

Young Gym Website Development as a Digital Information and Promotion Media to Increase Accessibility of Fitness Service Information in Salatiga City

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ABSTRACT

The development of information technology has encouraged various service sectors, including fitness centers, to utilize digital media as a means of delivering information and promotion. Young Gym in Salatiga City is a fitness center that offers various facilities and training programs. However, information delivery to the public is still carried out conventionally, thus limiting access to information. This study aims to develop the Young Gym website as a digital information and promotion medium that can present information in an integrated, easily accessible manner, and according to user needs. The study used a descriptive qualitative approach with data collection techniques through observation, interviews, and documentation. Data analysis was carried out using descriptive qualitative analysis techniques through the stages of data reduction, data presentation, and drawing conclusions. The website development process included needs analysis, interface design using the *Z-Pattern Layout principle* and color theory, implementation using Google Sites, and evaluation of the website's functionality and completeness of information. The results showed that the developed website was able to integrate information regarding the institution's profile, facilities, training programs, fitness articles, testimonials, and contact services into a more systematic digital platform. The website also makes it easier for the public to obtain information without having to come directly to the location and supports Young Gym's digital promotion strategy. Scientifically, this research expands the application of website development to the fitness services sector and demonstrates that user-centric digital media development can improve the quality of organizational communication and information accessibility. This research is expected to serve as a reference for fitness centers and other service organizations in developing effective digital information media.

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1. INTRODUCTION

The development of information technology has changed people's behavior patterns in obtaining information about the products and services they need [1]. Digitalization encourages organizations, institutions, and business actors to utilize internet-based media as a means of communication, promotion, and service to the community [2]. Websites are one of the digital media that have a strategic role because they are able to present information comprehensively, easily accessible, and available without limitations of space and time [3]. The presence of a website not only functions as a medium for conveying information but also as a representation of an organization's identity that can increase credibility, expand promotional reach, and build more effective relationships with users.

In the health and fitness sector, digital transformation has also had a significant impact on how people seek information about fitness centers (gyms) [4]. The increasing public awareness of the importance of a healthy lifestyle over the past few years has led to an increasing need for information about sports facilities, training programs, professional trainers, and membership systems. Most potential users now search for information via the internet before deciding to join a fitness center [5]. Therefore, the existence of easily accessible digital information media is an important factor in increasing public trust in the services offered by a gym.

In addition to being a promotional medium, websites also serve as educational tools about healthy lifestyles [6]. Websites enable fitness service providers to convey various information, such as company profiles, available facilities, training program schedules, health articles, user testimonials, and service contacts, in one integrated platform [7]. Ease of access to this information can improve the user experience, strengthen the institution's image, and support the decision-making process of potential customers more quickly and accurately.

Despite the rapid development of digital technology, not all fitness centers have been able to optimize the use of websites as information sources. Many gyms still rely on conventional promotions through print media, brochures, or social media, which offer limited and poorly structured information. This makes it difficult for potential customers to obtain comprehensive information about a fitness center's facilities, training programs, membership fees, and service offerings.

This problem was also found at the Young Gym in Salatiga City. Based on observations and interviews with the management, Young Gym is a fitness center that offers various supporting facilities, such as more than twenty units of fitness equipment, fitness classes (zumba, yoga, aerobics), a Muay Thai self-defense program, a sauna, hot tubs, and personal trainer services. However, all of this information has not been optimally documented in a digital medium that is widely accessible to the public. As a result, information dissemination still relies on direct communication and word-of-mouth promotion, resulting in less than optimal promotional reach.

These limited information media have the potential to create a gap between the quality of Young Gym's services and the public's awareness of their existence and benefits. In the digital age, potential customers tend to expect complete, accurate, and easily accessible information before deciding to use a service. If information is not readily available online, the opportunity to attract new customers is lower compared to competitors with professional websites. Therefore, it is necessary to develop a website that can present information in an informative, engaging, and user-friendly manner for the public, both as a promotional tool and as a source of information.

