Development of a Catalog Website as a Promotional Media for MSME MMSI Singosari Malang

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ABSTRACT

This study aims to address the limited promotional reach of UMKM Mitra Mahkota Sukses Indonesia (MMSI) Singosari, Malang, by developing a web-based catalog as an effective promotional medium. In the context of digital marketing, businesses need to utilize online platforms to increase visibility and accessibility. MMSI previously relied on WhatsApp Business, which presents limitations in catalog presentation, customer interaction, and scalability. The research employed an Action Research method consisting of two cycles, each involving planning, action, observation, and reflection. UI/UX design was created using Figma, and website development was implemented via WordPress. Data were collected through questionnaires distributed to marketing and IT experts, as well as consumers, using WebQual and EPIC Model to measure quality and promotional effectiveness. The results demonstrate that the developed e-catalog website is effective in supporting product promotion. It was rated highly in terms of usability, information quality, and service interaction. Moreover, it enhanced consumer engagement and brand communication. The website also offered broader reach, better product display, and improved user experience compared to previous promotional tools. In conclusion, the catalog website proves to be a valuable promotional tool for MMSI. It not only meets user expectations but also supports business growth by leveraging digital technologies. Further development is recommended to align with the evolving needs of the MSME sector.

Keywords: E-Catalog, Promotional Media, MSMEs, Website

1. INTRODUCTION

In the current digital era, the success of a business is strongly influenced by the effectiveness of its promotional strategies. Marketing and promotion are key aspects that help businesses improve product visibility, expand market reach, and build strong brand recognition. For Micro, Small, and Medium Enterprises (MSMEs), which play a crucial role in Indonesia's economic development, adopting digital marketing strategies is essential to remain competitive in the marketplace.

UMKM Mitra Mahkota Sukses Indonesia (MMSI) is an MSME located in Singosari, Malang, that distributes health and beauty products. Its current promotional efforts mainly rely on direct selling through bazaars and limited online distribution using WhatsApp Business. Although WhatsApp Business offers ease of communication, it has several limitations, such as restricted product listings, lack of advanced e-commerce features, and limited control over visual design. These constraints hinder MMSI's ability to expand its market and provide a compelling customer experience.

One potential solution to overcome these limitations is the development of a digital product catalog in the form of a website. A catalog website allows businesses to showcase products comprehensively, including images, prices, specifications, and detailed descriptions. Moreover, such websites can improve customer access to product information anytime and anywhere, enabling more effective and efficient promotional efforts.

This research aims to design and develop a catalog website using Figma for UI/UX design and WordPress as the content management system. The study also evaluates the quality and promotional effectiveness of the website using two well-established measurement models: WebQual 4.0 and the EPIC Model. WebQual focuses on usability, information quality, and service interaction, while the EPIC Model assesses effectiveness from dimensions such as empathy, persuasion, impact, and communication. By implementing a catalog website as a promotional media, this research contributes to the digital transformation of MMSI's marketing efforts and provides insights into how MSMEs can leverage simple yet powerful digital tools to enhance their market presence.

2. LITERATURE REVIEW

2.1. Marketing and Promotion

Marketing is a strategic process that identifies, anticipates, and satisfies customer needs in a profitable manner. According to Kotler and Keller (2016), marketing involves creating, communicating, and delivering value to customers and building strong customer relationships. Promotion, as part of the marketing mix (4P/7P), plays a critical role in influencing consumer behavior, increasing brand awareness, and stimulating product purchases (Tran, 2020).

Promotional activities include various forms of communication that inform, persuade, and remind target audiences about the products or services being offered. According to Fitriyanto et al. (2021), promotion is an effort to influence market perception through persuasive communication strategies, aiming to gain customer interest and loyalty.

2.2. Promotional Media

Promotional media are tools used to deliver promotional messages to target audiences. Traditional media include print advertisements, brochures, billboards, and TV or radio ads. Meanwhile, modern media leverage digital platforms such as social media, websites, and e-mail marketing (Yudha & Wiguna, 2020).

A catalog website is an example of digital promotional media that allows businesses to display product information, images, prices, and customer testimonials online. This type of media is particularly useful for MSMEs aiming to expand their market reach efficiently without the constraints of physical catalogs.

