



Redesigning the Crowde Website to Reach Marketing Targets in Agriculture (A Project-Based Learning Approach in PT Impact Byte Teknologi Edukasi Jakarta)

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ABSTRACT

The Certified Internship Program offered by the Ministry of Education and Culture (Kemendikbud) is a collaborative initiative involving companies, organizations, government institutions, or startups as partners. This program provides opportunities for final-year students or those who have entered their fifth semester to directly engage in the professional world and make tangible contributions by applying their newly acquired knowledge through projects, teams, mentoring, and quality processes. The program aims to enhance students' knowledge and experience in the field of UI/UX Design while also building and expanding their network within the industry. The tasks involved include redesigning the Crowde website to improve its appeal and usability, thereby supporting the achievement of marketing targets in the agricultural sector. Crowde.co has emerged as a solution to inclusively improve living standards and economic growth in Indonesia. However, the current design of Crowde.co can be considered inadequate in fully addressing the problems faced in the field. Therefore, to improve the quality of products and services, we have redesigned the Crowde.co website to target three market segments simultaneously: Traditional Farmers, Agricultural Stores, and Modern Farmers. From the testing process, users rated the overall prototype flow at 6.8, indicating that the design thinking process has successfully addressed usability and user satisfaction

INTRODUCTION

The Certified Internship Programme offered by the Ministry of Education and Culture (Kemendikbud) represents a collaborative initiative involving partners from companies, organisations, government institutions, or startups alongside Kemendikbud. This programme provides opportunities for final-year students or those commencing from the fifth semester to immerse themselves in and experience the real-world work environment while making tangible contributions by applying their fresh knowledge through projects, teams, mentorship, and quality processes. For the implementation of this internship activity, the students have selected PT. Impact Byte Teknologi Edukasi in Jakarta, which operates in the field of educational technology/coding learning platforms as their internship location. Through its platform Skilvul, PT. Impact Byte Teknologi Edukasi offers students the opportunity to receive project-based instruction on UI/UX Design and to address various UI/UX issues faced by partner companies.

Objectives

The objectives of this programme are as follows: For students, it aims to enhance their knowledge and experience in the realm of UI/UX Design while simultaneously building and expanding their connections within the industry where they are interning. For the Educational Institution, the goal is to enable students to gain a broader perspective of the professional world and to engage directly in the internship environment, thereby fostering positive relationships between the Faculty of Agriculture and the Agribusiness Study Programme at the Catholic University of De La Salle Manado and the internship providers.

The Interrelation Between the Variables is as Follows:

1. The redesign of the Crowde website can enhance user appeal and ease of use, thus supporting the achievement of marketing targets in the agricultural sector.
2. The implementation of effective digital marketing strategies through the Crowde website can assist in reaching marketing targets within the agricultural sector.
3. A project-based learning approach in the development of the Crowde website can improve engagement and skills among the development team, resulting in solutions that are more aligned with user needs.

Relevant Prior Research Includes:

1. Case studies on website redesign to enhance user engagement in the agricultural sector (Utami & Nugroho, 2019).
2. Analysis of digital marketing strategies to increase sales of agricultural products (Fadli & Wibawanto, 2020).
3. Implementation of project-based learning in the development of agricultural applications (Sari & Winarno, 2017).

LITERATURE REVIEW

The theories employed in the redesign of a website can be articulated as follows:

1. Website Design Theory

This theory will be utilised to comprehend the principles and essential elements in crafting an effective and engaging website for users. It encompasses

aspects such as layout, navigation, content, and interactivity (Nielsen & Tahir, 2002).

2. Digital Marketing Theory

This theory will be employed to understand the strategies and techniques of digital marketing that can be applied to achieve marketing objectives within the agricultural sector. It includes aspects such as content marketing, social media, search engine optimisation (SEO), and digital analytics (Chaffey & Ellis-Chadwick, 2019; Kotler & Armstrong, 2018).

3. Project-Based Learning Theory

This theory will be applied to understand the project-based learning approach that can be implemented in the development of the Crowde website. It encompasses aspects such as project planning, team collaboration, and performance-based assessment (Krajcik & Blumenfeld, 2006; Thomas, 2000).

METHODOLOGY

PT. Impact Byte Teknologi Edukasi was established in 2017 as a coding bootcamp, producing graduates as Software Developers for startups and technology companies. It has since evolved into a blended-learning solution through our online platform, Skilvul.com. Skilvul is an educational technology platform that provides digital skills lesson content using a blended-learning approach, available in both online and offline formats. During this internship, students assume the role of UI/UX Designers, undertaking a project to redesign the website of a partnering company.

