User Interface Website as A Digital Personal Branding

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Abstract - The greater the support given by the audience, it will increase the image and popularity so as to form the audience's "belief" in the characters they follow. Political marketing, building the image of political figures is important. As one of the political actors currently Ganjar Pranowo is considered capable of playing social media to convey messages and information about the progress of development in Central Java. Efforts to build communication with the audience are also developed through the Website www.ganjarpranowo.com. The user interface is a means of interaction between humans and the system. A good user interface does not require many design elements, a consistent design makes users feel comfortable, considers the layout between items so that the placement of items can attract attention and help readability, colors that are not too contrasting to give more attention, the importance of typography to create a hierarchy and clarity. This study wants to examine how the Website User Interface becomes a part in creating a virtual space so that it becomes the main attraction of Ganjar Pranowo's character to strengthen Personal Branding. The research is descriptive qualitative by using User Interface analysis (Evina Johan, 2022) and Personal Branding Analysis (Montoya and Vandehey). The results of the study show that User Interface Design is an important thing in building personal branding. A lightweight, simple, interactive user interface, easily accessible information arrangement makes it easier for the audience to recognize Ganjar Pranowo's figure as a Political Figure, Governor and Human.

Keywords : Website, User Interface, Personal Branding.

I. INTRODUCTION

In this era of digitalization development, social media has become one of the promising spaces and is considered appropriate in disseminating information and communication. The growing social media has a broad impact presenting characters who offer a variety of ideas, ideas, messages that are used to gain support from their audience.

These figures who were born and raised by social media have become part of the actors who have succeeded in building personal branding using social media.

The forms of messages that are conveyed and offered through social media further facilitate communication strategies that are finally able to persuade and get the attention of the audience who enjoys every content delivered by the actor.

The greater the support provided by the audience, the more attractiveness and image created so that communication continues to develop and creates a form of "belief" for the audience towards the characters they follow.

The variety of social media offers various advantages of features that are inseparable from social life and community groups, over time creating dependence for its users.

In political marketing, building the image of political figures is important. Social media has become an effective as well as affordable tool to get support that is currently voluntarily accessing various existing social media.

Ganjar Pranowo is one of the political figures or actors who often surfs in cyberspace, as of April 29, 2022, the Governor of Central Java Province has had 4.6 million followers on his Instagram account (@ganjar_pranowo) with 5,551 Instagram posts, in a day at least there are 3 to 4 recent posts related to all his political activities.[1]

As one of the political actors who currently has great support to run as a presidential candidate in 2024, Ganjar Pranowo is considered capable of playing social media to convey messages and information about the progress of development in Central Java. Efforts to build communication with the audience are also developed through the Personal Website www.ganjarpranowo.com

Citing a journal article entitled "Human Branding in Political Marketing: Applying Contemporary Branding Thought to Political Parties and Their Leaders" by Richard Speed, Patrick Butler, and Neil Collins (2015), Human Branding also known as Personal Branding is a new topic in the field of marketing or marketing. marketing. Human branding sees each individual as having their own brand. The political context in the human brand has its own uniqueness when compared to the business or commercial context. Every politician in each party has a unique relationship in terms of brand association.[2]

The "product" offered in the context of political marketing has been debated by political and political marketers for many times. What is meant by product is what makes the owner or voting rights holder interested in voting. Harrop (1990) talks about party image and policy; Farrell and Wortmann talk about party image, leader image, and manifesto proposals or elective issues; Worcester and Mortimore (2005) proposed a "political triangle" consisting of issues, party image, and leader image. The definition of "product" in this study will use the framework used by Speed, Butler, and Collins (2015), which is a combination of three elements. Person/Leader Party/Organisation and Ideology/Policy. Each component of this political offer will be examined, but not separately or in other words holistically. More specifically, through the relationship between individuals and ideologies as well as individuals and organizations. Both of these have the name brand authenticity and brand authority.[3]

A website or website is a collection of information consisting of web pages that are linked to each other provided by individuals, groups, or organizations. A good website displays attractive visuals and functions according to the needs of the user. A good design must be functional and can convey information clearly. Especially when using design as a marketing tool.[4]

