institution to have web-based information media as a means of increasing service effectiveness while expanding the reach of publications to the public [3].

In Indonesia, Islamic boarding schools are one of the Islamic educational institutions that have a strategic role in shaping the character, morals, and religious competence of the community. In addition to carrying out

educational functions, Islamic boarding schools also play a role as centers for preaching, community empowerment, and the development of Islamic values. As the community's need for fast and accurate information increases, Islamic boarding schools are required to be able to utilize digital technology as a medium for conveying information regarding the institution's profile, educational programs, activities, facilities, and the process of accepting new students. The use of information technology is one of the adaptive steps in facing the development of the digital era without eliminating the identity and values of Islamic boarding schools.

Institutional websites no longer merely serve as a publication medium, but also represent the institution's image in the eyes of the public [6]. Good user interface design, ease of navigation, consistent display, and comprehensive information presentation are important factors in building user trust in an institution [7]. Therefore, website development that takes into account design aspects, user experience, and user information needs is an important part of an educational institution's digitalization strategy.

Despite the rapid development of digital technology, many Islamic boarding schools still lack optimal website-based information platforms. Most information is still disseminated through social media or word of mouth, resulting in information about the institution's profile, educational programs, activities, and registration procedures being poorly documented and difficult for the wider public to access. This situation makes information dissemination less effective and less likely to reach prospective students and the community outside the pesantren's immediate vicinity.

This problem was also found at the Salafiyah Blotongan Islamic Boarding School in Salatiga City. Based on observations, information regarding the boarding school's history, vision, and mission, educational programs, student activities, facilities, and registration requirements has not been integrated into a single digital medium that is easily accessible to the public. As a result, prospective students and the public must obtain information through direct communication with the boarding school administrators, making the information delivery process less efficient. This is despite the fact that the Salafiyah Islamic Boarding School offers various flagship programs such as Quran memorization (Tahfidz Al-Qur'an), Quran memorization (Tahsin Al-Qur'an), Yellow Book learning, and various religious activities that have the potential to become more widely known if supported by adequate digital information media.

In addition to limited access to information, the lack of a well-designed website also impacts the less-than-optimal branding of the institution. Information that is not systematically organized can reduce public trust in the professionalism of Islamic boarding school management. Therefore, it is necessary to develop a website that not only functions as an information medium, but also is able to improve the institution's image through the application of good interface design principles, visual consistency, appropriate color selection, easy-to-understand navigation, and the presentation of complete and structured information [8].

Various previous studies have shown that implementing websites in educational institutions can increase the effectiveness of information delivery while expanding the reach of institutional promotion. Research by Pratiwi et.al. (2024) on the design of a web-based Islamic boarding school information system shows that websites can increase the efficiency of information management while making it easier for the public to obtain information about Islamic boarding school activities [9]. Research by Oktaviana et.al. (2024) also explains that web-based academic information systems can improve the quality of information services to users and accelerate the communication process between institutions and the public [10].

Another study by Norman et.al. (2024) confirmed that web-based information systems can improve the quality of Islamic boarding school administrative services through the presentation of more integrated information [11]. However, most previous studies have focused more on the development of administrative and academic information systems. Studies on website development that integrate user interface design principles, color theory, design consistency, and the branding needs of Islamic boarding schools are still relatively limited. Therefore, this study aims to fill this gap by developing a website for the Salafiyah Islamic Boarding School that prioritizes both functionality and interface design quality.

Based on the description, this study aims to design and develop the website of the Salafiyah Blotongan Islamic Boarding School in Salatiga City as a digital information media that is able to present the institution's profile, educational programs, activities, facilities, and student registration information effectively through the application of website design principles that are oriented to user needs.

This research is important because it produces a digital information medium that serves not only as a publication tool but also as a branding strategy for Islamic educational institutions in the era of digital transformation. The results are expected to serve as a reference for Islamic boarding schools and other Islamic educational institutions in developing informative, engaging, and easily accessible websites that improve the quality of information services to the public. In addition to providing practical contributions, this research also enriches the study of interface design implementation and website development in Islamic boarding school-based educational institutions.

