MAKING OF WEB-BASED INFORMATION MEDIA FOR CULINARY MEDAN AS A MEANS OF PROMOTION USING UCD (USER CENTER DESIGN) METHOD

Ridho Teguh Sanjaya[1], Marnis Nasution[2], Syaiful Zuhri Harahap[3]

[1,2,3]Information Management, Labuhan Batu University, Rantauprapat, Indonesia
ridhoteguhsanjaya031099@gmail.com[1], marnisnst@gmail.com[2] , syaifulzuhriharahap@gmail.com[3]

Abstract

Culinary is a part of life that is closely related to daily food consumption. Culinary is a lifestyle that cannot be separated from everyday life. Because everyone needs food that is needed daily. Starting from simple food to high-class and luxurious food Promotion is a communication technique that is used or delivered by using media such as: press, television, radio, signboards, posters and others whose aim is to attract consumer interest in the production of a product. company. Promotion as a medium to bridge the interests of producers with consumers.

UCD (User Centered Design) is a new paradigm in the development of web-based systems. User-centered design (User Centered Design = UCD) is a term used to describe a design philosophy. The concept of UCD is that the user is at the center of the system development process, and the objectives of the nature, context and environment of the system are all based on the user experience. PHP is a server side programming language that is widely used today, especially for creating dynamic websites. For certain things in web development, the PHP programming language is needed, for example to process data sent by web visitors.

Keywords:UCD (User Centered Design) , PHP

1. Introduction

Medan is the third largest city after Jakarta and Surabaya, the city of Medan is the capital of the province of North Sumatra which is known for its Batak characteristics, because in North Sumatra the dominant tribe is the Batak tribe. Life in the city of Medan is not much different from other big cities with many different tribes and ethnicities of course adding to the color of life in the city of Medan, especially culinary problems or identical with food.

Food in the city of Medan is famous for its spicy and sweet and sour characteristics, culinary sellers in the city of Medan are active from day to night, especially cafes with quite expensive prices or roadside food with good taste but at low prices. The number of culinary delights in the city of Medan is an option for culinary connoisseurs who want to experience different cuisines.

Soto Medan, Sponge Meranti, Medan Pancakes are some of the culinary types of Medan City that must be tasted if you are in Medan City, for Medan City people maybe these foods are familiar but for outsiders who visit Medan, they must try these dishes and other dishes that are delicious. is a characteristic of the city of Medan.

Culinary is a part of life that is closely related to daily food consumption. Culinary is a lifestyle that cannot be separated from everyday life. Because everyone needs food that is needed every day. Starting from simple food to high-class and luxurious food.

Culinary is a processed product in the form of cooking. The dishes are in the form of side dishes, food (snacks), and drinks. Because each region has its own taste, it's no wonder that each region has different culinary traditions. For example, the city of Medan has culinary dishes such as Soto Medan.

UCD (User Center Design) is a design philosophy that places the user at the center of a system development process. The difficulty of end users so far in reading and translating the documents that exist in each development can be helped by using the User Center Design method. The techniques,

methods, tools, procedures and processes that help design interactive systems are built on user experience. User Center Design is translating human participation and experience into design

*User*is an important object in the development and development of the system. Users here are individuals, organizations, and society. The current user must be at the level of design sophistication of all graphical interfaces and web content. When the user interacts with the system, the user must feel in accordance with the experience that has been felt with the information provided by the system and feel comfortable when interacting with the system.

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Promotion is a communication technique that is used or delivered using media such as: press, television, radio, signboards, posters and others whose aim is to attract consumer interest in the production of a company. Promotion as a medium to bridge the interests of producers with consumers.

PHP is a server side programming language that is widely used today, especially for creating dynamic websites. For certain things in web development, the PHP programming language is needed, for example to process data sent by web visitors.

2. Method
1. UCD (User Centered Design)

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 (Source: Wijang Widhiarso, jessianti and sutini. UCD (User Centered Design) Method for Designing a Case Study Information Kiosk: XYZ Maternity Hospital. volume 3 number 3, October 2007.)

2. Definition of UCD (User Centered Design)

UCD is a method that is closer to the will of the user / user. This is intended so that a software development is in accordance with what is desired by the user. UCD is about more than just making useful products. Explaining the User Centered Design method in more detail, namely:
1. System software development method
2. Interactive system development method
3. User-centered design approach
4. IMK design approach