Various previous studies have shown that the use of websites can increase the effectiveness of information dissemination and expand the promotional reach of an organization [8]. Research on website-based information systems explains that websites can increase ease of access to information, speed up communication between service providers and users, and provide more efficient services through the presentation of structured information [9]. In addition, the application of good user interface and user experience design principles has been proven to increase user comfort in accessing information, thereby encouraging increased trust in service provider organizations [10], [11].

Other research on website development in various institutions shows that the success of a website is not only determined by the completeness of the information, but also by the quality of the visual design, simple navigation, systematic page structure, and the selection of color combinations that can provide a positive experience for users [12]. However, most previous research still focuses on website development in the fields of education, government, and administrative services, while studies on website development as a promotional media and information provider in fitness centers, especially at the local level, such as Young Gym in Salatiga City, are still relatively limited. This condition indicates a research gap, which is the basis for the need for this research to be conducted.

Based on the description, this study aims to design and develop the Young Gym website as a web-based information and promotion media that is able to provide information about the institution's profile, facilities, training programs, health blogs, user testimonials, and contact services in an integrated manner. The website development was carried out by considering user needs through the stages of observation, interviews, documentation, interface design using the Z-Pattern principle, selection of color theory, and website implementation using the Google Sites platform to produce information media that is easily accessible, informative, and attractive to the public.

This research is highly relevant because it provides both theoretical and practical contributions. Theoretically, this research enriches the study of website implementation as a digital communication medium in the fitness and health sector. Practically, the developed website is expected to increase the effectiveness of information dissemination, expand the reach of Young Gym promotions, facilitate the public's access to information quickly and accurately, and serve as a reference for fitness centers and similar businesses in optimizing digital transformation through the use of website-based media.

2. METHOD

This study uses a descriptive qualitative approach that aims to describe in depth the process of designing and developing a website as an information and promotional medium at Young Gym, Salatiga City. The qualitative approach was chosen because the research focuses on understanding user needs, identifying problems faced by partners, and developing solutions in the form of a website that is able to present information effectively to the public [13]. This study does not aim to test hypotheses, but rather to describe phenomena found in the field and translate them into digital media designs that suit user needs.

The research was conducted at Young Gym in Salatiga City as the location for field data collection and at the Computer Laboratory of the State Islamic University (UIN) Salatiga as the location for the website design, development, and implementation. The research activities were carried out for approximately one month, from April to May 2023. The research subjects included Young Gym owners, personal trainers, and several Young Gym members who were selected purposively because they were considered to have relevant information regarding information service needs and user characteristics. Meanwhile, the main target of the website development was the people of Salatiga City and the surrounding areas who need information about fitness services quickly, easily, and accurately.

Data collection techniques were carried out through observation, interviews, and documentation. Observations were conducted directly in the Young Gym environment to identify the condition of the facilities, user activities, services provided, and promotional media that had been used [14]. Through this observation, information was obtained regarding the condition of the fitness center environment, completeness of facilities, member activity patterns, and the need for providing digital-based information media. Next, semi-structured interviews were conducted with the owner of Young Gym, personal trainers, and several members to obtain information regarding the institution's profile, training programs, available facilities, user characteristics, promotional strategies that had been implemented, and expectations for the development of the website as an information medium [15]. Documentation techniques were used to complete the research data by collecting photos of activities, documentation of facilities, institution identity, logos, service programs, and various supporting information that would be displayed on the website [16].

The data obtained were analyzed using qualitative descriptive analysis techniques, which include three stages, namely data reduction, data presentation, and drawing conclusions [17], [18]. In the data reduction stage, all results of observations, interviews, and documentation were selected, categorized, and arranged based on the information that needed to be included in the website. The data presentation stage was carried out by organizing the analysis results into several main components, which became the basis for compiling the website structure, such as the home page, facilities, training programs, blogs, testimonials, institution profiles, and contact services. Next, the conclusion drawing stage was carried out by evaluating the suitability between user needs and the results of website development, so that an overview of the effectiveness of the website as an information and promotional medium was obtained.

