

CHAPTER II

LITERATURE REVIEW

2.1 Website

2.1.1 Website Definition

According to Tan (2010 as cited in Murad et al., 2013), the web is currently one of the most important media for disseminating information and is used as a source of competitive intelligence (CI) in many areas, especially enterprises. Yurmalin (2016) states that web is the dissemination of information via the Internet. The web is an integral part of the world of the Internet. All Internet users can access information on websites via the web. A website is a collection of multiple web pages that contain information in the form of text, images, and audio. A website is a collection of several web pages that contain information in the form of text, images, and audio. In addition, the others are displayed in hypertext format and can be accessed through software called a browser. Website information is usually written in HTML format. Other information is displayed in graphic (GIF format, JPG.PG, dI) and sound (AU format) formats. WAV, dil) and other multimedia objects (MIDI, Shockwave Quicktime Movie, 3D World, etc.).

2.1.2 Website Components

In the manufacturing process, there are some major components of a website that the developers must use. This component makes it easier for users to access the website. Developers need to understand the components that make up the right website. This allows you to maximize the functionality of the website. Its functions are very diverse, such as sales, education, and community services. Alam (2021) states that, there are five important website components as listed below.

1. Hosting

Basically, a website can be created without using hosting. However, this will prevent the creator from having an internet connection or accessing the website locally. Hosting itself helps the creator place a variety of website-related data such as CMS, photos, and articles. The components of this website are very important because they are intended to bring the website online for remote access.

2. Domain

The domain can be interpreted as the address of our home. The purpose of using this domain is to make it easy for people to access the website that has been created. Domains can be purchased at different prices through different domain providers in Indonesia. In general, both individuals and businesses use website names as domain names. Domains have suffixes that help the creator categorize the website (for example, .scl.id for schools, .org for organizations, .com for commercials).

3. CMS or Programming

During the manufacturing process, website can manually developed by using a CMS (Content Management System) or using a programming language. However, CMS is becoming more and more popular because it is simpler and faster.

4. Theme

This theme is a website component that forms the basis of the website's interface. Developers can make their own customizations such as changing colors, placing web elements to changing the website logo or using a ready-made theme.

5. Content

Every website has its own purpose, but it basically works to provide information to people. This information is usually defined as content in the form of articles, images, or videos. Content is part of the website that needs to

be present. In addition to making a website more attractive, other people who access it will also find the benefits.

Content makes it easier for other people to find the website. In this way, developers can sell, advertise, or otherwise benefit from their products. The content created must comply with the rules and avoid creating misleading content. Do not make the content inappropriate. The site has a hard time.

2.2 Website Content

Web content is the key to generating traffic to your website. Web Content is the text, audio, or visual content that published on the website. Content means creative elements such as text, applications, images, archived email messages, data, electronic services, audio and video files. Based on DemandJump (2021), Website content writing is any writing on a website. There are six types of content writing that are generally found on a website, as listed below.

1. **Blogs:** No longer just for writing about your feelings or the day, blogs are an important component of a website's content marketing strategy. Blog posts are often short—around 750 words—and are designed to inform, entertain, and delight your readers.
2. **Case Studies:** Brands can use case studies to illustrate their value proposition by writing about how their product or service helped a customer or client. Case studies are specific to a brand and should provide in-depth details or data around results.
3. **Checklists:** Often downloadable, checklists are fantastic pieces of lead generation content, content that aims to attract potential new clients. Templates should offer concise, actionable steps for readers. If the content is downloadable, companies should also ensure their branding is present on the piece.
4. **Ebooks:** Another type of lead generation content, ebooks are long-form writing packaged into a book, generally in PDF format. Ebooks are an

opportunity for brands to provide thought leadership on a given topic, strengthening their authority on a given topic.

5. **Website Copy:** Content that appears on pages of your website like a homepage, landing page, about page, or FAQ. Copy on your website should explain your brand, sell your product or service and lead readers throughout your site.
6. **White Papers:** Shorter than ebooks, these pieces of content generally focus on one specific topic or problem and offer solutions or data to solve the issue. White papers are another excellent lead generation tactic.

Content writing is not the only type of content for a website though. Web content can and should also include audio and visual elements to provide additional elements for your audience to interact with. Audio and visual content for your website may include recordings, podcasts, videos, infographics, images, and photos.

2.2.1 Guiding to Writing Scripts for Website Content

Writing scripts on academic websites really needs to be considered because the website is a picture/image of an institution, specifically a university. According to the University of Washington College of Education website (2022), there are several guidelines for writing scripts for website content on college websites, as listed below.