2. METHOD

This research uses a qualitative approach with a case study design. The qualitative approach was chosen because the research aims to understand the information needs of the Salafiyah Blotongan Islamic Boarding School in Salatiga City and to describe the process of designing and implementing a website as an information and

promotional medium for the institution. The case study design is used so that researchers can examine in depth the real conditions of the research object, so that the website is designed in accordance with the characteristics and needs of the Islamic boarding school.

The research was conducted at the Salafiyah Blotongan Islamic Boarding School, located on Jalan Oskar, Blotongan, Sidorejo District, Salatiga City, Central Java. Subjects included the boarding school's caretakers, administrative managers, and institutional profile documentation, which served as a source of information for the website development process. Data collected included the boarding school's history, vision, and mission, educational programs, student activities, facilities, registration requirements, and contact information to be displayed on the website.

Data collection techniques were carried out through observation, interviews, and documentation. Observations were conducted to identify the existing conditions of the Salafiyah Islamic Boarding School's information media, and user needs for the website [15]. Semi-structured interviews were conducted with the Islamic boarding school administrators to obtain information regarding the institution's profile, services provided, and website feature needs [16]. Documentation was conducted by collecting various documents, activity photos, institution logos, Islamic boarding school program data, and other supporting information as material for compiling website content [17].

The research phase consists of five steps. The first phase is needs identification, which involves analyzing the information needs and target users of the website based on observations and interviews. The second phase is data collection, which involves gathering all information regarding the Islamic boarding school profile that will be displayed on the website. The third phase is website design, which includes the development of navigation structure, user interface design, color scheme selection, typography, page layout, and the development of the main menu, which consists of the homepage, profile, activities, programs, registration, and contact. Interface design principles such as the F-Pattern, Color Theory, Consistency, and the Rule of Thirds are applied in this phase to ensure the website has an attractive appearance and is easy to use.

The fourth stage is website implementation, which involves converting the design results into a website that can dynamically display information so administrators can update it as needed. Implementation involves incorporating all content obtained during the data collection process into the website pages according to the designed structure. The resulting website provides information about the Islamic boarding school's profile, educational programs, activities, registration requirements, facilities, and contact information for the public.

The final stage is evaluation, which involves functional testing of each website menu to ensure all features operate as designed. Usability, completeness of information, consistency of display, and ease of navigation are also evaluated based on observations during implementation. The evaluation results are used as a basis for improvements so that the website can optimally function as a medium for information, promotion, and branding of the Salafiyah Islamic Boarding School.

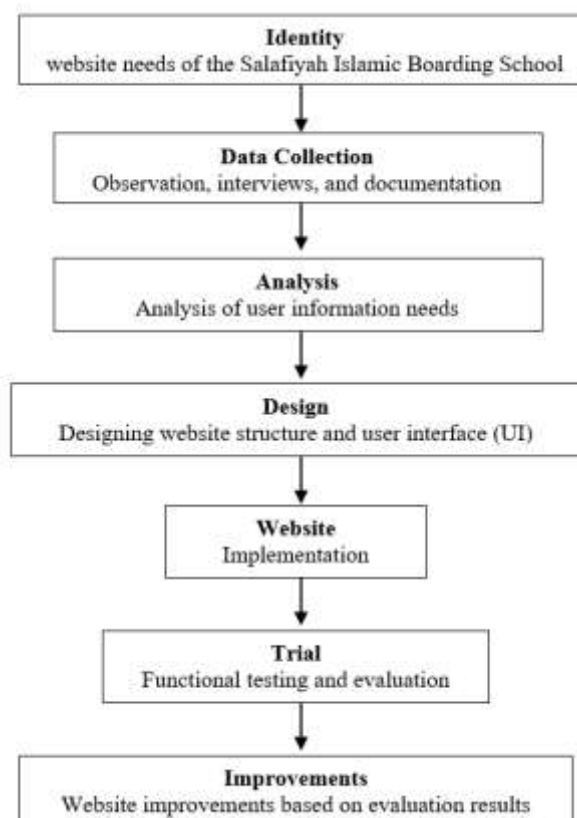


Figure 1. Research Flowchart

3. RESULTS AND DISCUSSION

3.1. Identifying Website Needs

The initial stage of the research was to identify the needs of the Salafiyah Blotongan Islamic Boarding School in Salatiga City for digital information media. Based on observations and interviews with the boarding school administrators, it was discovered that information delivery to the community was still carried out conventionally through direct communication, social media, and word of mouth. These methods were deemed incapable of reaching a wider audience, especially prospective students from outside the area.

