

Design and Implementation of Company Profile Website for Fashion Brand

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Abstract. In this digital era, it is obligatory for business people to understand the importance of a company profile website for companies. Especially for fashion brands such as Parker Bamboo Studio, that uses bamboo fiber as a material for each of its clothing products. The most unique product from Parker Bamboo Studio is shoes made of bamboo fiber, because these shoes are made of knitted bamboo fiber which has natural anti-bacterial benefits that can kill germs and bacteria so that it has anti-odor properties. This shoe is also claimed to be the first bamboo fiber shoe in Indonesia. Although clothing products made from bamboo fiber are unique and have many benefits. In fact Parker Bamboo Studio and clothing products made from bamboo fiber are still not widely known to the public due to the lack of information available about Parker Bamboo Studio and products made from bamboo fiber. From the problems found, it is necessary to design a media to inform about the profile of Parker Bamboo Studio and products made from bamboo fiber. The goal is to be better known by the wider community regarding the company profile in an attractive visual form. In addition, it can also add insight into the process of making products from bamboo fiber that can be accessed easily.

1. Introduction

The development of the digital world is so rapid, business people must be able to bring their company to stay in line with the current era. If not, then the company that was painstakingly pioneered will be drowned by the times. Having a website is now a must for business people. In this digital era, it is obligatory for business people to understand the importance of a company profile website for companies. The most important thing for a company to have a company profile website is to get closer to potential customers. Furthermore, as a forum to convey information related to the company as a whole, starting from the company's history, developments, and products or services offered.

Parker Bamboo Studio is one of the companies in Indonesia that utilizes bamboo fiber into something unique and has high selling value. Among them Bamboo Studio by Parker makes socks, shoes, t-shirts, and sweaters. Parker Bamboo Studio is also one of the companies that specializes in researching bamboo fibers in Indonesia. Taufiq as the owner of Parker Bamboo Studio started his business in 2010. The initial idea of making clothing products from bamboo fiber is to create anti-odor clothing, because bamboo fiber has good absorption and contains organic substances, namely penny quinone which can kill germs. and bacteria so as to prevent odor on the body. Although clothing products made from bamboo fiber are washed repeatedly, dried in the sun, the penny quinone substance will not lose its ability to fight bacteria. Research from the Japan Textile Inspection

Organization also proves that textiles made from bamboo fiber have an anti-bacterial ability of up to 71% in 24 hours, far exceeding other natural fibers [1].

Bamboo can be used as something in the form of handicrafts, household furniture, and musical instruments, besides that bamboo can also be used as a raw material for making clothes, but only the bamboo fiber is used to convert it into cloth, bamboo fiber has many benefits for the development of making clothes, including fiber. Bamboo can eliminate the smell of sweat on clothes because it has natural anti-bacterial substances that can kill fungal bacteria so it doesn't cause odor, bamboo fiber can also absorb sweat 3.5 times compared to cotton fabric. Research from Deakin University, Australia, in 2011 found anti-bacterial components found in lignin or bamboo plant cells [2].

The use of bamboo fiber in addition to creating eco-friendly clothing products that have benefits and uniqueness, another purpose of using bamboo fiber is to utilize existing natural resources as a substitute for the use of artificial chemical raw materials that can pollute the environment, especially in the manufacture of clothing products. Bamboo fiber can also be a solution for making clothing products such as shoes because considering the increasing use of animal skins for making shoes, it is feared that the animal population used will decrease.

Although bamboo fiber has many benefits when used for making clothes, in fact there are still many people who do not know Parker Bamboo Studio, from bamboo fiber clothing products to the benefits of bamboo fiber. This is because people still do not know about bamboo fiber and the benefits of bamboo fiber itself, besides the lack of available information about Parker Bamboo Studio and bamboo fiber clothing products is another factor.