The user interface is a means of interaction between humans and the system. Creating a good user interface starts with knowing the characteristics of the user, understanding their goals, skills and preferences (Jesse, 2011). Things to consider when designing a user interface is a good user interface that doesn't require a lot of design elements, a consistent design makes users feel comfortable, considers the layout between items so that the placement of items can attract attention and help readability, colors that are not too contrasting to pay more attention, the importance of typography to create hierarchy and clarity, consider the typeface, size, font and arrangement of text to help improve readability, ensure the system can communicate what is happening, inform users in case of errors, status changes and actions.[5]

From the explanation above, there is a relationship between How the Website User Interface becomes a part in creating a virtual space so that it becomes the attraction of Ganjar Pranowo's character to strengthen Personal Branding?

II. LITERATURE REVIEW

This study uses several previous research references, including:

Dwi Nugraheny. This study analyzes the User Interface and User Experience on the Adisutjipto College of Technology website which is part of Human Computer Interaction and evaluates visitor expectations using Usability, Content, Pleasure, Classic Aesthetics, Expressive Aesthetics and Quality of Information. The result is Usability and Content are good while Pleasure, Classic Aesthetics, Expressive Aesthetics are sufficient.[6]

Rohmawati Irma, This study analyzes the interface of the iwearup.com website. An unattractive interface will affect productivity and the experience of visiting the website, so a study is needed to develop an attractive website using website design in terms of visual design. [4].

Jenna Jacobson analyzing that Social media managers are responsible for managing and executing organizations' brands and presence on social media and digital platforms. As lead users of social media, social media managers provide critical insight into the emerging practices of personal branding on social media. "The future audience" is introduced to describe how individuals project a curated brand for all future unknown and unanticipated audiences, which emphasizes a professional identity. Due to workplace uncertainty, social media managers embody the mentality of being "always-on-the-job- market", which is a driver for personal branding in their attempt to gain or maintain employment.[7]

III. RESEARCH METHODS

This study uses a descriptive qualitative method using 13 aspects of user interface analysis according to Evina Johan (2012), including: [8]
1. Metaphor (metaphor)
2. Clarity (clarity)
3. Consistent appearance (colors, existing pages, graphics, fonts, text (moving text)
4. Screen Resolution
5. Language
6. Logo and app name
7. Link
8. Content is always updated
9. Alignment
10. Interactivity
11. Search
12. Contrast (Display Compatibility)
13. Technological Development

After analyzing the user interface, then the Personal Branding analysis is carried out. Personal Branding analysis is carried out using the content of the gangarpranowo.com website. Analysis using the concept proposed by Montoya and Vandehey (2002), that there are eight concepts in the formation of personal branding that can be used as a strong foundation in the formation of a personal brand known as The eight laws of personal branding. The eight concepts are as follows: [9]
1. Specialization (The Law of Specialization).
2. Leadership (The Law of Leadership).
3. Personality (The Law of Personality).
4. Difference (The Law of Distinctiveness).
5. Visible (The Law of Visibility).
6. Unity (The Law of Unity).
7. Persistence (The Law of Persistence).
8. Good name (The Law of Goodwill)

From the results of the analysis of the User Interface and the content on the website, it will further strengthen the brand association of Ganjar Pranowo as a figure who builds Personal Branding.

IV. RESULT AND ANALYSIS

Meanwhile, based on the components in analyzing a user interface can be described as follows:
1. Website is a metaphor (metaphor) where from the name or description of other object terms that cannot be interpreted literally.
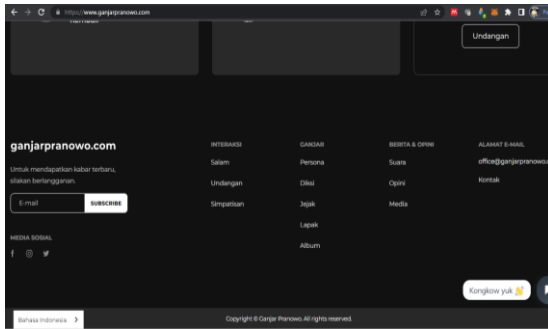
Figure 1 : Front Page

Figure 2 : Front Page (Down)

2. Clarity (clarity) is a strong reason / reasonable use of every element that is in an interface that is made. Better use due to minimalism. The order of the pages and accompanied by clear links will be an attraction to users. All data and information are well organized. This will make it easier for users to get the various information they want. Users will definitely return to the website if the website can fulfill what they want.

