

Website Design and Construction Single-Page as a Promotional Media at TBS (Tata Beauty Salon) Wonoayu District, Sidoarjo

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ABSTRACT

Objective: This study aims to design and implement a website-based digital marketing system as an effective promotional strategy for Tata Beauty Salon (TBS) in Wonoayu District, Sidoarjo. **Background:** Currently, TBS relies solely on direct interaction and word-of-mouth marketing, which limits the dissemination of information and hinders business growth and competitiveness. **Method:** The research applies the Waterfall model of the Software Development Life Cycle (SDLC) to develop a single-page website that presents all essential information – such as services, pricing, and contact details – on one interface for a seamless user experience. The website is built using HTML and CSS for layout and design, while PHP and JavaScript are used for functional programming. **Results:** The implementation of the website enhances TBS's online visibility, simplifies customer access to information, and improves promotional reach. **Novelty:** This research demonstrates how a simple, user-friendly single-page website can serve as an effective digital marketing tool for small businesses, contributing to increased competitiveness and sustainable business growth in the beauty industry.

INTRODUCTION

Along with the rapid development of technology, the use of digital media in particular website based already Lots used as a promotional and information media that is capable of offer various ease of serving information [1]. Using a website as a promotional medium is very helpful in marketing strategies [2], where all information expected more fast and accurate For increase efficiency development business. The main reason somebody do promotion is so that the products being marketed the more known many people. After product Lots known to people, then results sales also increased [3], [4].

Promotion is effort communication For spread information, influence and or increase *awareness* for the target market on companies and products to be willing accept, buy and be loyal to the product or services in progress offered [5].

In the research previously, it was known that influence system information marketing to interest buy from CV Binangkit Regency Tasikmalaya obtained number *R square* is 0.764. This is show that System Information Marketing influence of 76.4% on the decision purchase [6]. With achievement score the can concluded that Implementation of a website as a promotional media is very influential big to decision purchase.

TBS (Tata Beauty Salon), commonly known as Tata Salon, is a beauty salon offering products and treatments specifically for women and children. These services range from hair and skin care to relatively affordable prices with high-quality results, making them popular among many. Some returning customers visit to enjoy quality results service. Previously, TBS was founded in 2000 in Sidoarjo Regency. Sri Kustini Agustin is the owner and stylist at TBS. She has been fascinated by the world of beauty since childhood, so she was interested in opening a beauty salon with her biological daughter. Therefore, she highly values the desire to offer the best service to customers. This salon is located at Jalan Jl. Perumtas 3 No. 6, Popoh Village, Wonoayu District – Sidoarjo. Distribution information about TBS at the moment is not enough effective, which is still using interactive media in a way direct through customers who then spread from mouth to mouth. So that public must come alone to Tata Salon for know all information latest about service as well as the product being offered. This is very inappropriate efficient that allows business difficult for grow and compete with competitors. In order to improve Tata Salon business so that it can develop with good and efficient, then made **“Website Design and Construction Single-Page as a Promotional Media at TBS (Tata Beauty Salon) Wonoayu District, Sidoarjo”** which are expected expand range information and able to increase awareness in the community for visit and find out all information owned by Tata Beauty Salon via the internet.

RESEARCH METHOD

Framework Study

The research framework is identification problem main from a number of factor as reference framework think. For orient appropriate theories with objective research in the form of conceptual [7], [8]. Based on observations made, that required A technology information that is capable promote service as well as product Web -based research for TBS (Tata Beauty Salon). Stages in the research This covering identification problem, goal, design, implementation system and results shown in Figure 1.