The website development process begins with a needs analysis based on observations and interviews. The information obtained is then used as a basis for structuring the navigation, determining content, and designing the website's user interface. The display design refers to the Z-Pattern Layout principle to optimize user reading patterns so that important information can be received more effectively. Furthermore, color combinations are selected based on color theory to create an attractive, comfortable visual appearance that strengthens Young Gym's identity. After the design phase is complete, the website is developed using the Google Sites platform because it is easy to create, manage, and publish without requiring complex programming skills.

The final stage of the research involved website implementation and evaluation. Implementation involved integrating all the compiled content into the website, resulting in an informational platform featuring the Young Gym profile, facilities, training programs, fitness articles, user testimonials, and contact information. The development results were then evaluated through direct observation of the functionality of each page, ease of navigation, completeness of information, and suitability of the display to user needs. The evaluation results served as the basis for website improvements, ensuring the website functions optimally as a means of information dissemination, digital promotion, and increasing the accessibility of Young Gym services to the public.



Figure 1. Research Flowchart

3. RESULTS AND DISCUSSION

3.1. Young Gym Website Needs Analysis

The initial stage of the research was conducted through direct observation at Young Gym in Salatiga City to identify existing conditions, service characteristics, and the information media needs of partners. Observations showed that Young Gym is a fitness center that already has various supporting facilities, such as more than 20 units of fitness equipment, a sauna room with infrared technology, hot water showers, Wi-Fi access, and various exercise programs such as weight training, cardio, yoga, zumba, aerobics, and Muay Thai. The gym's environmental conditions are also relatively comfortable, with a spacious training room that is able to support members' exercise activities without disturbing the comfort of other users.

Despite having quite comprehensive facilities, observations indicate that information is still delivered to the public through conventional methods. Information about Young Gym's profile, facilities, training programs, activity schedules, and membership fees is not yet available in a single, integrated digital platform. Most information is obtained through direct communication, recommendations between members, or limited social media platforms. This situation forces prospective members to visit the location in person to obtain complete information about the services available.

Observational findings were reinforced through interviews with the owner, personal trainers, and several Young Gym members. The interviews revealed that management requires promotional media that can broaden the reach of information while enhancing the institution's professionalism. Personal trainers also reported that most prospective members still frequently ask for the same information, such as facilities, training programs, membership fees, training schedules, and personal trainer services. Meanwhile, members desire information that can be accessed anytime without having to come to the location. Based on these observations and interviews, it can be concluded that Young Gym's primary need is a website that presents comprehensive, easily accessible, and readily available information to the public.

3.2. Data Collection and Analysis

The next step involved documentation to supplement the research data. This included capturing images of the facilities, training rooms, fitness equipment, the Young Gym logo, the institution's history, training programs, and various activities taking place within the fitness center. All of this documentation served as the primary source of website content to ensure the information presented reflected actual conditions on the ground.

Data from observations, interviews, and documentation were then analyzed using qualitative descriptive analysis techniques, including data reduction, data presentation, and conclusion drawing. The reduction stage involved grouping information based on user needs. The information was then organized into several main categories to be displayed on the website: institution profile, facilities, training programs, health blog, member testimonials, and contact information.

The analysis showed that the public not only needed information about gym locations but also desired more comprehensive information about facilities, training programs, service excellence, and the identity of the management. Therefore, all of this information served as the basis for the Young Gym website's structure.

3.3. Website Interface Design

The design phase is based on the results of a user needs analysis. Website design focuses on developing a navigation structure, information layout, and visual design to ensure user ease of use.

This research applies the Z-Pattern Layout concept as the basis for page layout. This pattern was chosen because it follows the natural eye movement of users when reading a website, allowing for quick retrieval of important information such as logos, navigation menus, institutional identities, and primary navigation buttons. This pattern is expected to improve the effectiveness of information delivery while providing a better user experience.

In addition to layout, the research also applied color theory to the interface design process. The color selection reflects Young Gym's character as a fitness center synonymous with passion, energy, professionalism, and health. Consistent color use creates a strong visual identity, ensuring the website's attractive appearance and easy recognition.

3.4. Young Gym Website Implementation

The implementation phase was carried out using the Google Sites platform due to its ease of development and website management. This platform allows managers to update information independently without requiring complex programming skills.