3. The appearance of the website is consistent, seen in terms of coloring. The use of the same background color for each page, namely black and white. The text color that dominates on each page is white. This application uses the Uniform Rounded/Uniform font with the same size for each page.

a. Using good colors that make visitors comfortable and the existing pages have a consistency that can be seen, namely in terms of giving the background color for each page which is always the same. The placement of the same navigation bar for each page is at the top edge. The dominant black color reflects a good color with a combination of white letters / text, in some menus it is red.

b. Not using Graphics

c. Uses standard formal fonts.

d. Do not use Text (Moving text),

4. Screen Resolution, website developers use dynamic application sizes. Page width is defined by using a percentage size. This method is better because it does not depend on the resolution of the computer.

5. The language used is Indonesian

6. The logo does not exist and the website name is located in the upper right corner and its position is consistent on all pages. The name of the website is the main identity used to provide information to users about the application that is being used

7. Using Links, usually used by users to go to another page, another page. The link in this application is made by left-clicking.

8. Content is always updated, containing information that is divided into rubrics.
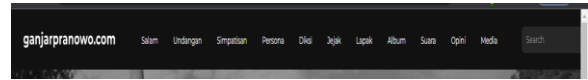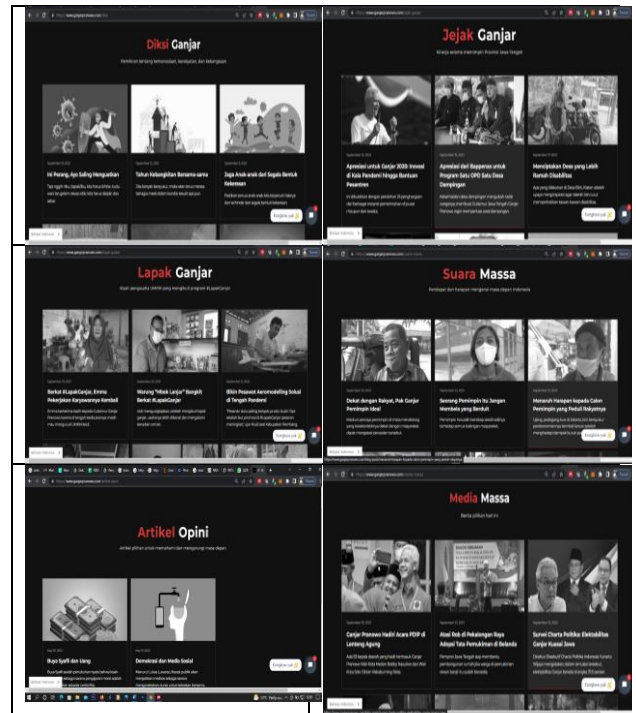

Figure 3. Rubrics

Figure 4. Rubric (Berita/ Opini)

9. Alignment, for alignment in scheduling applications use top left alignment. Can allow the eye to outline the view more easily.