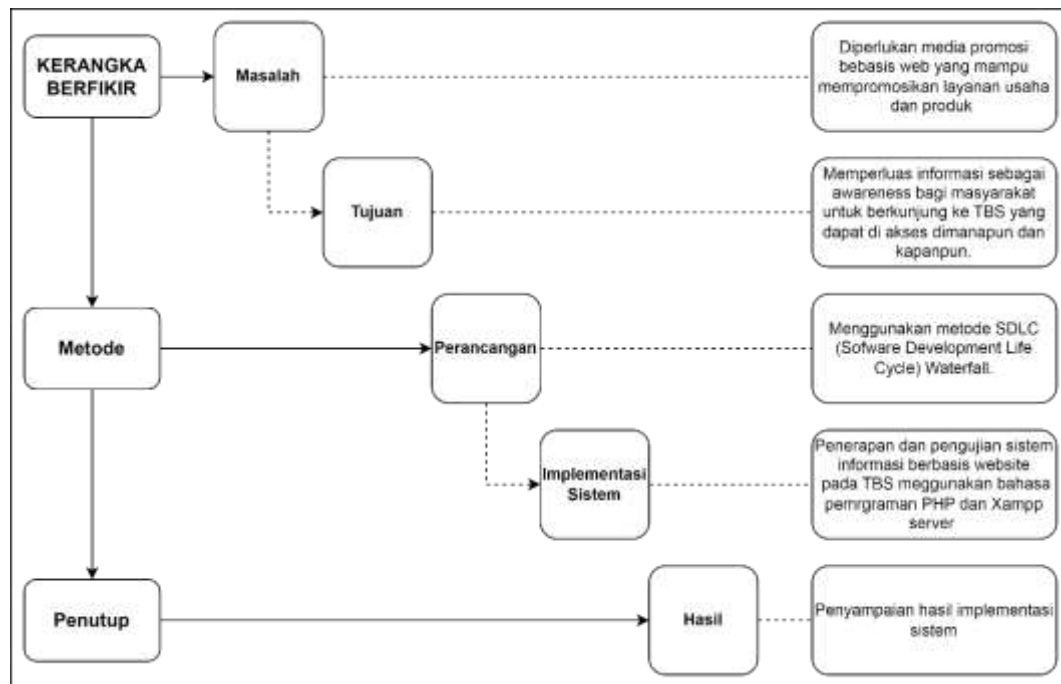


Figure 1. Skeleton Image Study.

Data collection technique

Qualitative methods is approach research that aims For understand and explain phenomenon social in a way deep through interpretation context, experience, and perspective individuals involved in the phenomenon [9]. The main objective in this technique data collection is for analyze necessary needs as reference basis and objectives system creation with method interviews, observations and documentation. Data collection that has been done can seen in Figure 3.

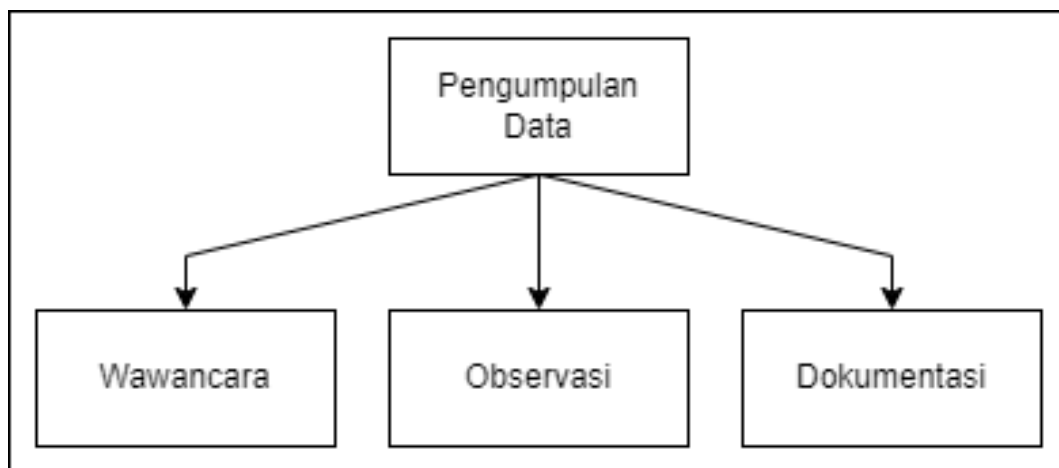


Figure 2. Data collection technique.

1. Interview

Data collection through a questioning process answer verbally to the stakeholders interest business use know condition of the object study in a way *real-time* for know need as well as problems that occur at TBS. Interview done in a way direct to the Owner of Tata Beauty Salon for completeness data information.

2. Observation

Data collection methods used with method observe object study in a way direct for record condition every incident in accordance *Standard Operating Procedure* (SOP) at Tata Beauty Salon.

3. Documentation

Data that can be obtained from various source or done Alone through observation concerning object study in the form of documents, or picture as information support study.

Development Method System

SDLC (*Software Development Life Cycle*) is methods used every *Developer* in developing *software* or application. SDLC adheres to stages important for developers, such as planning, analysis, design, implementation, etc. [10]. The most well-known and frequently used model used is the *SDLC Waterfall* model : a series stages like a waterfall where the output every stage become input main For do stages next [11]. Implementation The stages of the *Waterfall* model are shown in Figure 2.