Problem Statement

Currently, the Crowde.co website only targets a single market segment, namely Traditional Farmers. Therefore, Crowde intends to redesign its existing website to reach three market segments simultaneously: Traditional Farmers, Agricultural Stores, and Modern Farmers.

Job Description

Students are equipped with training on UI/UX Designer materials over a period of eight weeks in March-April 2022, followed by engagement in the Partner Challenge, which involves resolving UI/UX issues for the partnering company. The implementation of resolving the UI/UX problems of the company entails creating a redesign of the partnering company's website, adhering to the stages that have been previously studied. The partnering company in this instance is Crowde, with its website located at Crowde.co.

Students are also directed to engage in self-learning processes asynchronously, utilising online class materials available on Skilvul.com, which include instructional videos, material files, and quizzes. Additionally, students receive guidance from mentors through synchronous video conferences employing two methodologies: Live Webinars and Live Mentoring Classes (mentor-led learning). Subsequently, the project challenge is undertaken in groups consisting of three individuals. This collaborative learning process occurs synchronously via video conferencing and asynchronously through online discussion platforms (peer-learning). The groups then commence the project challenge by following several stages, including Empathize, Define, Ideate,

Prototype, and Testing. Following these stages, presentation materials are prepared in the form of Google Slides, encompassing the entire process of the challenge from inception through to testing. A recorded video of the group presentation is then created in accordance with the prepared presentation materials.

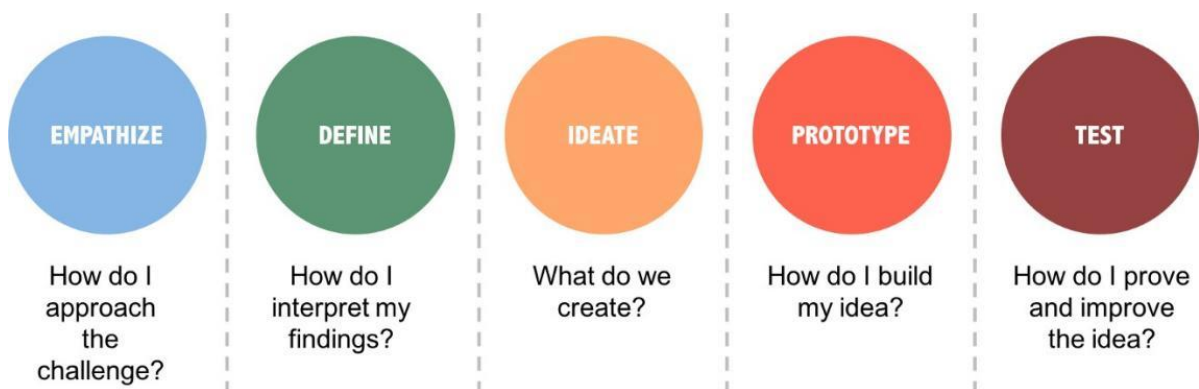
RESULTS AND DISCUSSION

1. Redesigning the Crowde Website

Crowde, accessible via www.crowde.co, is an integrated crowdfunding portal in Indonesia that has been operational since September 2015 and is now officially registered and supervised by the Financial Services Authority as a provider of technology-based lending services. Crowde assesses that the current bank lending system in Indonesia is still difficult for farmers to access. Crowde's mission is to create a positive impact for farmers and the wider Indonesian community by serving as an open platform for the public to invest by providing capital to farmers. Crowde aspires to be a solution to issues in the agrarian sector. Consequently, Crowde aims to realize improvements in living standards and economic growth in Indonesia inclusively.

2. Design Process

The design process is an iterative process aimed at enhancing usability and optimizing interface design (Norman D, 2013). In this project, the method we use is Design Thinking (Reynaldi & Setiyawati, 2022).