It can be concluded that the importance of designing and making good and informative information media, and easy to be accessed by the wider community to get information about the benefits of bamboo fiber, bamboo fiber products, and Parker Bamboo Studio as a company that provides products made from bamboo fiber needs to be realized. So that with the information media, it is hoped that it can add insight to the public about the benefits of bamboo fiber, bamboo fiber products, to the Parker Bamboo Studio brand as a provider of clothing products made from bamboo fiber.

2. Methods

In order for the preparation of this research to run smoothly, an appropriate method is needed based on the intended target audience, the methods used include qualitative descriptive by adding creative strategies and communication strategies. Therefore we need an online media such as a website that can be accessed by the wider community, besides that the current target audience generally gets information from digital media, especially digital media that require an internet network so that the media in the form of this website will be more effective, easy, and fast to use. provide information to the target audience.

A good website design should be able to display information clearly. Especially how to display the best possible interface so that site visitors are not confused by the information displayed [3]. In a design of this information media, a creative concept is arranged to package the information that will be displayed on the website content page, which includes a profile of Parker Bamboo Studio, the process of making bamboo fiber products from the process of making bamboo fiber to becoming the final product, introduction of bamboo fiber products, and benefits from bamboo fiber on clothes, later the display on the information media will also be made simple by bringing up illustrations that are easy to understand and colors that are not too flashy in order to create a comfortable impression when accessing the website.

The object of research that becomes a reference in this design is information about Parker Bamboo Studio as a provider of clothing products made from bamboo fiber. The problems obtained are the lack of public knowledge about the existence of the Parker Bamboo Studio brand, bamboo fiber clothing products, to the benefits of bamboo fiber, besides the lack of available information about Parker Bamboo Studio is another factor. Therefore this design needs to be done to provide information about it.

The procedure for collecting data from this design is, the first step is to conduct direct interviews with the owner of the Parker Bamboo Studio company, then make observations through a literacy study about the Parker Bamboo Studio company through internet media. The next procedure is to distribute questionnaires to the target audience, from the results of the questionnaires obtained, it is possible to find out how many people know about the existence of Parker Bamboo Studio to bamboo fiber clothing products. This questionnaire was distributed online through a link that was distributed through the nearest group, this was in order to find out the wider audience's knowledge of the community's knowledge of Parker Bamboo Studio.

3. A subsection

The communication strategy in this design is to provide information about Parker Bamboo Studio, such as providing information in the form of the owner, company history, introduction to various bamboo fiber products, the benefits of bamboo fiber products on the body, and the beginning of making bamboo fiber until it becomes the final product. With the delivery of good information, the public will be more aware of the existence of Parker Bamboo Studio and the public will have an interest in owning bamboo fiber clothing products.

The communication objective to be achieved in designing the Parker Bamboo Studio website information media is to provide information that can be easily accessed, accepted, and understood by the public about Parker Bamboo Studio as a provider of clothing products made from bamboo fiber. Another goal is to develop an online media in the form of a website for Parker Bamboo Studio to be able to introduce or promote its newest products, in addition to reporting other information about activities to be followed such as exhibitions or other matters related to Parker Bamboo Studio information. This information media is expected to have a positive impact on the Parker Bamboo Studio company itself.

The approach to verbal communication used is to use formal Indonesian. The use of Indonesian is intended so that information is more easily accepted and understood by the target audience. The use of Indonesian is also used because Parker Bamboo Studio is located in the city of Bandung which is an Indonesian government agency. The visual communication approach used is to create visuals in the form of photo illustrations of various kinds of bamboo fiber clothing products, vectors in the form of outline icons regarding the process of making bamboo fiber, and images made by digital imaging using cool color backgrounds that are not too flashy, so that they can create calm and comfortable impression.

4. Creative Strategy and Media

Media is a part of human daily life. The interaction between humans as users (users) or listeners (viewers) of a media object can be seen as a form of communication [4]. Therefore, the creative strategy that will be carried out is by making website information media that can interact and make a simple appearance on the website (interface) with a balanced layout so that it looks neat and comfortable when accessed by the public.