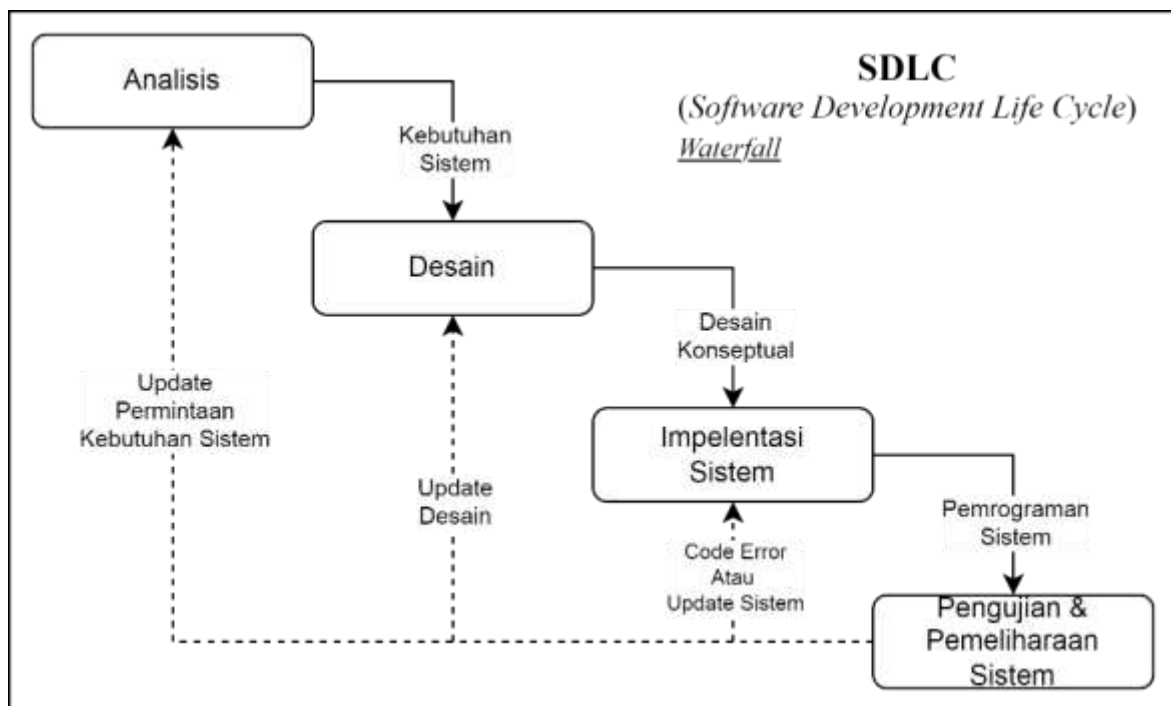


Figure 3. Image of the SDLC Waterfall method.

Analysis Need System

Analysis Need Functional

Need functional is service process needs that include reactions and behavior when the system is running. The following is need functional shown in Table 1.

Table 1. Requirements functional.

No	User	Function System
1	Users	See salon profile , products and services Know salon location on Google Maps Do reservation through social media

Analysis Need Non- Functional

Non-functional requirements is specification requirements required by the system. Following is non- functional requirements :

1. System need A *Gadget* like Connected PC /*Mobile* with *Internet*.
2. System can run in a web browser such as *Chrome* and *Mozilla* and or other *web browsers*.

UML (Unified Modeling Language)

UML (*Unified Modeling Language*) is the visual language used For building and designing architecture in programming oriented object use understand need system and reduce complexity system [12]. UML includes 13 diagrams with different functions and concepts. The UML concepts used in the creation system information This that is analysis oriented objects that include *Use Case Diagrams* and *Activity Diagrams*.

Use Case Diagram

Use Case diagram is description need system from corner user (actor) perspective and patterns behavior system [13]. *Use Case* diagram is stages a good start in understanding and analyzing need system moment design. *Use case* diagram can seen in Figure 4.

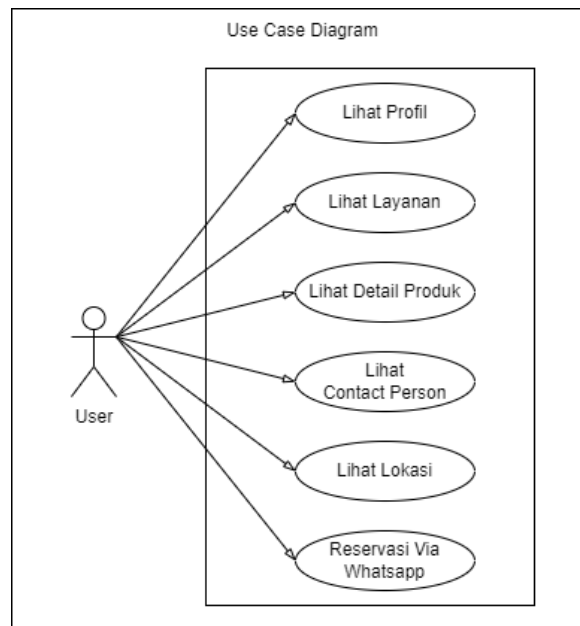


Figure 4. Use case diagram on the system information TBS (Tata Beauty Salon).