Picture 1. Design Thinking

3. Empathize

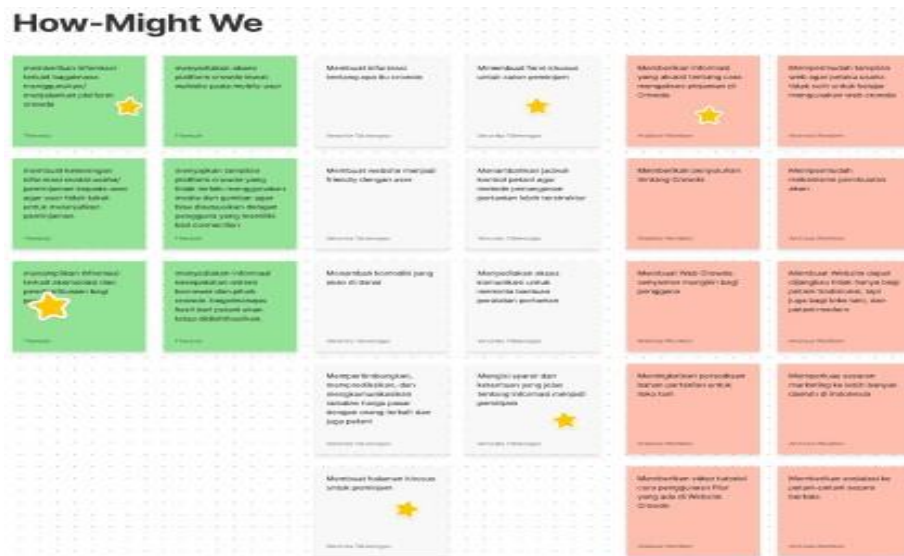
Helps designers discover the perspectives and needs of their target users through research before defining the problem statement and conducting indexation, resulting in identified Pain Points.



Picture 2. Pain Points

4. Define

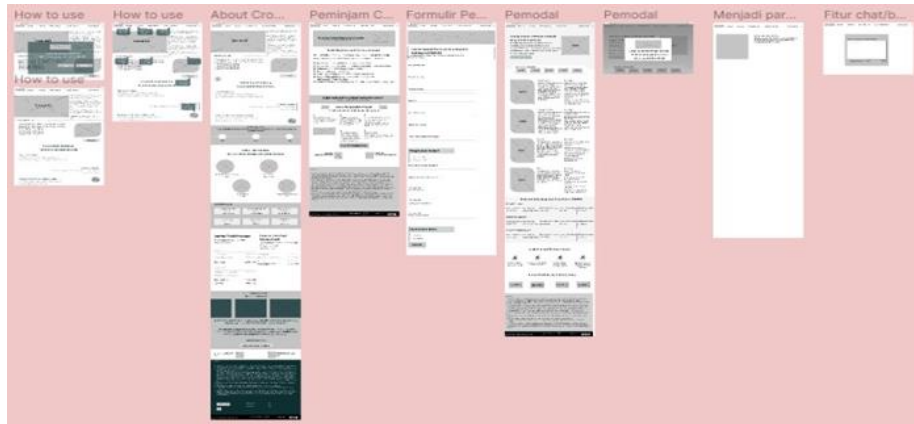
In this stage, all the information gathered in the first stage must be analyzed and synthesized to identify the core problem to be addressed, leading to the formulation of a How Might We statement.



Picture 3. How Might-We

5. Ideate

In this third stage, the designer must be ready to start generating ideas. This is because, in the previous two stages, the designer has gained an understanding of the users' wants and needs. With the insights from those stages, the designer can begin to "think outside the box" to identify new solutions for the problem statement previously defined, resulting in a solution idea.



Picture 3. Generating Idea

Solution Idea

menyediakan informasi dibagian utama, informasi terkait yaitu, informasi peminjaman/ modal usaha, informasi terkait akomodasi dan pemndistribusian kepada borrower, dan bagian informasi kesepakatan antara borrower dan pihak crowde (terkait hasil panen nantinya)

Theresia

menyediakan fitur "How to use" bagaimana menggunakan platform crowde

Theresia

Membuat halaman khusus untuk peminjam dimana didalamnya terdapat fitur chat utk meminta bantuan crowde, syarat dan ketentuan utk calon peminjam, jadwal controler, penggunaan bahasa yang mudah dimengerti dan fitur form pendaftaran khusus untuk calon peminjam (ajukan peminjaman)

Veronika Tallenggo

tidak meng-input terlalu banyak gambar agar bisa menghemat kuota internet dari petani juga untuk meminimalisir koneksi jaringan internet yang kurang memadai, sehingga, website akan menjadi friendly dengan user serta me-redesign halaman menjadi efektif

Veronika Tallenggo

Menambahkan fitur info peminjam untuk mengetahui syarat dan ketentuan dalam melakukan pinjaman, dan mekanisme melakukan peminjaman