The developed website consists of seven main pages: Home, Facilities, Programs, Blog, Testimonials, About Us, and Contact Service. The Home page serves as an initial introduction to Young Gym. The Facilities page provides information about available facilities and infrastructure. The Programs page contains various exercise programs that members can choose from to suit their fitness goals. The Blog page provides articles on health and fitness. The Testimonials page showcases the experiences of members who have participated in the exercise program. The About Us page explains the history of Young Gym and profiles the founders. Meanwhile, the Contact Service page provides contact information for the public.

The website implementation successfully integrated all previously scattered information into a single, more systematic digital platform. Users can quickly obtain information about Young Gym without having to visit the location in person. Furthermore, the website serves as a promotional tool, increasing Young Gym's visibility to a wider audience.

3.5. Evaluation of Website Development Results

The evaluation phase is conducted to determine whether the website meets the user needs identified in the initial research phase. The evaluation involves observing the functionality of each page, the completeness of the information, ease of navigation, consistency of the display, and the readability of the information presented.

The evaluation results showed that all website pages were easily accessible, and all menus functioned as intended. The simple navigation structure made it easy for users to navigate from one page to another. The information presented also met the basic needs of potential members, including information on facilities, training programs, institution profiles, and contact information.

Overall, the developed website has successfully addressed the main issue identified during the observation phase, namely, the lack of integrated digital information media. The Young Gym website serves not only as a promotional medium but also as a digital communication tool that can increase information accessibility, strengthen the institution's image, and support digital transformation in fitness center service management. Thus, the research results indicate that developing a Google Sites-based website is an effective solution for improving the quality of information delivery to the public.

3.6. Discussion

This study shows that the development of a website as an information and promotional medium at Young Gym not only produces a digital product but also represents the process of transforming organizational communication from a conventional information delivery system to a more open, integrated, and easily accessible web-based information system. The research findings show that the primary needs of partners are not only related to the existence of promotional media, but also how information about services can be delivered effectively so as to bridge the public's information needs with the institution's marketing objectives. Thus, the website in this study functions as a strategic communication medium that increases information accessibility while strengthening the organization's digital identity.

These findings support the website theory proposed by Andriyan et.al. (2020), Damanik (2021), and Suli and Nirsal (2013), which states that a website is a collection of interconnected pages to convey information to users in a structured manner [19], [20], [21]. In the context of this research, websites not only function as information storage, but have developed into a two-way communication medium that builds relationships between service providers and potential users. This shows that the function of websites has shifted from being merely a publication medium to being part of a digital marketing strategy that has added value for service organizations.

From the perspective of digital marketing communications theory, the research findings also reinforce the view that promotional success is determined not only by the quality of the product or service but also by ease of access to information. Before the website was developed, information about Young Gym's facilities, training programs, and services was distributed through unintegrated face-to-face communication and social media. This situation created an information gap between service providers and the public. The website's presence can reduce this gap by presenting more comprehensive, systematic, and readily accessible information. Therefore, this research broadens the understanding that digitalization in the fitness sector is not only related to the use of technology but also to improving the quality of organizational communication.

The results of this study are in line with various previous studies, which state that websites are an effective medium in improving the quality of information dissemination and services to users. Research by Tuhana et.al. (2022) shows that website-based information systems can increase the effectiveness of information delivery through the presentation of more structured and easily accessible data [22]. Similarly, research by Fabreani et.al. (2023) explains that websites play a role in increasing the efficiency of communication between service providers and users by providing information that can be accessed online [23]. The findings of this study confirm these results because the Young Gym website successfully integrates various previously scattered information into a more systematic digital platform.

In addition, this study also supports the research of Mulya et.al. (2013) regarding the application of the Z-Pattern Layout in website design [24]. Mulya explained that the Z pattern is able to increase the effectiveness of information delivery because it follows the natural pattern of the user's eye movement when reading a web page. The results of this study indicate that the use of this layout makes it easier for users to find important information, such as the identity of the institution, navigation menus, facilities, and available services. Thus, this study strengthens the argument that the success of a website is not only influenced by the completeness of the content, but also by the quality of the interface design that supports easy navigation.