Activity Diagram

Activity diagram is a technique that describes the process of activity in a system that occurs when the program is run [14]. The *activity* diagram will display activities that occur in the system when the user operates. Activity diagram can seen in Figure 5.

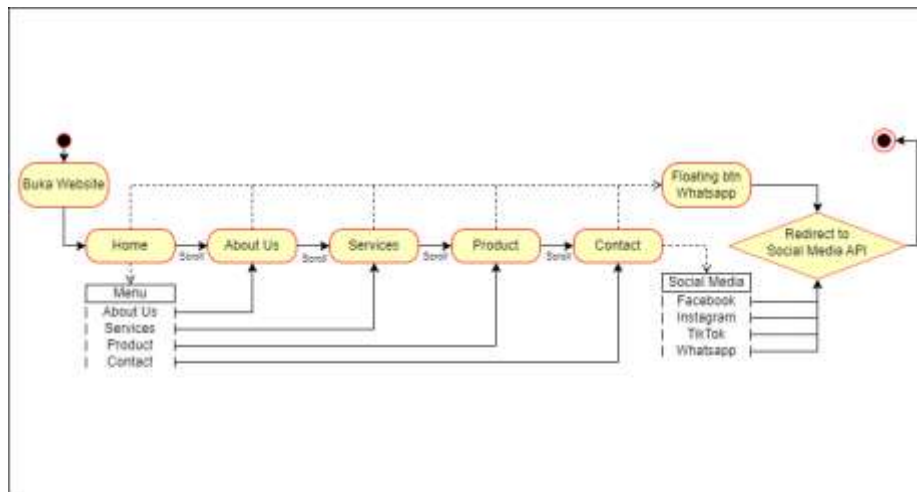


Figure 5. Activity diagram on the system information TBS (Tata Beauty Salon).

RESULTS AND DISCUSSION

Stage This is stage end after design, analysis needs and implementation system Already fulfilled. The website offered is a *single page* website, where all information loaded completely on the page beginning or on one HTML page without move to another HTML page that creates experience users become more simple and smooth. TBS's *single-page website* prioritizes mark sell business with appearance attractive design use create experience friendly user - friendly understood for candidate customers. The following is appearance results from implementation system information *single page* website based on TBS (Tata Beauty Salon) in the District Wonoayu Regency Sidoarjo.

Implementation System

Home

Home is appearance beginning or *top page* on the TBS *single page website* which has almost function the same with *dashboard* on a *multi -page website*, namely as *control* panel containing about description short regarding the TBS motto and the useful navigation bar make it easier for users to jump to part desired page without *scrolling* down. In addition, this website own feature 2 *floating button* or knob floating, namely: Button Whatsapp and Back to top button. Back to top button will automatic appear when the user does *scrolling* down that works for make it easier for users to return to *top page* or home view. The home view is shown in Figure 6.

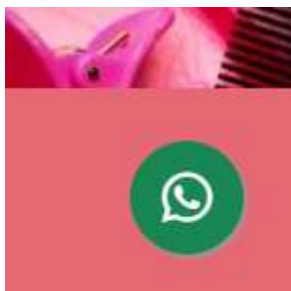
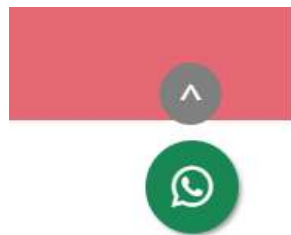


Figure 6. Home view.

Floating Button

In addition, this website equipped with 2 *floating button* feature or knob floating, namely: Knob Whatsapp and buttons *Back to top*. Button *back to top* will automatic appear when *user* do *scrolling* down that works for make things easier *user* return to *top page* or appearance *home* as shown in Table 2.

Table 2. Floating Button

Top of position page :	20px from top of page :
	

Profile

Profile is appearance second of this website that allows users to see information TBS profile only with *scrolling* down. View profil shown in Figure 7.



Figure 7. Profile view.

Services

On display *services* own almost features the same with home display that has *Head-services-container* as a navigation link to appearance *List-services*. Here is appearance *services* on TBS:

Head-services-container

Appearance *Head-services-container* displays a menu of services available on TBS which is useful as a navigation link going to to *List-Service*.