Andreas Wambert

Membuat akur peminjaman yang relevan dan tidak banyak tahapan, supaya nantinya tidak akan menyulitkan peminjam

Andreas Wambert

Memperluas akses pemasaran dengan tidak mencantumkan fitur / informasi pembatasan usaha pertanian

Veronika Tallenggo

Picture 4. Solution Idea

6. Crazy 8's

Veronika

Andre

Theresia

Picture 5. Crazy '8

7. User Flow

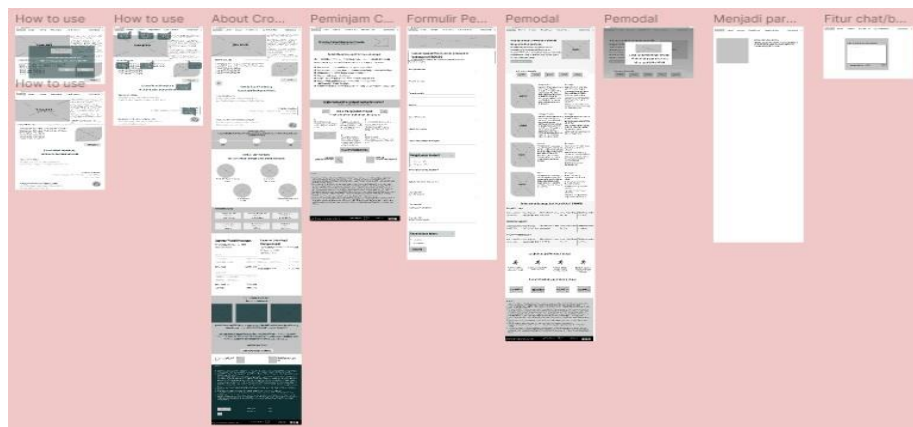
A diagram of the steps users need to take to complete a task.



Picture 6. User Flow

8. Wireframe

A low-fidelity layout that helps designers present information within an interface, provide structure and layout for the interface, and accelerate the ideation process.



Picture 7. Wireframe

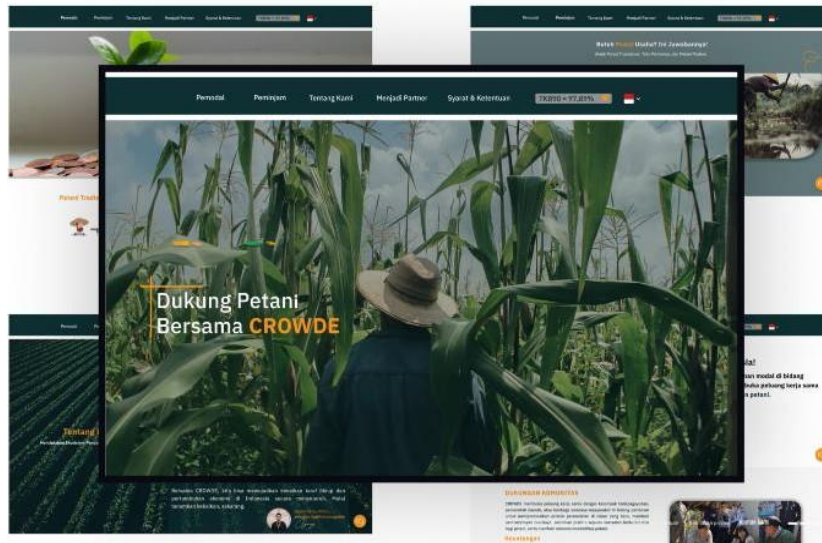
9. DesignSystem

A set of reusable components for product design and development, covering both design and code programming aspects.



Picture 8. Design system

10. UI Design



Picture 9. A Lay out in High Fidelity

11. Prototype

At this stage, the design team will produce several low-cost and scaled-down versions of the product or versions with specific features. This allows for investigation and analysis to determine whether the solution to the previously identified problem is appropriate or not.



Picture 10. Prototype

12. Testing

The final stage in design thinking is testing. In this stage, the product is tested and evaluated with users, and the results are used to make changes and improvements, eliminating problem solutions and gaining a deeper understanding of the product and its users. At this stage, an In-Depth Interview and Usability Testing are conducted with one user. The user then provides feedback using the Single Ease Question method.