In designing information media about Parker Bamboo Studio, the media certainly becomes very important as a means of delivering and disseminating information to the target audience. Media as a design object comes with modes. Modes become a modal in product design and ideally able to represent the message to be conveyed. Messages that are present in the media are then interpreted and socially construct an understanding, namely a discourse [4].

Therefore, the delivery of media information can also act as a supporter or intermediary as a communication tool to convey messages to the target audience. There are two types of media for delivering information about Parker Bamboo Studio, namely using the main media and supporting media. For the main media in this design using information media in the form of a website that informs about Parker Bamboo Studio. Website is a collection of pages that are used to display text information, still or motion pictures, animation, sound, and or a combination of all of them [5]. The main media will contain information about profiles, product introductions and the benefits of bamboo

fiber clothing, and the manufacture of bamboo fiber to become the final product. While the supporting media include web banners, motorcycle advertisement backrests, posters, x-banners, brochures, vouchers, tote bags, clothes, stickers, key chains, masks, and mugs. The media will contain information about the existence of the Parker Bamboo Studio website, as well as information about bamboo fiber and bamboo fiber products.

5. Results and Discussion

The purpose of this design is to provide information about Parker Bamboo Studio and its bamboo fiber clothing products, such as information related to bamboo fiber and how to make bamboo fiber products, as well as to provide a well-integrated information media that includes Parker Bamboo Studio so that information about profiles is provided Parker Bamboo Studio and bamboo fiber products can be arranged properly, so that they can be known by the public and can be more easily accessed by the public.

The visual design on the website information media that will be displayed is a simple and dynamic visual style that will seem minimalist, which includes visual photography documentation that puts forward the actual conditions by prioritizing the narrative aspect as a verbal message amplifier on the information that will be conveyed on the website content regarding the product manufacturing process. bamboo fiber. In addition, the use of a visual style in the form of an outline icon that describes a simple form in the form of various elements regarding the process of making bamboo fiber as the main picture, just like the previous visual, this visual icon also strengthens the narrative aspect as a reinforcement of the verbal message about what is meant.

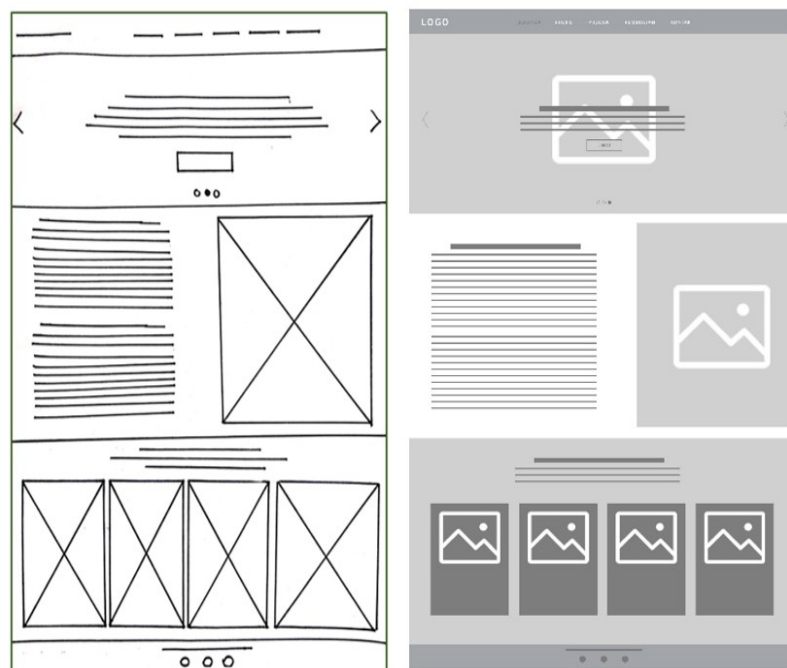


Figure 1. Layout sketch and wireframe.

