Website Design In Property

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Abstract:
The purpose of this research is to design a home purchases website to make a transaction easier. This research was conducted using quantitative research method and literature studies from various journals. The result from this study is that building the home purchase websites make the consumer gets the information faster and easier. The website design is expected to help people to do a transaction in Bandung.

Keyword: *Website, Design, Property, Consumer, Information*

INTRODUCTION

Website or web is a service obtained by computer users who are connected to the internet. Web is one of the applications that contain multimedia documents (text, images, sound, animation, and video) in it that uses the HTTP protocol (Hypertext Transfer Protocol and using software called a browser to access it (Soegoto, *et al.,* 2018). While promotion can be defined as all activities included to convey or communicate a product to the target market, to provide information about privileges, and to change attitudes or to encourage people to act (Soegoto, *et al.,* 2018).

Many studies have identified web design as a key factor for the development of a good interface that can satisfy the needs of consumers. Good design is relevant for companies to be able to survive in the world of highly competitive websites (Soegoto, *et al.,* 2018). The success or failure of the existing transaction business model on the internet will ultimately be determined by the trust consumers have when making transactions and the level of awareness they have (Soegoto, *et al.,* 2018). While promotion can be defined as all activities included to convey or communicate a product to the target market, to provide information about privileges, and to change attitudes or to encourage people to act (Soegoto, *et al.,* 2018). Although the success of a website is determined by consumers but there are other factors that influence the success or failure of a website, namely a good user interface (Cai, *et al.,* 2018). In previous studies, there are 3 different discussions where discussion (1), is how to build a good and interesting website (McCoy, *et al.,* 2017), (2) discussing about website design is a key factor to the success of a website (Flavian, *et al.,* 2009. Satria, 2018. Baron, *et al.,* 2015), and (3) discuss about implementing responsive website design

to increase the value of a website by adjusting the resolution available on a website. So it can provide a comfortable experience (Hao, 2015).

Based on the previous research, we try to design an attractive website. The purpose of this study is to facilitate the public to obtain information related to the home transaction. The research method used is the study of literature from various related journals, observations, and interviews.

RESEARCH METHOD

This research used quantitative methods to see how many visitors visit the site to be made and how many people buy and sell on the website created. While the system development method is done using SDLC (System Development Life Cycle). The stages of data collection carried out by the author can be seen in Figure 1.

Figure 1. Research Methods

In Figure 1, in the first step, we need to take the collection of data by observing, interviewing, and studying literatures. The second step taken is to design a website that was built by analyzing the required specifications, interfaces, and functions needed. The last step is to do a testing using the Blackbox Testing method.

RESEARCH RESULTS AND DISCUSSION

From the analysis results that have been obtained, the website design is made in accordance with the results of the analyst. Before doing the design, it is important to remember that in designing visual factors such as images, appearance and color is very important because it can get a good response from visitors so that visitors have the desire to visit the website again (Flavian, *et al.,* 2009). The interface design made is as follows (1) login interface, (2) main menu interface, (3) sales interface, and (4) purchase interface. Login interface functions so that visitors can enter the main menu and as an identity if you want to make a sale or purchase. The main menu interface is the display after the visitor has successfully logged in. The sales interface functions as the community that will sell his house with a brief description and the purchasing interface functions as the community who will buy the house.

- Login

In designing the login interface on the website design that will be built there are navigation of home, sell, buy as well as the sign up and login navigation. To log in, visitors must fill in their username and password into the box provided and those who do not yet have a username and password must sign up first (see Figure 2).

Figure 2 explained the design of login form from website created. Form is conducted by two textbox for username and password, and one button for Login.

- Home

Figure 3 can be accessed when it has successfully logged in Figure 2. In Figure 3 it looks like a residential image with a brief description of the website.
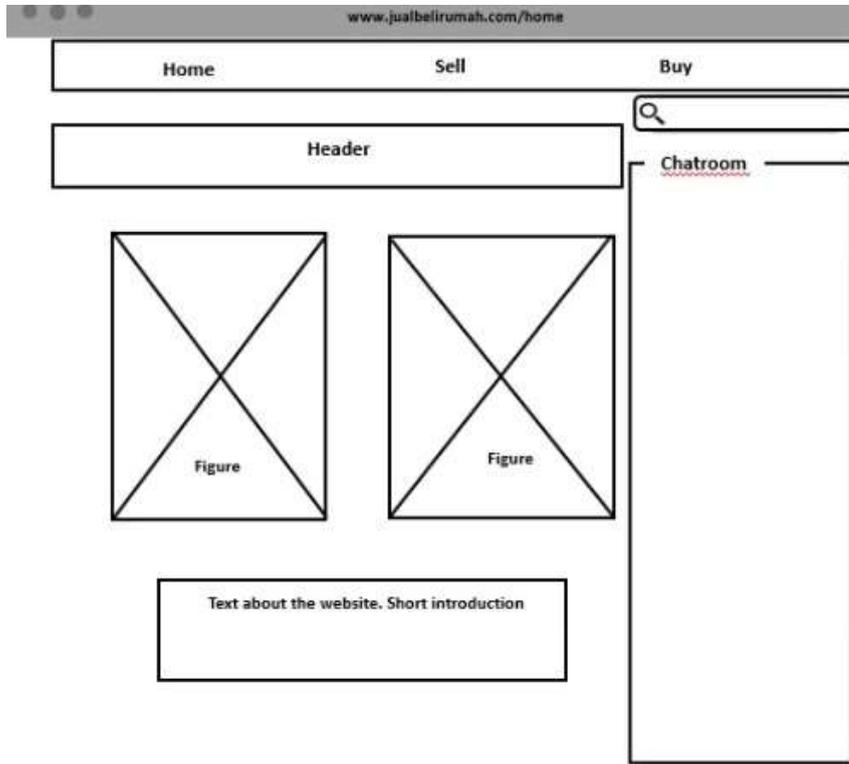

Figure 3. Home

Figure 3 explained about page Home with facility Chatroom, some picture, header and footer.