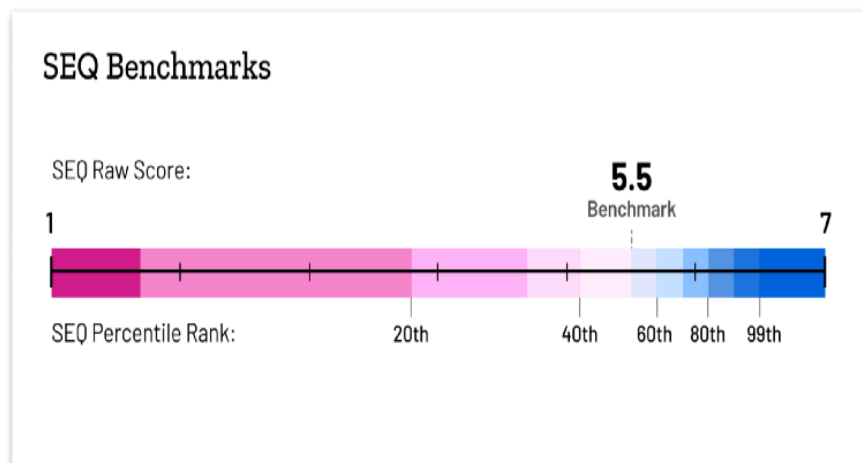
13. User Persona



Picture 11. User Persona

14. Testing Results

The Single Ease Question (SEQ) is a testing method used to measure the ease experienced by users after completing a given task. (Sauro and Lewis, 2012).



Picture 12. Single Ease Question

In this testing stage, the user rated the overall flow of the prototype 6.8 out of 10.

Redesigning a website in the agricultural sector involves a strategic approach aimed at enhancing user experience and achieving specific business objectives. Here's a breakdown of its significance and key considerations. Importance of Website Redesign in Agriculture: A well-designed website improves usability, making it easier for visitors to navigate and find information. This is crucial for attracting potential customers, whether they are local or from distant markets (Dimas & Risqi, 2024). Redesigning a website allows agricultural businesses to align their online presence with their strategic goals, such as increasing sales, improving lead generation, or showcasing products effectively.

For instance, if a farm aims to boost online sales, the design should facilitate easy navigation to product pages and a seamless checkout process (Fadli & Wibawanto, 2020; Adila & Nadhifah, 2023).

This redesign provides an opportunity to update the visual identity of the business. This includes establishing a style guide that reflects the brand's values and mission, which can be particularly important in agriculture where trust and community connection are vital (Garret, J., 2010). Given that users access websites from various devices, ensuring a responsive design is essential. This adaptability enhances user engagement and reduces bounce rates, as visitors can easily interact with the site regardless of their device (Kalbach, J., 2016; Chandra et al, 2023).

Key Considerations for Redesigning Agricultural Websites: Before starting the redesign process, it's crucial to establish specific goals. These could range from improving user engagement to increasing sales or enhancing brand awareness (Reynaldi & Setiyawati, 2022). Focus on creating a clean and intuitive layout that prioritizes user needs. This includes easy navigation, quick access to information, and clear calls-to-action (Yulia E, 2015). The content should be relevant and engaging, showcasing products, services, and the unique aspects of the agricultural business. High-quality images and informative descriptions can significantly enhance user interest (Rosiana, Voutama & Ridha, 2023).

CONCLUSION AND RECOMMENDATION

Crowde.co emerges as one of the solutions to improve the standard of living and economic growth in Indonesia inclusively. However, the current design of Crowde.co can be said to not fully address the problems faced on the ground. Therefore, to improve the quality of the product and services, we have redesigned the Crowde.co website to reach three target markets simultaneously: Traditional Farmers, Agricultural Stores, and Modern Farmers. From the testing process, the user rated the overall flow of the prototype 6.8, indicating that the design thinking process has addressed the usability and user satisfaction. However, there are still some shortcomings in this project. Thus, the feedback from the testing can be used as evaluation material for the designers to improve the product quality. In conclusion, redesigning a website in the agriculture sector is not merely about aesthetics; it's a comprehensive strategy aimed at improving functionality, enhancing customer engagement, and ultimately driving business success.

FUTHER STUDY

The research still has limitations, so further research is needed related to the topic of Redesigning the Crowde Website to Reach Marketing Targets in Agriculture (A Project-Based Learning Approach in PT. Impact Byte Educational Technology Jakarta) to improve this research and add insights for readers

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