10. Interactivity, given form or forum facilities for users to send feedback (criticism and suggestions) or comments.
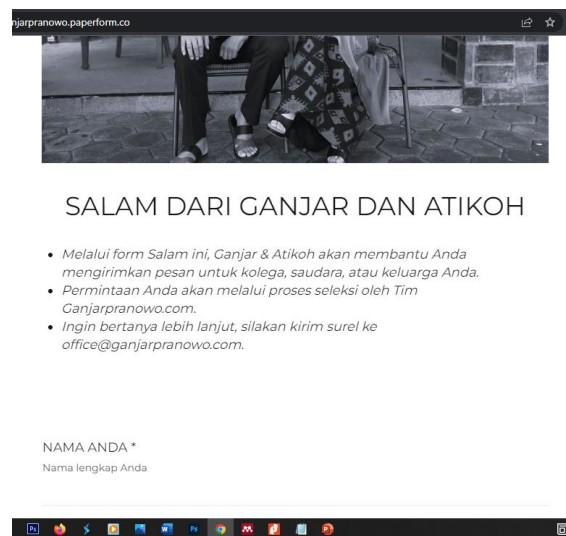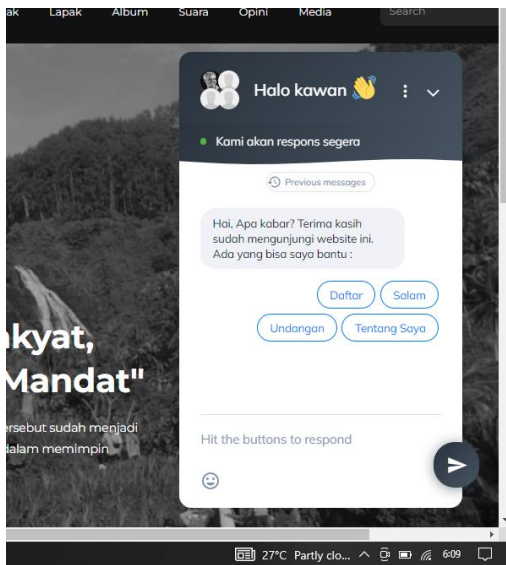

Figure 5. Interactivity (Salam)
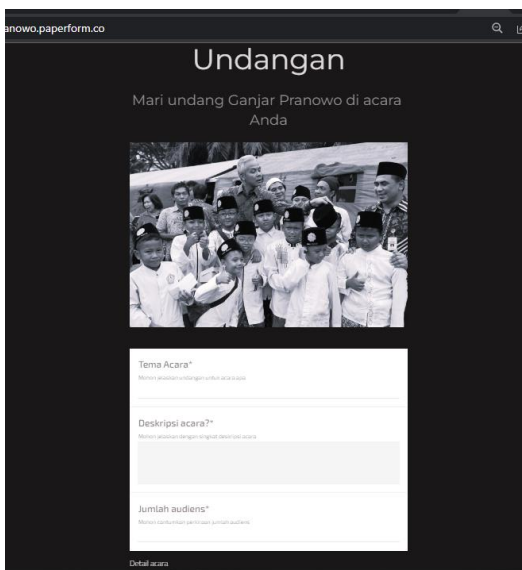
Figure 6. Interactivity (Sapa)

Figure 7. Interactivity (Undangan)

11. Searching The searching feature will make it easier for users to find certain information contained in the page easily and quickly.
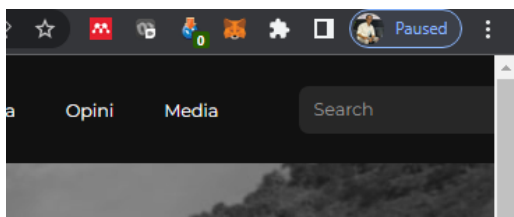

Figure 8. Search

12. Contrast (Display Compatibility), makes the user interested.
13. Technological developments, on a user-friendly website so as to make the browser

display compatible, users who use low bandwidth do not need to wait long for this website to load

Ganjar Pranowo's website is seen from the user interface, which is dominated by black and white, showing a simple but elegant character.

Personal branding is all activities, activities, behaviors and all things related to ourselves that can reflect who we are. Activities and behaviors that are carried out can give rise to their own expertise, personality and characteristics that are wrapped into an identity that can make a person stand out from others.

To achieve good personal branding, a person must have self-awareness to bring out their potential, show passion for things that can be part of what other people need. In this study, Ganjar Pranowo formed his personal branding through a personal website by uploading various daily activities as a person, as a political figure and as a governor.

Referring to Montoya and Vandehey, the Personal Branding built by Ganjar Pranowo which can be seen from the ganjarpranowo.com website includes:

1. Specialization (The Law of Specialization).
   Ganjar Pranowo as a political figure as well as having an interest in nature since college, besides being active in organizations when he was a law student at Gajah Mada University, this is shown in the rubric "Album". In the Rubric "Persona", he was also raised when he was the chairman of the Kagama alumni (Gadjah Mada Alumni Family) for 2 periods. As a political figure as well as the Governor, Ganjar Pranowo has good communication and diplomacy skills. This can also be seen from the news rubric when giving directions to subordinates and when carrying out work by visiting community members in the Central Java region. With this ability, Ganjar Pranowo was elected Governor of Central Java for 2 periods.