- Purchase Menu

Figure 4 is a designed purchasing interface, in Figure 4 the main display is a search menu to find for a house, a sort menu to sort views according to our preference, and a chatroom menu to chat with fellow visitors.
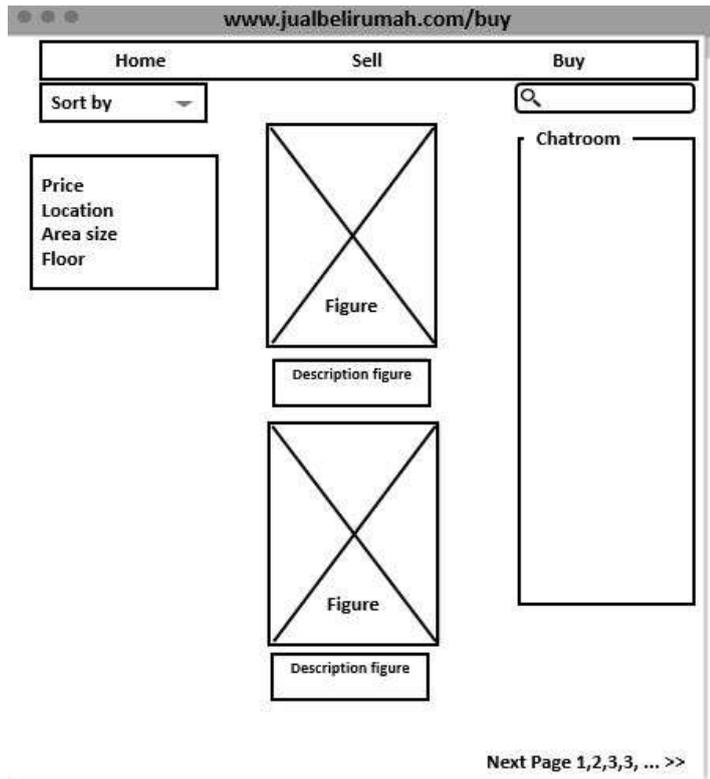
Figure 4. Purchase Menu

Figure 4 explained about page purchasing menu with facility chatroom, some picture with description, about price, location, and sorting facility.

- Sale Menu

Figure 5 is a designed sales interface. In Figure 5 the main display is a search menu to find for a house, a sort menu to sort views according to desired, and a chatroom menu to chat with fellow visitors.
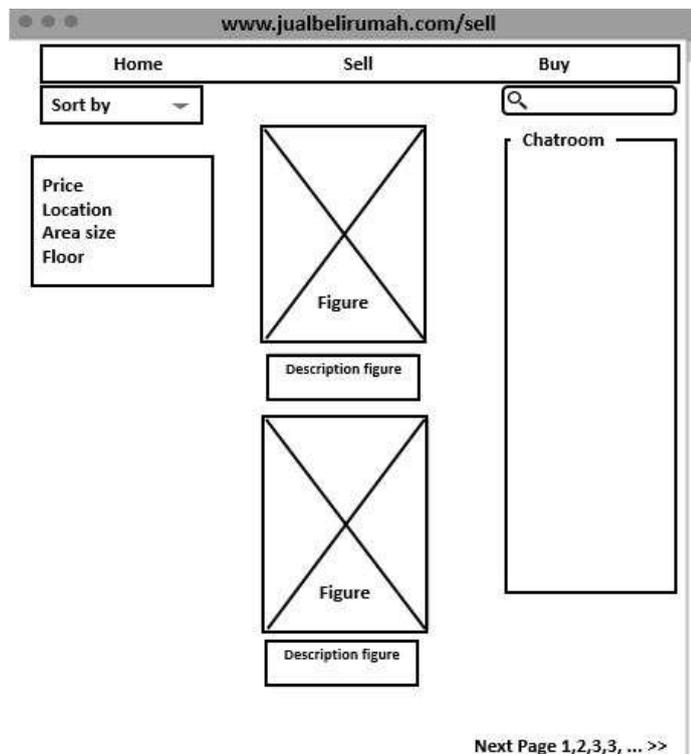

Figure 5. Sales Menu

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Figure 5 explained for sales menu with chatroom, price, location, some picture with description, and facility sorting.

- Testing

In this section, we need to run a test according to the scenario that is already made. There are several scenarios with example of cases as well as the result and the conclusion (see Table 1).

Table 1. Testing Login

NO	Scenario	Test Case	Expected Result	Test Result	Conclusion
1	Login	Username and password (empty)	The system will send the message "username and password must not be empty"	Suitable	Valid
2	Login	Username and password (right)	The system will send the message "Welcome to website"	Suitable	Valid
3	Login	Username (wrong) and password (right)	The system will send the message "Incorrect username or password"	Suitable	Valid
4	Login	Username (right) and password (wrong)	The system will send the message "Incorrect username or password"	Suitable	Valid

Table 1 explained about testing process for website with Login facility and use username and password.

ACKNOWLEDGMENT

CONCLUSION

From the steps that have been taken in terms of building this website, it is expected that this website could be a promotion tool and as a place to do a home transaction.

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