2.3. Catalog Website and E-Catalogue

An electronic catalog (e-catalogue) is a digital system that presents product listings, specifications, prices, and other information in an organized and accessible format. According to Beckmann et al. (2003), a good e-catalog should have clear titles, complete and up-to-date information, working hyperlinks, easy navigation, and trusted references. This allows customers to explore products anytime and enhances marketing efficiency.

2.4. Website Design: Figma and WordPress

Figma is a collaborative interface design tool widely used for UI/UX development. Its cloud-based nature allows multiple users to design simultaneously, making it suitable for rapid prototyping and teamwork (Staiano, 2022). Figma supports vector design, component-based development, and interactive wireframes, which are essential for user-friendly website interfaces.

WordPress, on the other hand, is one of the most popular open-source content management systems (CMS). It provides flexibility, a vast library of plugins and themes, and a user-friendly interface for developing websites without extensive coding (Wagner, 2011). These features make WordPress an ideal platform for MSMEs to manage digital catalogs efficiently.

2.5. Effectiveness Measurement: WebQual and EPIC Model

To measure the quality and effectiveness of the catalog website, this study applies two measurement models:

A. WebQual 4.0, developed by Barnes and Vidgen (2003), evaluates website performance from the user's perspective. It consists of three dimensions:
   1) Usability – ease of learning and navigation.

2) Information Quality – accuracy, clarity, and relevance of content.
3) Service Interaction Quality – trust, personalization, and emotional engagement.

B. EPIC Model, developed by AC Nielsen (Durianto, 2004), measures advertising effectiveness based on four dimensions:
1) Empathy – how well users relate emotionally to the media.
2) Persuasion – ability to influence users' attitudes.
3) Impact – extent of knowledge and impression created.
4) Communication – clarity and memorability of the message.

These models provide a comprehensive framework to evaluate both the user experience and the promotional impact of the website.

2.6. Previous Studies

Previous research has shown that catalog websites significantly enhance promotional efforts for MSMEs. For instance, Putri (2022) developed a hotel website and found it effective in expanding market reach. Liao and Chen (2004) reported that implementing an e-catalog for a food distribution company improved customer satisfaction. Compared to prior studies, this research applies both WebQual and EPIC simultaneously to provide a more holistic assessment.

3. RESEARCH METHODS

3.1. Research Type

This study adopts an Action Research method, which is aimed at solving real-world problems through a cyclical process involving planning, action, observation, and reflection (McNiff, 1999). The method is suitable for applied research that involves direct collaboration with stakeholders, such as MSMEs, to implement and evaluate interventions—in this case, the development of a catalog website for UMKM Mitra Mahkota Sukses Indonesia (MMSI).

3.2. Research Scope

The scope of this research focuses on the development of a catalog website as a promotional tool for beauty and health products sold by MMSI Singosari, Malang. The website was designed using Figma for UI/UX design and implemented using WordPress as the content management system (CMS). The effectiveness of the website was assessed using the WebQual 4.0 and EPIC Model frameworks.

3.3. Data Types and Sources

The research employed both primary and secondary data:

a. Primary Data were collected through observations, interviews, and questionnaires distributed to IT experts, marketing experts, and consumers.
b. Secondary Data included theoretical references, company documents, and internet usage statistics.

3.4. Data Collection Methods

a. Observation: Conducted during the website development process and product usage.
b. Interviews: Held with MMSI owners and digital marketing experts to gain insight on expectations and current challenges.
c. Documentation: Included company profile, product catalogs, and promotional materials.
d. Questionnaires: Used to assess website effectiveness based on the WebQual and EPIC indicators.

3.5. Website Development Tools

a. Figma: Used to design the UI prototype and create interactive wireframes.
b. WordPress: Used to develop the live catalog website with plugins such as WooCommerce and Elementor for e-commerce simulation and layout customization.

3.6. Evaluation Models

1. WebQual 4.0

Evaluates three key dimensions of website quality from the user's perspective:

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

2. EPIC Model

Assesses promotional effectiveness through four key dimensions:

a. Empathy
b. Persuasion
c. Impact
d. Communication

3.7. Questionnaire Development

The questionnaire items were adapted from validated WebQual and EPIC indicators. Respondents used a 5-point Likert scale to rate statements based on their agreement level, ranging from strongly disagree (1) to strongly agree (5).