2. Leadership (The Law of Leadership).
   With the experience of being a student and being active in various activities, Ganjar Pranowo has become one of the leaders who has great support. In his website, Ganjar has the spirit of a leader is to serve. This is written on the front page of his website, "Tuanku Ya Rakyat, Gubernur Cuma Mandat" (My Lord, the People, the Governor is Just a Mandate). Here it is seen that Ganjar Pranowo wants to position himself as a servant of the people of Central Java.

3. Personality (The Law of Personality).
   The simple personality is shown by Ganjar Pranowo in the news on his website. Ganjar is one form of simplicity by helping small businesses that have fallen during the pandemic. Ganjar's simplicity is also contained in the opinion rubric conveyed by residents about his proximity to residents in their daily lives. Not

Far Away even though Ganjar Pranowo is a political figure and governor in Central Java.

4. Difference (The Law of Distinctiveness).

A personal branding needs to be published in a different way, on his website, Ganjar Pranowo shows his seriousness in managing
Central Java government. The Ganjar Diction rubric contains Ganjar's thoughts on humanity, democracy and nationality. The value is built on his thoughts posted on 19 September 2022, which reminds with simple diction combining Javanese and Indonesian languages to be aware of the Corona that has not disappeared from Central Java. From his writings which are updated regularly, it is clear that Ganjar Pranowo is proficient in building communication with writing.

5. Visible (The Law of Visibility).

On his website, Ganjar Pranowo only uploads a few personal photos. Most of the photos that appear are photos of activities as regional leaders when visiting, carrying out official activities and photos of residents who fill the "Suara Massa" rubric.

6. Unity (The Law of Unity).

There is unity between everyday life and the image that will be built by Ganjar Pranowo. The absence of a gap between being a bureaucrat and life outside the service is an added value for Ganjar Pranowo in building personal branding that is close to the community and has a simple leadership attitude.

7. Persistence (The Law of Persistence)

Ganjar Pranowo is consistent and follows technological developments, not only forming personal branding in daily life but also utilizing social media such as Instagram, Facebook and Twitter. This is shown on his personal website which is also linked to his personal social media.

8. Good name (The Law of Goodwill)

Ganjar Pranowo always shows a good figure which is shown by social activities. On various occasions, the photos uploaded by the public have become a part of strengthening Ganjar Pranowo's personality as a figure who is close to his citizens.

According to Fombrun (2007), in his book entitled "Reputation" explains that there are four sides of reputation that need to be addressed, namely: [9]

1. Credibility

Ganjar Pranowo maintains credibility and consistency by continuously uploading development information content, thoughts and development plans in Central Java, community empowerment activities as well as greeting the people who are its citizens. In the "Suara Massa" rubric not only contains support for Ganjar Pranowo, but also matters related to unfinished development or related to requests for assistance.

2. Trustworthiness

Ganjar Pranowo attaches great importance to trust in the process of forming his personal branding on the ganjarpranowo.com website, forming a trustworthy image.

In the rubric of "suara massa", citizens are free to express their complaints, opinions, opinions and desires freely. this website is a free space and Ganjar Pranowo is a trusted figure. In rubrik "Lapak Ganjar", the efforts of Ganjar Pranowo as governor are documented in an effort to improve the welfare of residents who have small businesses, so that they can fulfill their daily lives.

3. Reliability

Ganjar Pranowo strongly holds professionalism and reliability by being a "servant" of the community as the Governor of Central Java.

4. Responsibility

As a governor, Ganjar Pranowo is responsible for every upload of themes on the ganjarpranowo.com website.

VI. CONCLUSION

From the results of the analysis, it can be concluded that the ganjarpranowo.com website meets the criteria for an effective, efficient and user friendly website. User Interface assessment of the thirteen aspects, only found part of the screen resolution that was not informed, however, in general this website is interesting to visit, besides being light, interactive it is also informative for people who want to see Ganjar Pranowo's profile and activities both as governor and as a person. referring to the conclusion of the user interface analysis, when combined with the concept of personal branding, it further sharpens personal branding.

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