Because on this website page many will display information in the form of writing so that verbal messages will be stronger than visuals, the selection of typography does not escape this design to make it look more informative and attract the target audience to find information available on website content, it will use typography which has a character with legibility that is easy to read and has an attractive and simple impression.

As for the use of visual elements and colors that will be displayed on the website page, namely in the form of visual photos of bamboo fiber clothing products that are made to be attractive using digital imaging techniques, namely by displaying the background and adding shadow elements in the form of bamboo trees, which can create a natural impression. In addition, it will display a vector visual in the form of an outline icon that will describe a simple form of the process of making bamboo fiber. While the color section will use colors that are comfortable to see and have a cool impression. By displaying these elements on website pages, it is hoped that the audience will feel comfortable in accessing the website so that they can linger on website pages and find out other content provided on website pages.

6. Design format

The design format in the design of information media is in the form of a website, on the main media using a format in the form of HTML or (Hypertext Markup Language). HTML is a programming language used to design a web page [5]. HTML is a format that can change or edit the overall appearance of a website using a formatting language. So that when designing a website using the html format it can be easier to add or remove elements or information that is not necessary.

7. Layout

In making online information media in the form of a website, a good and attractive and informative layout is needed. Layout is a basic part of a design of a design with the layout of a design can be more structured and well structured. Layout can also be interpreted as an arrangement in the form of several collections of design elements such as typography, images, photos, videos, and other elements arranged by adjusting a predetermined concept, so as to produce a design that is well received.

The composition of the layout on a website consists of containing blocks, logos, navigation, content or content, footers, and whitespace or empty space [6]. Therefore, wireframes in designing a website have an important role to know the placement of design elements and content to be determined, wireframes can be interpreted as guidelines for designing a website that is structural and not too detailed.

The layout that will be used in this design uses the principle of a balanced layout which is inspired by the layout of existing references. In addition, the principle of balance layout is used because on every page of the website to be designed there are many images displayed as well as informative and a lot of text information. In order to look neat and have a comfortable impression on the appearance of the website, the principle of balance layout is used.

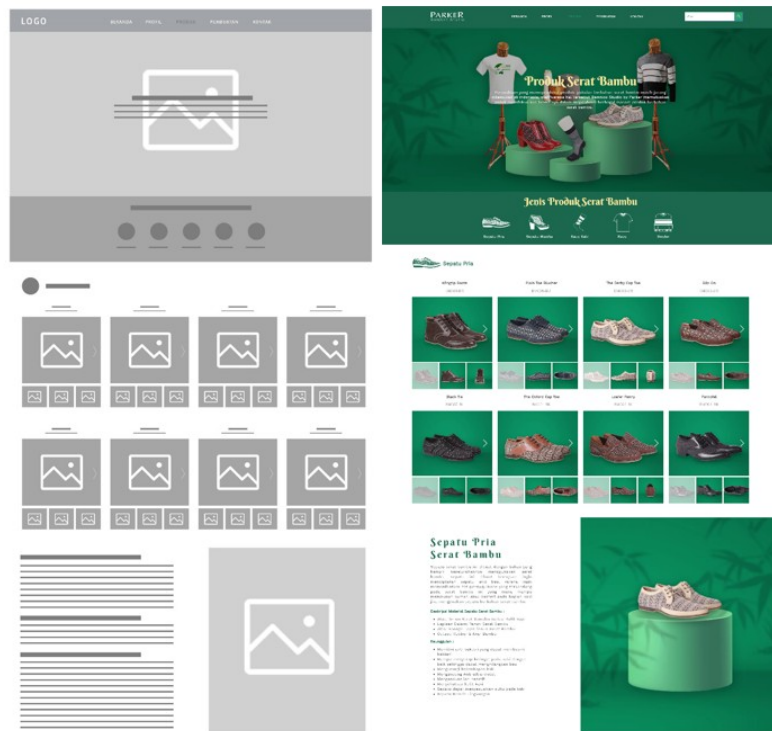


Figure 2. Application of balance layout principle.