Figure 8. Head-services-container view.

List-services- container 1

On *List-services-container1* displays Haircut and Hair Color Dye services.

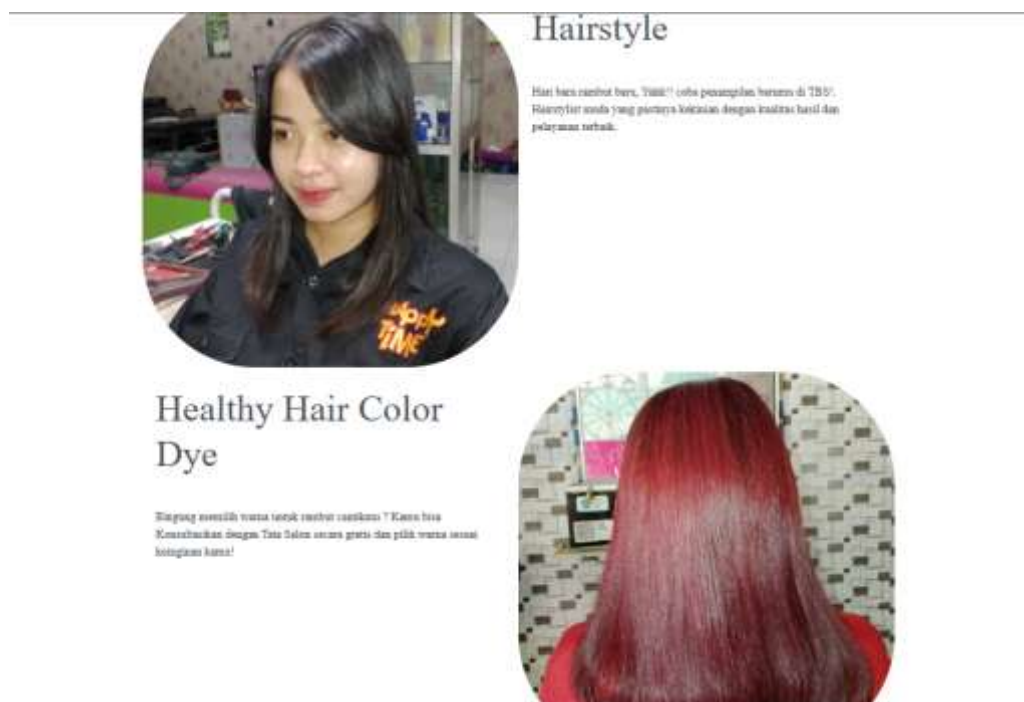


Figure 9. List-services-container 1 view.

List-services- container 2

List-services-container2 displays service Smoothing and Hair Treatment.