The identification results indicate that there are several key pieces of information that the public needs before deciding to register as students: the profile of the Islamic boarding school, its history, vision, and mission, educational programs, student activities, facilities, registration requirements, location, and management contact information. Previously, this information was not available in a single, integrated medium, requiring the public to obtain information gradually through the boarding school's administrators.

In addition to information needs, the research also identified needs regarding website appearance. Users want a simple, easy-to-understand, responsive interface that displays information systematically. Therefore, the website was designed using a simple navigation structure with a main menu that is easily accessible to users.

3.2. Website Design

Based on the needs analysis, a website design process was carried out, taking into account the User Interface (UI) and User Experience (UX) aspects. The design process began with establishing a navigation flow so users could quickly access information without having to navigate multiple pages. The website's main menu consists of:

- Home
- Islamic Boarding School Profile
- Program
- Activity
- Registration
- Contact Us

The menu structure is arranged based on the priority of the community's information needs obtained during the observation stage. In the interface design aspect, several design principles are applied, namely [18], [19] :

- F-Pattern Layout

The page layout is arranged according to the user's reading pattern from left to right and from top to bottom so that important information is immediately visible when the page is opened.

- Color Theory

The combination of green, yellow, and white was chosen because it gives a religious, cool impression and reflects the identity of an Islamic educational institution.

- Consistency

All pages use the same typeface, font size, icons, and colors, providing a consistent user experience.

- Rule of Thirds

The placement of images and text is arranged proportionally so that the website's appearance is more attractive and does not give a crowded impression.

3.3 Website Design

The implementation phase involves transforming the interface design into a website accessible through a browser. All information obtained during the data collection phase is then entered into each page according to the designed navigation structure.

3.3.1 Home Page



Figure 2. Main Page View

The homepage is the first thing users see when they open the website. This page displays brief information about the Salafiyah Islamic Boarding School, its slogan, and a navigation menu to other pages. The homepage is designed as an initial information center, so users can understand the general overview of the Islamic boarding school with just one glance at the page [20].

3.3.2 Profile Page

The profile page contains the history of the Salafiyah Islamic Boarding School, its vision and mission, and the institution's identity. The information is presented systematically so visitors can understand the background of the boarding school's founding and the direction of its development.



Figure 3. Profile Page

3.3.3 Program Page

The program page contains various flagship programs that the Islamic boarding school has, including:

- Memorizing the Qur'an
- Tahsin Al-Qur'an
- Yellow Book Study

This information is presented in the form of a brief description so that prospective students can find out what academic activities are available.



Figure 4. Program Page

3.3.4 Activities Page

The activities page contains documentation of various student activities, such as:

- Tambourine
- Dziba'an
- Recitation of the Qur'an
- Studying the Book
- Rotibul Haddad
- Maulid
- Sport

The presentation of activity documentation aims to provide a picture of the lives of students to the community.



Figure 5. Activity Page

3.3.5 Registration Page

This page contains all the administrative requirements for prospective students, so that people do not need to come directly to the Islamic boarding school just to obtain registration information.



Figure 6. Registration Page

3.3.6 Contact Us Page

The Contact Us page provides the administrator's telephone number, the Islamic boarding school address, and social media so that the public can communicate directly if they need further information.



Figure 7. Contact Us Page

3.4 Testing

After the website was developed, all system functions were tested. This testing was conducted using the Black Box Testing method, evaluating each menu and feature based on its intended function.

Table 1. Website Testing

Feature	Test Results	Status
Home page	Goes well	Succeed
Profile	Complete information is displayed	Succeed
Program	Data can be displayed	Succeed
Activity	Documentation appears normally	Succeed
Registration	Information is displayed well	Succeed
Contact Us	Contacts are accessible	Succeed

Test results showed that all menus functioned without any errors. All navigation links worked as designed, and information was displayed successfully on each page.