1. **Write clear, simple and effective content**
Content should be written in an easy-to-read, conversation style. Always keep your audience, messages, personality and goals in mind
2. **Put the most important content in the first paragraph**
Readers scan pages, you do not want them to miss your main idea
3. **Chunk your content**
Cover only one topic per paragraph
4. **Be concise**

Write short paragraphs and minimize unnecessary. Sentence structure should be simple and varied.

5. Use active voice instead of passive voice

Write “The professors taught the class” Instead of “The class was taught by the professor”

6. Choose lists over long paragraphs

Use lists to make your content easier to scan.

7. Use Common Language

For SEO (Search Engine Optimization) use the same words and phrases your readers do. When creating page titles, headers, list items and links, choose keywords carefully and use them consistently. This practice reinforces the relevancy of these keywords for search engines.

8. Tone

Readers expect a personal, upbeat tone in web writing. They find bureaucratic writing offensive and out-of-place and ignore the message it is trying to convey.

To avoid bureaucratic language, turn the tone down a notch. Search out and destroy jargon. Use an active voice. Always try to write in first or second person.

9. Keep it Short

Web writing needs to be much shorter than other kinds of writing. Research shows that people scan web text, rather than reading every word. Make it easy for your users to scan for information quickly. A paragraph should consist of 70 words or less.

10. Formatting

Keep it simple. Do not underline or use bold, italics, headings and indentations excessively. They may be difficult to read from the users' view and lose their power if used frequently. Do not write in all caps.

11. Keep Your Content Fresh

Outdated web content will confuse visitors and make the owner look lazy. It also degrades the user's trust in your information. Add fresh content (text, images, video) as often as possible. Make sure the staff and contact information is up-to-date and remove past events from the site.

12. Look Good

If using a header image, make sure it's relevant to the subject matter. Choose an image that is compelling, vibrant and cropped appropriately. Contact the College's marketing director if you need help finding a suitable photo.

2.3 Website quality

To support the image of your website in your institution, you need to consider the quality of your website. According to Napitupulu (2016), institutional websites reflect institutions in cyberspace, so it is important for institutions to consider the quality of their websites. Rosen (2004 as cited in Rahmaini (2018) states that a good website is one that focuses on the content of the website and is the main factor for users to revisit the website. According to Hyejeong & Niehm, (2009), website quality can be divided into five dimensions. One is information, a dimension that includes content quality, ease of use, completeness, accuracy, and content relevance on a website. The second is security. This is an aspect that includes trust, privacy, and security assurance. The third is ease of use, that is, dimensions that include ease of use, ease of understanding, and speed. The fourth is comfort, a dimension that includes visual appeal, emotional appeal, and creative and engaging design. Fifth quality of service is an aspect that includes online integrity and customer service.

Webqual or Website Quality is a method of measuring website quality based on user perceptions (Andry, et al., 2019). Barnes & Vidgen (2002) said that, Webqual has undergone several iterations, namely:

1. Webqual 1.0

Webqual 1.0 is the first version of Webqual which was developed in the UK Business School domain by following the standards of QFD.

2. Webqual 2.0

In webqual 2.0, it is done by adding an interaction quality aspect which is adapted from SERVQUAL.

3. Webqual 3.0

In the development of Webqual 3.0 it was found that the quality of a website can be grouped into three areas, namely site quality, information quality, and service interaction quality.

4. Webqual 4.0

The dimensions of Webqual 4.0 are as follows:

- a. Usability
- b. Information Quality
- c. Service Interaction Quality

Dimension	Number	Questionnaire
Usability	1	The author finds it easy to learn how to operate this site.
	2	The author's interactions with the site are clear and easy to understand.
	3	The author finds this site easy to navigate
	4	The author finds this site easy to use
	5	This site has an attractive appearance
	6	Design this site according to its type
	7	This site creates a sense of competence in the author
	8	This site provides a positive experience for the author
Information Quality	9	The website provides accurate information
	10	The website provides reliable information

Dimension	Number	Questionnaire
	11	The website provides up to date information
	12	The website provides information according to its use
	13	The website provides easy-to-understand information
	14	The website provides information with the right level of detail
	15	This site creates a sense of competence in the author
Service Interaction	16	The website has a good reputation.
	17	Does the website provide a test that measures knowledge well
	18	The website provides a test that measures knowledge well.
	19	The website can be adjusted according to the user's wishes.
	20	The website provides a community for exchanging messages.
	21	The website makes it easy to communicate with organizations.
	22	The website provides service as promised.
	23	The overall appearance of the website is good.

Table 2.1. *Questionnaire on Webqual*