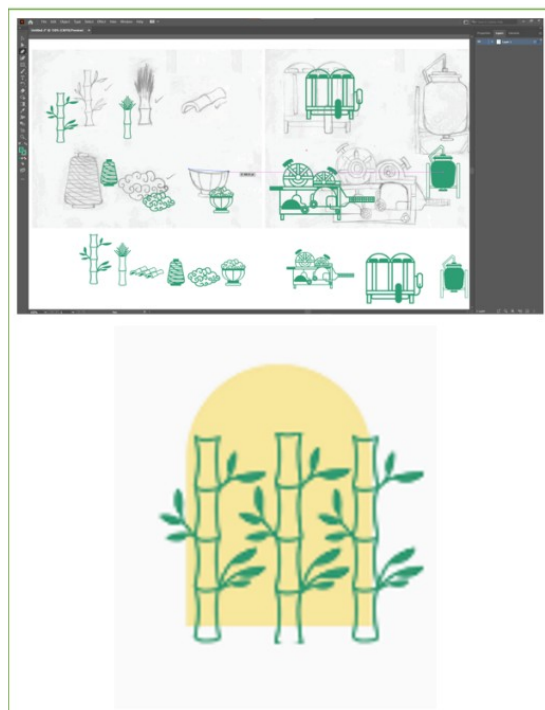




Figure 3. Icons design.

8. Typography

Typography has a main function as a conveyer of information that must make the reader feel comfortable when viewing writing or text [7]. In the application of typography, actually legible and legible elements are very important, therefore, so that the information contained on a page of a website can be read and conveyed clearly, the selection of typography or letters used in designing information media for the Bamboo Studio profile website. Parker should be easy to spot. In this design, the use of letters does not only use one type, it aims for the website that is designed to be easy to understand while adding to the attraction for website visitors. For this reason, several interesting and suitable types have been selected according to their functions.

For the use of the font for the headline using the Berkshire Swash typeface which is a serif typeface. According to the creator, this font has a semi-sweet type style that can bind with ability and has a bold side but with a feminine essence, even though it has an essence of feminism. This font is very suitable for designing website information media, because this font can describe the shape of the bamboo fiber that has been taken is in a semi-finished state, It can be depicted in the large letter shape on the stem and smaller at the end (descender) shape. In addition, this font can be easily read so that it can be used as a headline on every content on the website page.

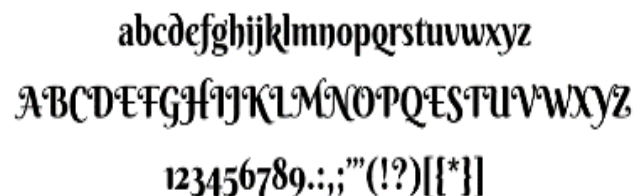


Figure 4. Headline font.

9. Illustration

The illustrations that will be used in designing this information are using visual photography, digital imaging, and outline icons. Illustration is an image that is formed to clarify an information by giving a visual representation [8]. The use of illustrations in the form of photos is used to explain various general information about Parker Bamboo Studio, namely place, product, manufacture, and others.

By displaying an image in the form of a photo, it can be more easily accepted by the target audience because it is more often found through social media and online information media, so that the photo illustration in question can be clearly described. The photo which belongs to Parker Bamboo Studio shows an employee's hand sewing the upper part of the shoe, the photo used will be re-edited by adding color effects that look more comfortable to look at. The other illustrations are in the form of images made using digital imaging techniques that describe materials or materials from the manufacture of bamboo fiber products and bamboo fiber shoes. This digital imaging creation will be displayed for the main media on the home page of the website.



Figure 5. Digital imaging illustration.

10. Colors

Color can be used to communicate mood, attractiveness, product identity, or organize information [9]. So that the color that will be used in designing the website information media will be close to the color of bamboo which is a characteristic of Parker Bamboo Studio, the color chosen in this design aims to present the impression of a calm, cool and comfortable color [10].