Furthermore, this study expands on previous research because it focuses on fitness centers, a topic rarely discussed in website development research. Most previous research focuses on developing websites for education, government, and administrative services. Therefore, this study provides empirical evidence that the concept of website development is also relevant for the fitness services sector as a medium for promotion, communication, and information services. In other words, this study expands the application of web-based information systems theory to the fitness industry, which has distinct user characteristics and information needs compared to other sectors.

The primary scientific contribution of this research lies in the integration of user needs analysis with interface design principles in website development. The research not only produces a website but also demonstrates that the successful implementation of digital media is heavily influenced by the process of identifying user needs early in the research process. This finding reinforces the user-centered design approach, which argues that digital media will be

more useful if designed based on the actual needs of users, rather than solely on developer preferences. Thus, this research provides a conceptual contribution to the development of user-oriented information systems.

Based on the research data, it can be stated that the developed website is capable of increasing the availability of information about Young Gym. However, this study has not yet produced empirical evidence regarding increased membership, increased revenue, or increased user satisfaction after the website was used because the study did not measure these variables. Therefore, any assumptions regarding the website's impact on increasing customer numbers or economic benefits remain potential and require further research using a quantitative or mixed methods approach. Separating the facts obtained from the research data from the potential future impacts is crucial to ensure that the interpretation of the results remains within scientific boundaries.

Practically, the research findings imply that fitness centers, particularly those still relying on conventional promotion, need to integrate website-based digital media as part of their organizational communication strategy. Websites enable more efficient information delivery, enhance the institution's professionalism, and facilitate public access to information about available services. Theoretically, this research reinforces the concept that websites are a crucial component of a service organization's digital communication system. Meanwhile, from a policy perspective, the research findings can be considered by managers of micro and medium-sized businesses in the sports services sector to develop digital information media as part of a service transformation that is more adaptive to developments in information technology.

However, this study has several limitations that need to be acknowledged. First, the study was conducted on only one research object, namely Young Gym in Salatiga City, so the results cannot be generalized to all fitness centers with different characteristics. Second, the study focused on the website development process and therefore did not evaluate the level of user satisfaction, the quality of the user experience, or the website's effectiveness in increasing the number of members or the intensity of visits. Third, the website developed still functions as an information medium and therefore does not include interactive features such as online member registration, class reservations, digital payments, or consultations with personal trainers. These limitations open up opportunities for further research to develop more interactive websites and test their effects on user behavior using quantitative, experimental, or *mixed methods approaches*.

4. CONCLUSION

This research has successfully developed the Young Gym website in Salatiga City as a web-based information and promotional media designed based on user needs through the stages of observation, interviews, documentation, needs analysis, interface design, implementation, and evaluation. The development process resulted in a website that is able to integrate various information regarding the institution's profile, facilities, training programs, fitness articles, testimonials, and contact services into a single digital platform that is easily accessible to the public. Thus, the developed website has fulfilled the research objective as a means of disseminating information that is more systematic, effective, and accessible compared to previous methods of delivering information that were still conventional.

The research results show that website development contributes to improving the quality of Young Gym's digital communication with the public. The website serves as a medium that makes it easier for potential users to obtain information about services without having to visit the location in person, while also supporting broader promotional efforts through the use of information technology. These findings reinforce the idea that the implementation of website-based media in the fitness services sector serves not only as a publication medium but also as part of a digital transformation strategy that can increase information accessibility, strengthen organizational identity, and support service delivery to users.

Scientifically, this research contributes by expanding the application of website development concepts to the fitness center sector, which is still relatively rarely studied compared to education and administrative services. The research also shows that the success of website development is influenced by the alignment between user needs, information structure, interface design, and ease of content management. Therefore, the results of this study can serve as a reference for fitness center managers and other service organizations in developing more effective digital information media. However, this research is still limited to website development as an information medium and has not evaluated its impact on increasing the number of members, user satisfaction, or marketing performance. Therefore, further research is recommended to develop more interactive features, such as online member registration, class reservations, digital payments, and conduct website effectiveness testing using a quantitative or mixed methods approach.

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