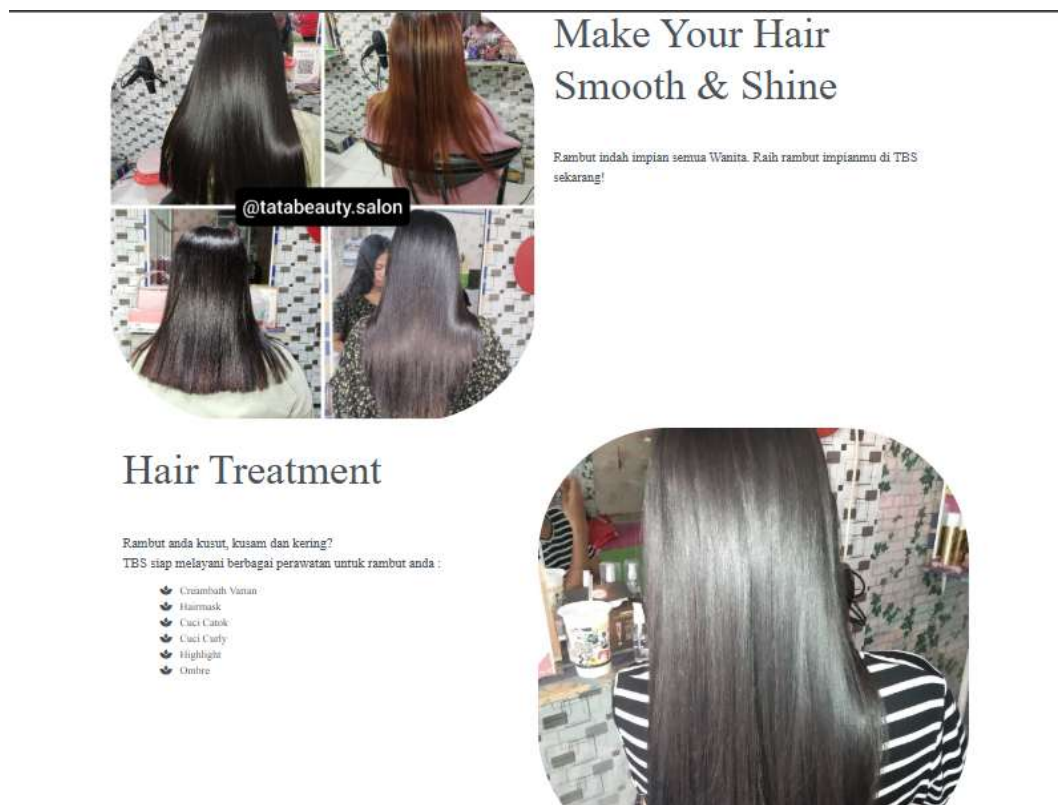


Figure 10. List-services-container 2 view.

List-services- container 3

List-services-container3 displays Body Treatment and Facial Treatment services.

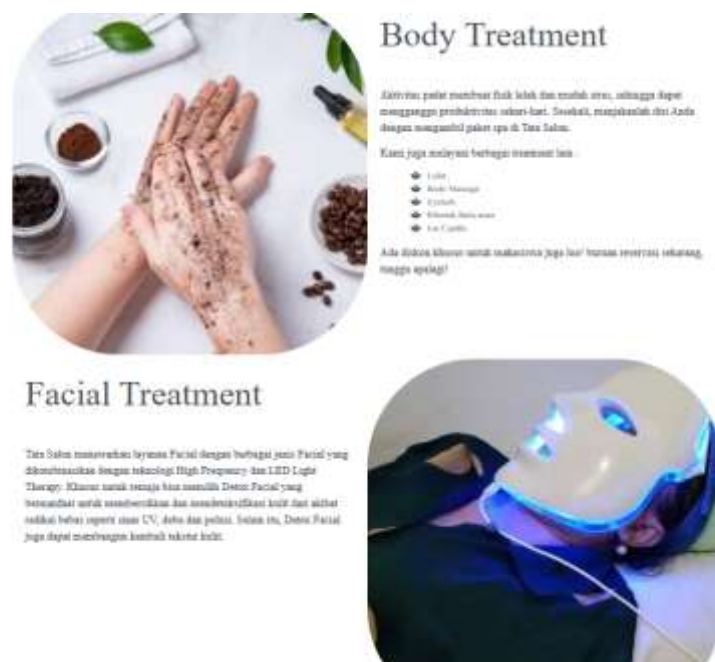


Figure 11. List-services-container 3 view.

Product

Appearance This display current products offered use *splide_slide_container*, as shown in Figure 12.

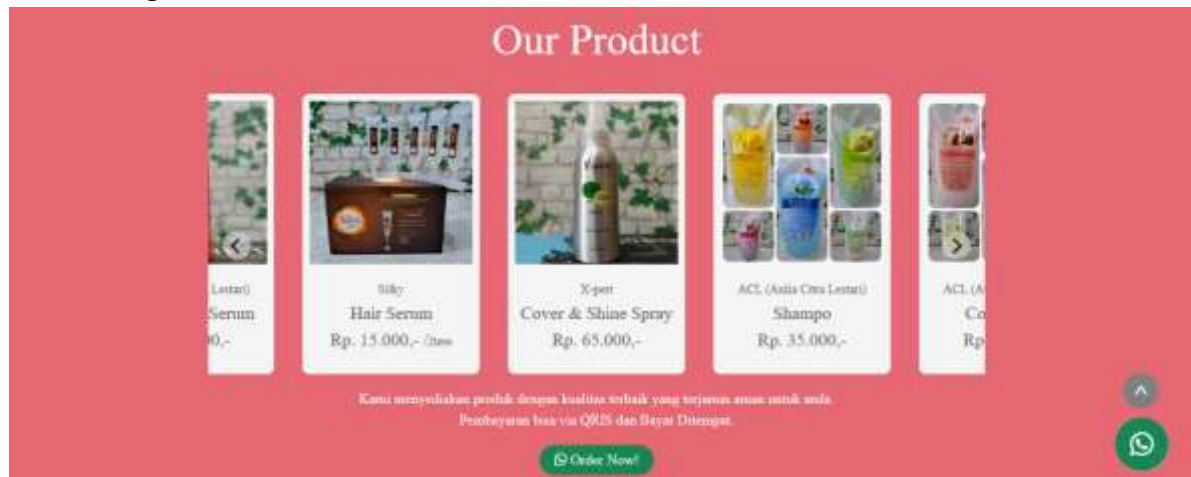


Figure 12. Product display.