Therefor the color of the bamboo plant was chosen because bamboo has 4 colors during its growth and development, namely bamboo will be dark green at the beginning of growth and have branches, bamboo will be light green when it grows in the middle of growth or young bamboo, bamboo will change color again becomes light green when half old and the last bamboo will change color again when it becomes old which is greenish yellow. The design of this information media is based on the color of bamboo which has a natural, natural, and freshness impression.






	C : 88% M : 37% Y : 81% K : 30% #0e6144	R : 14% G : 97% B : 68%		C : 69% M : 63% Y : 62% K : 57% #3535353	R : 53% G : 53% B : 53%
	C : 81% M : 10% Y : 74% K : 1% #11a471	R : 17% G : 164% B : 113%		C : 3% M : 8% Y : 48% K : 0% #fae499	R : 250% G : 228% B : 153%
	C : 41% M : 0% Y : 45% K : 0% #97d7a7	R : 151% G : 215% B : 167%			

Figure 6. Color scheme.

11. Pages

The final result of the main media design on the Parker Bamboo Studio website information, which displays some of the content available in the header section of the website page, the available content includes the home page, profile, product, creation, and contact page. The home page will display at the beginning of the page several photos related to Parker Bamboo Studio which are given a slider, in each slider a button is given to go to the next page in order to find out more information about the banner that has been clicked, and there is a snapshot of Parker Bamboo Studio, and At the end, several bamboo fiber products appear along with a little explanation and when you click a button such as “shoes” it will be connected directly to the shoe product page.



Figure 7. Web pages.

The profile page contains an explanation of Parker Bamboo Studio's history, owner profile, company vision and mission, company guidelines, as well as some photos of Parker Bamboo Studio's marketing place or shop and the last is photos of exhibitions that Parker Bamboo Studio has participated in to showcase its bamboo fiber products. The product page contains several photos of products, including shoes, socks, socks, and sweaters. As well as a detailed explanation of the materials used in the product and the advantages of bamboo fiber clothing products.

The manufacturing page contains information about the process of making bamboo fiber through a simple image in the form of an outline of the object in question, as well as information about the properties and benefits contained in bamboo fiber, and finally there is information in the form of the process of making bamboo fiber shoes, which will be displayed in the form of photos of the stages of making shoes. The contact page contains information about the services, address, telephone number, fax number and email of Bamboo Studio by Parker.



Figure 8. Another pages of the website.

From the final results made from the design of information media in the form of a website, the website will be distributed through online media that requires an internet network to access it, to access the Parker Bamboo Studio website, you can use devices such as smartphones, laptops, and computers. From each device used, the display on the website page will be different because the website display will be responsive automatically by adjusting the device used.



Figure 9. Responsive website of Parker Bamboo Studio.

12. Conclusion

It can be concluded in the design that Parker Bamboo Studio is a company engaged in the fashion sector, which focuses on making clothing products by utilizing natural fibers in the form of bamboo fibers which are used in the manufacture of the basic raw materials of each of its products, by having unique products and having unique characteristics. benefits for health. Parker Bamboo Studio is a company that makes innovations in every product it makes, basically the use of bamboo fiber in clothing products in Indonesia is still quite rare, so it can become an identity for Parker Bamboo Studio to be more widely known and known through its uniqueness. its products, although in fact there are still many people who are not aware of the existence of Parker Bamboo Studio. This factor is due to the lack of information about Parker Bamboo Studio, therefore it is necessary to do a way to make Parker Bamboo Studio more known through media that is easily accessible to the target audience, namely by making information that is made by improving packaging for information media that used for the process of approaching the target audience. These factors include the preparation of information and the design of the display layout for the media by designing information media about

Parker Bamboo Studio through online information media in the form of a website. By presenting the display of information media that is packaged attractively and neatly arranged from the website, it is hoped that you can find out Parker Bamboo Studio and can increase knowledge and purchase interest in bamboo fiber products. clothing products.

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