3.5 Discussion

The research results show that website development can improve the effectiveness of information dissemination at the Salafiyah Islamic Boarding School to the public. Prior to the website's development, information was only obtained through direct communication, thus limiting access. After the website's implementation, all important information can be accessed online at any time, regardless of the boarding school's operating hours.

From a design perspective, the application of the F-Pattern, Consistency, Color Theory, and Rule of Thirds principles provides a more structured, attractive, and easily understood appearance for users [21]. The simple navigation structure makes it easier for visitors to find information about profiles, programs, activities, and registration requirements. Thus, the website not only functions as an information medium but also becomes a digital branding tool that can improve the professional image of the Salafiyah Islamic Boarding School.

The findings of this study also reinforce the results of previous research, which stated that websites in educational institutions can improve the quality of information services, expand promotional reach, and facilitate communication between the institution and the community [11]. In the context of the Salafiyah Islamic Boarding School, the website is a medium that integrates all institutional information into one platform so that it is more effective than conventional information delivery.

Overall, the website implementation successfully met users' information needs, supported the institution's digitalization process, and strengthened the presence of the Salafiyah Islamic Boarding School in the era of digital transformation. These results demonstrate that developing a user-centered website can be an effective strategy for improving the quality of information services while expanding the promotional reach of Islamic educational institutions.

Although this study successfully produced a website that meets the needs of the Salafiyah Blotongan Islamic Boarding School in Salatiga City, it still has several limitations. First, the system testing was conducted solely using the Black Box Testing method, so the evaluation focused on functional aspects without quantitatively measuring *usability*, user satisfaction, or user experience. Second, the website implementation was limited to a single educational institution, so the results cannot be generalized to all Islamic boarding schools, which have different characteristics, needs, and technological resources. Third, the study did not conduct a long-term evaluation of the impact of website use, such as increasing the number of registrants, the intensity of user visits, or the website's effectiveness as a digital promotional medium over a specific period.

Despite these limitations, this study provides several important contributions, both theoretically and practically. Theoretically, this study enriches the study of *user-centered website development* in Islamic educational institutions by integrating needs analysis, interface design based on *User Interface* (UI) and *User Experience* (UX) principles, system implementation, and functional testing in one systematic development process. Meanwhile, practically, the resulting website can be used as an integrated digital information, promotion, and communication medium, making it easier for the public to obtain information about the profile, programs, activities, and registration process of the Salafiyah Islamic Boarding School. In addition, the results of this study can serve as a reference for Islamic boarding schools and other Islamic educational institutions that wish to develop web-based information systems as part of their digital transformation efforts and improve the quality of information services to the public.

As a follow-up, future research is recommended to conduct *usability evaluations* using instruments such as the System Usability Scale (SUS) or User Experience Questionnaire (UEQ), integrate online service features such as online registration, student administration systems, and content management based on a *Content Management System* (CMS), and analyze website usage data through *web analytics*. This development is expected to provide a more comprehensive picture of the website's effectiveness in improving the quality of information services, user engagement, and the competitiveness of Islamic educational institutions in the era of digital transformation.

4. CONCLUSION

This research successfully designed and implemented a website for the Salafiyah Blotongan Islamic Boarding School in Salatiga City as a digital-based information and promotional medium. The development process involved identifying needs, collecting data, designing the interface, implementing, and evaluating the system. The results showed that the website was able to integrate various important information regarding the Islamic boarding school's profile, vision and mission, educational programs, student activities, facilities, registration requirements, and contact information into a single, easily accessible platform.

The application of interface design principles, such as the F-Pattern Layout, Color Theory, Consistency, and the Rule of Thirds, results in a website display that is simple, informative, easy to navigate, and provides a better user experience. Based on the results of functional testing, all menus and website features can run according to the design without any functional errors found, so the website is considered suitable for use as a medium for disseminating information for the Salafiyah Islamic Boarding School.

Overall, website development has positively contributed to the digital transformation of Islamic boarding schools by increasing the effectiveness of information delivery, expanding promotional reach, and strengthening the institution's image and professionalism amidst advances in information technology. This research is expected to serve as a reference for Islamic boarding schools and other Islamic educational institutions in developing informative, responsive, and user-oriented websites.

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