Footer

Footer is end page or *last-page* which includes social media information, information owner, and location TBS specifics that can be accessed use Google Maps app. View Footer shown in Figure 13.

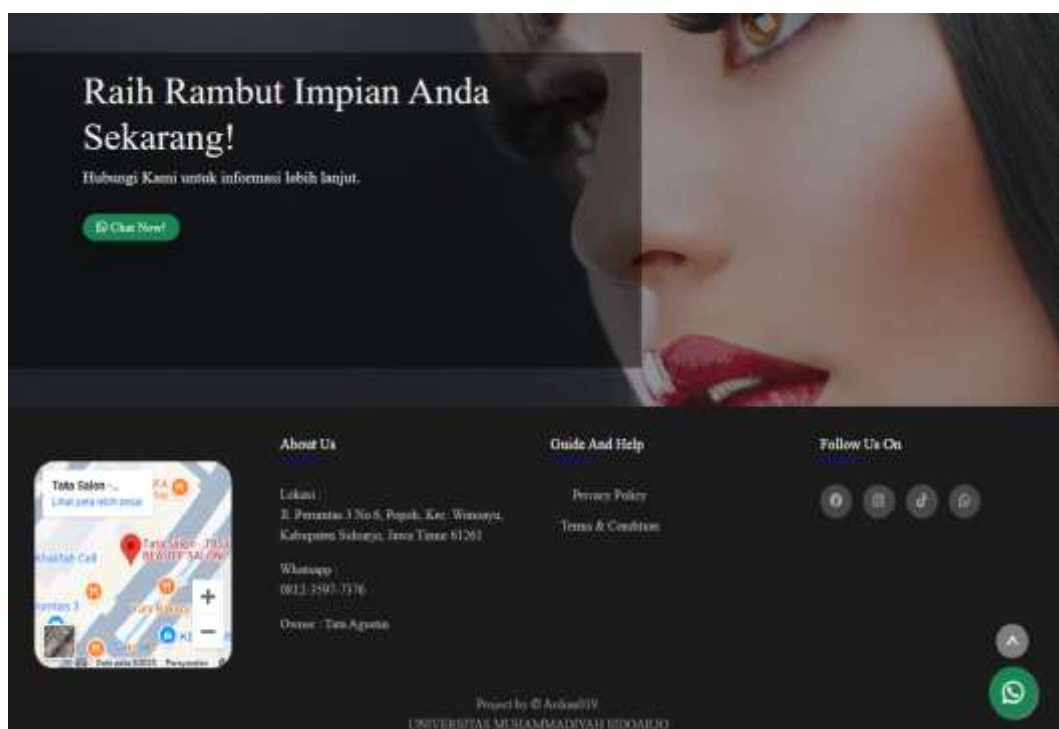


Figure 13. Display Footer.

Website Testing

Testing System

Testing device soft aim For ensure that device software that has been developed Already walk in accordance with expected functionality users end [15]. Testing the

system is very necessary used for use know weakness system for repaired and minimized system error. Test data system can seen in Table 3 and Table 4 as following :

Table 3. Testing Appearance System.

No	Description	Status
1	Home View	Good
2	Profile View	Good
3	Services View	Good
4	Product Display	Good
5	Contact Person Display	Good

Table 4. Testing Functional System.

No	Description	Status
1	Navigation Bar on Home view	Good
2	Navigation Bar on Services view	Good
3	Order Now! Direct to Whatsapp button on the Product display	Good
4	Chat Now! Direct to Whatsapp button on the display Contact Person	Good
5	Floating Button Direct to WhatsApp	Good
6	Floating Button Back to top	Good
7	Knob Social Media Facebook	Good
8	Knob Social Media Instagram	Good
9	Knob TikTok Social Media	Good
10	Knob Social Media Whatsapp	Good
11	Google Maps	Good

Testing Questionnaire

Testing questionnaire aimed at customers or candidate targeted Tata Beauty Salon customers for know response users to utilization of the Tata Beauty Salon Website with method share and include the Tata Beauty Salon Website Link on Google Form then respondents requested For fill in question questionnaire regarding the website that has been accessed previously. Questions asked shown in Table 5 as following :

Table 5. Testing Functional System.