(Source: Nora Yunita, S.kom, Yesi Novaria Kunang, ST M. Kom, Fatmawati, M.kom. Online Sales Information System Using User Centered Design (UCD) Method Case Study: Bukit Lecha Palembang).
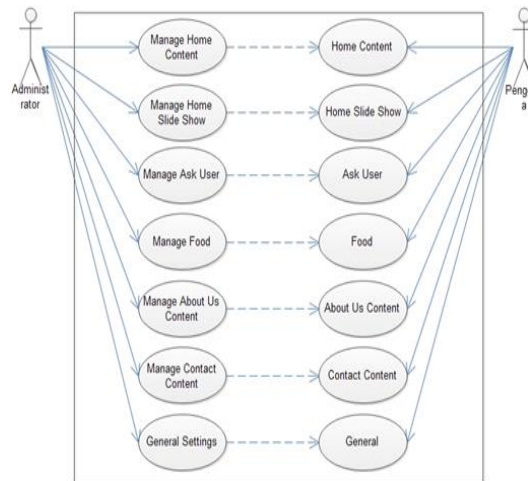
3. Results And Discussion
A. design

Figure 1. Use Case Diagram of Culinary Tourism Applications

B. Discussion
1. UCD Method Analysis

The user centered design method is a method that describes the functional requirements of the designed application, the following is an analysis of the UCD method in designing a culinary tourism web in the city of Medan.
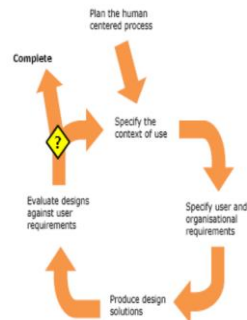

Figure 2. UCD process based on ISO

Table.1 Analysis Method

No	Function Name	Information
1	Main course	Display the page from the main menu designed
2	*Username*	Displays the login to enter the designed username
3	*password*	Displays the login to enter the designed password
4	Home Content Settings	Display, change home content information
5	Home Slide Show Settings	Displaying, changing the slide show image information of the website page
6	Ask User Settings	Displaying, deleting incoming message information from the user
7	*Food Management*	Display, change, add, delete food information

8	*Manage About Us Content*	View, change information about the author
9	*Manage Contact Content*	View, change contact information
11	*General Settings*	Display, change general setting information

C. System Implementation

1. Login Form Display

    Homepage Design

The main page design contains all the main views of the Medan city culinary website information application program

Figure 3. Web Homepage Design

The statement is as follows:

1. Displaying the logo of the designed Wikuman website
2. The home button is used to return to the main page
3. The Medan city culinary button is used to display the Medan city culinary list
4. The button about wikuman is used to display information on what is the wikuman website
5. The ask us button is used to display the guest book to provide criticism and suggestions
6. Displays a slide image banner containing the typical food of the city of Medan and displays general information about culinary
7. *Footer* to display information about the system builder

2. Medan Culinary Page Design

    The design of the Medan culinary page displays information on food products typical of the city of Medan, along with the design

Figure 4. Medan Culinary Information Page Design

The statement is as follows:

1. Displaying the logo of the designed Wikuman website

2. The home button is used to return to the main page
3. The Medan city culinary button is used to display the Medan city culinary list
4. The button about wikuman is used to display information on what is the wikuman website
5. The ask us button is used to display the guestbook to provide suggestions and criticism
6. Displays images and text about the culinary field of the city of Medan.
7. *Footer* to display information about the system builder

3. Page Design About Wikuman
   The design of the page about wikuman is used to display information about the wikuman website, along with its design.
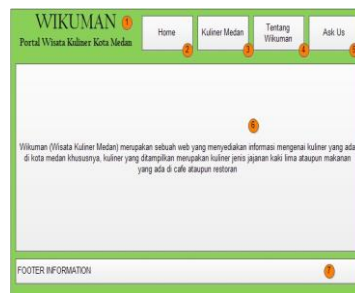

Figure 5. Page Design About Wikuman

The statement is as follows:
1. Displaying the logo of the designed Wikuman website
2. The home button is used to return to the main page
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4. The button about wikuman is used to display information on what is the wikuman website
5. The ask us button is used to display the guestbook to provide suggestions and criticism
6. Displays information about the wikuman website
7. *Footer* to display information about the system builder.

4. Ask Us Page Design
   The design of the ask us page is used to display information in the text field to enter criticism and suggestions, along with how it looks.

Figure 5. Ask Us Page Design

The statement is as follows:
1. Displaying the logo of the designed Wikuman website
2. The home button is used to return to the main page
3. The Medan city culinary button is used to display the Medan city culinary list
4. The button about wikuman is used to display information on what is the wikuman website
5. The ask us button is used to display the guestbook to provide suggestions and criticism
6. *Textfield* field to enter criticism and suggestions
7. *Footer* to display information about the system builder.

4. Conclusion

Based on the research conducted, it was obtained Some things that can be observed in the development of uncertainty consultation media in the identification of formalin and borax in meatballs are as follows, including the presence of an expert system with the certainty factor method, so that people can find out the characteristics of formalin meatballs without meeting directly with expert doctors or experts. Likewise for designing expert system applications to identify food hazards in Formalin and Borax can use Visual Studio 2010 Applications

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