3.8. Research Procedure

The Action Research was conducted in two cycles:

1. Cycle I:
a. Planning: Analyze needs, set objectives, prepare design.
b. Action: Create UI prototype (Figma), develop WordPress site.
c. Observation: Collect feedback through expert/user questionnaires.
d. Reflection: Analyze results and identify areas for improvement.
2. Cycle II:
a. Improvements were made based on reflections from Cycle I.
b. Adjustments were implemented in both design and functionality.
c. Re-testing was conducted using the same evaluation tools.

This iterative process ensured that the catalog website evolved according to user needs and promotional goals.

4. RESULTS AND DISCUSSION

This section presents the findings of the catalog website development and its evaluation using the WebQual 4.0 and EPIC Model frameworks. The results are structured into two primary areas: website quality evaluation and promotional effectiveness. Data are visualized through Tables 1 and 2 for clarity and conciseness.

4.1. Research Results

The quality of the website was measured using three dimensions of the WebQual 4.0 model: Usability, Information Quality, and Service Interaction Quality. Questionnaire responses were collected from IT experts and end users using a 5-point Likert scale.

Table 1. WebQual 4.0 Evaluation Results

Dimension	Mean Score	Interpretation
Usability	4.62	Very Good
Information Quality	4.58	Very Good
Service Interaction Quality	4.55	Very Good

The results in Table 1 show that the website was considered very good across all three dimensions. Users found the interface intuitive and responsive (Usability), while content such as product descriptions, prices,

and images were perceived as accurate and up to date (Information Quality). The website also fostered trust and provided a pleasant interaction experience (Service Interaction).

These findings are consistent with Barnes and Vidgen (2003), who stated that high usability and well-structured content enhance users' overall experience and likelihood of returning to the website.

The promotional effectiveness was evaluated using the EPIC Model, which includes four dimensions: Empathy, Persuasion, Impact, and Communication. Responses were collected from marketing experts and consumers.

Table 2. EPIC Model Evaluation Results

Dimension	Mean Score	Interpretation
Empathy	4.47	Effective
Persuasion	4.51	Effective
Impact	4.45	Effective
Communication	4.49	Effective

As seen in Table 2, the catalog website was rated as effective in all promotional dimensions. The emotional connection was established through an attractive design and product storytelling (Empathy). Users reported increased interest and intention to purchase (Persuasion). The website succeeded in delivering memorable product knowledge (Impact), and conveyed messages with clarity (Communication).

These results are in line with Durianto (2004), who emphasized that a promotional tool is successful when it can deliver messages clearly and generate user engagement.

4.2. Discussions

The positive results across both technical and promotional metrics confirm that a catalog website is an effective solution for MSMEs like MMSI to overcome the limitations of traditional promotional methods such as WhatsApp catalogs and offline events.

Compared to previous studies (Putri, 2022) which focused solely on UI/UX or platform deployment, this study combines usability and communication impact, providing a more holistic understanding of the website's role in digital marketing. Moreover, the integration of tools such as Figma and WordPress enabled rapid development and high adaptability, aligning with the resource constraints of most MSMEs.

These findings support the hypothesis that digital catalog websites enhance promotional effectiveness, especially when designed and evaluated systematically. The result is a scalable and low-cost digital transformation model that can be adopted by other MSMEs.

5. CONCLUSIONS

This study aimed to design and evaluate a catalog website as an effective promotional medium for UMKM Mitra Mahkota Sukses Indonesia (MMSI) in Singosari, Malang. The development process, guided by the Action Research method, was conducted over two cycles using Figma for UI/UX design and WordPress for implementation. The evaluation using WebQual 4.0 demonstrated that the website provided a high-quality user experience, with excellent usability, accurate and useful information, and engaging service interactions. Meanwhile, the application of the EPIC Model revealed that the website was effective in fostering empathy, persuasion, impact, and clear communication with users, thus enhancing its role as a promotional media.

The findings confirm that a well-designed catalog website can significantly improve MSME marketing performance by expanding product visibility, increasing customer engagement, and providing easier access to product information. This study also reinforces the relevance of combining usability-focused and communication-oriented evaluation models in assessing digital promotional tools. In conclusion, the use of simple, accessible tools like Figma and WordPress enables MSMEs to undertake meaningful digital transformation. Future research is encouraged to explore deeper integration with e-commerce functionalities, SEO strategies, and real-time analytics to maximize promotional impact and sales conversion.

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