No	Question Questionnaire	ANSWER			
		T	K	S	S
1	Website built own clear and attractive display ?				
2	Available features in accordance with its function.				
3	With this website users can find information about Tata Agustin Salon with easy and fast.				
4	Accuracy level the information presented Already in accordance with real data .				
5	Website navigation is easy users in operating the website without experience difficulty .				

No	Question Questionnaire	ANSWER			
		T S	K S	S	S S
6	Comfortable website display used for user.				
7	The website is very easy to build studied and used for user.				
8	According to you, is the website built can help speed up market products and services with presentation complete information as well as accurate ?				
9	Is this website beneficial for user ?				
10	Is this website own capabilities, functions, and features Already in accordance as expected users as Information and Promotion Media for Tata Agustin Salon?				

Information :

TS : Disagree = 0-1

KS : Disagree Less = 1.1- 2

S : Agree = 2.1- 3

SS : Strongly Agree = 3.1- 4

Acquisition results questionnaire against 20 respondents can seen in Table 6.

Table 6. Summary of Test Results Questionnaire.

Respondents	Question Questionnaire										Results	
	1	2	3	4	5	6	7	8	9	10	Average	Information
1	3	3	4	3	3	3	3	4	4	4	3.4	Strongly agree
2	4	3	4	2	3	3	3	3	3	3	3.1	Strongly agree
3	3	3	3	3	3	3	3	4	4	3	3.2	Strongly agree
4	3	3	3	3	3	3	3	3	3	3	3	Agree
5	4	3	3	3	4	4	3	4	3	4	3.5	Strongly agree
6	3	3	3	4	4	3	4	4	4	3	3.5	Strongly agree
7	4	3	4	3	4	4	4	4	4	4	3.8	Strongly agree
8	4	4	4	4	4	4	4	4	4	4	4	Strongly agree
9	4	4	4	4	4	4	4	4	4	4	4	Strongly agree
10	4	4	3	3	3	3	3	3	4	3	3.3	Strongly agree
11	4	4	4	4	4	4	4	4	4	4	4	Strongly agree
12	3	3	4	3	3	3	3	4	2	3	3.1	Strongly agree
13	3	3	3	3	3	3	3	3	3	3	3	Agree
14	3	4	3	4	3	3	4	3	3	3	3.3	Strongly agree
15	3	3	3	3	3	3	3	3	3	3	3	Agree
16	3	3	3	3	3	3	3	3	3	3	3	Agree
17	4	4	4	4	4	4	4	4	4	4	4	Strongly agree
18	3	3	3	3	3	3	3	3	3	3	3	Agree
19	3	3	3	3	3	3	3	3	3	3	3	Agree
20	3	4	4	3	4	3	4	3	4	3	3.5	Strongly agree

Percentage results testing questionnaire to respondents can formulated as following :

$$Persentase \text{ Jawaban} = \sum \frac{jawaban}{total \text{ responden}} \times 100\%$$

Based on results from table data above , then obtained calculation percentage as as follows :

Strongly Agree (SS) : 14 Respondents	=	$\frac{14}{20} \times 100\% = 70\%$
Agree (S) : 6 Respondents	=	$\frac{6}{20} \times 100\% = 30\%$
Disagree Less (KS) : 0 Respondents	=	0%
Disagree (TS) : 0 Respondents	=	0 %

From the calculation percentage against 20 respondents obtained Strongly Agree result as much as 70%, Agree as much as 30%, while Lacking Agree and Disagree as much as 0%. With acquisition results questionnaire The Tata Beauty Salon website can stated to be very useful for user and worthy used as a promotional media at Tata Beauty Salon.

CONCLUSION

Fundamental Finding : This study concludes that the implementation of a **single-page website (SPA)** significantly enhances website performance, user experience, and development efficiency for **TBS (Tata Beauty Salon)**. By reducing the need to reload pages for each interaction, the SPA structure ensures faster loading times, smoother navigation, and a more dynamic, responsive front-end experience. This approach not only benefits developers through simplified management and scalability but also improves user satisfaction and engagement when accessing the promotional media of TBS. **Implication :** The findings imply that adopting SPA technology can serve as a **strategic digital marketing tool** for small and medium-sized enterprises like TBS, strengthening their online presence and customer interaction. Moreover, it highlights the importance of combining technical efficiency with aesthetic design to create a strong digital brand identity. **Limitation :** However, the current system still lacks **comprehensive administrative functionalities** and **dynamic content management**, which limits its flexibility in handling updates, promotional events, and data modification without developer intervention. **Future Research :** Future development should focus on **enhancing system interactivity and scalability**, such as integrating an **admin dashboard** for content management, incorporating **promotional event modules**, and continuously **improving the website interface** to meet evolving user needs and design trends.

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