



## **Interactive Web Design Design to Improve User Experience on BTS Fanspage**

**Istiana**

Tadris Matematika  
IAIN Syekh Nurjati Cirebon  
[istianamanaf@gmail.com](mailto:istianamanaf@gmail.com)

**Syifa Alifia Rifani**

Tadris Matematika  
IAIN Syekh Nurjati Cirebon  
[syfarfn@gmail.com](mailto:syfarfn@gmail.com)

**Abstract:** This paper presents a study on the design of an interactive web interface aimed at improving the user experience on the fanspage dedicated to the popular South Korean music group BTS. With the exponential growth of online communities and fanbases, creating an engaging and user-friendly platform becomes crucial for disseminating information and fostering fan interaction. The objective of this research is to explore the impact of interactive web design elements on user engagement and satisfaction within the context of a BTS fan page. The research methodology involves a combination of qualitative and quantitative approaches. Firstly, an in-depth analysis of existing BTS fanspages and their design components is conducted to identify key features and shortcomings. Subsequently, user surveys and interviews are conducted to gather insights into fans' preferences, expectations, and their overall experience when using fanspages. This data is then utilized to inform the design process of an interactive web interface that incorporates elements tailored specifically to the BTS fan community. The paper discusses various interactive design principles and techniques employed to enhance user experience, such as intuitive navigation, visual appeal, personalized content, and interactive features. Additionally, the study examines the impact of the proposed design on user engagement metrics, including time spent on the fanspage, interaction frequency, and overall satisfaction. The expected outcome of this research is the development of a comprehensive set of design guidelines and recommendations that can be applied to improve the user experience on BTS fan pages, as well as other similar fan-based platforms. The findings will contribute to the field of web design by providing insights into the preferences and expectations of a specific target audience and highlighting the significance of interactive design in fostering user engagement and satisfaction.

**Keywords:** web design , interactive interface, user experience, fanspage, BTS

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### **INTRODUCTION**

In an increasingly advanced digital era, developments in information technology have brought significant changes in the way we access information and interact with online content [1]. The internet has become a major source for searching for information, sharing content, and communicating with people all over the world. The phenomenon that attracts attention in this context is the fanbase phenomenon on social media [2].

Fanbases on social media, such as fanpages, have become the center of interaction between fans and their favorite idols or music groups. This fan page functions as a platform where fans can gather, share the same interests, discuss the latest news, and convey support to their idols [3]. One prominent example of a fanbase on social media is the fanpage dedicated to the popular music group from South Korea, BTS [4]. BTS, or Bangtan Sonyeondan, has reached an incredible level of popularity on a global level [5]. This music group has millions of fans who are enthusiastic and active in searching for the latest information, sharing content, and interacting with fellow fans [6]. The BTS fan page is a place where fans can get the latest information about the music group, albums, concerts and group member activities. Fans can also interact with fellow fans, share experiences, and express their love and support for BTS [7]. BTS fanspages and fanbases on social media as a whole reflect how information technology has changed the way we participate in popular culture and develop strong online communities [8]. In this context, good and interactive web design becomes very important in creating a positive and satisfying user experience for BTS fans. Attractive, functional, and easy-to-use web design can increase user engagement, facilitate accessibility of the latest information, and create a fun and creative online environment for BTS fans [9]. Interactive web design has an important role in increasing user engagement, optimizing information accessibility latest, and creates an environment that inspires fan creativity [10] [11]. Therefore, this research aims to design an interactive web interface with a focus on improving the user experience on the BTS fanspage.

In this research, we adopted an approach that combines qualitative and quantitative methods. This approach aims to provide a comprehensive understanding of interactive web design on BTS fanspages and its impact on user experience.

First of all, we conducted an in-depth analysis of existing BTS fan pages [12]. We studied various fan pages that have been dedicated to the music group BTS and observed the design components used in terms of layout, navigation structure, use of color, font type, and other visual elements. In this analysis, we sought to identify important features that positively influence user experience, such as ease of navigation, clarity of information, visual continuity, and simplicity of design [13]. In addition, we also noted flaws in these designs that could negatively affect the user experience, such as limited accessibility, navigational confusion, or unintuitive layouts [14].

Furthermore, we involved BTS fan respondents in surveys and interviews. This survey aims to collect quantitative data about user preferences regarding interactive web design on the BTS fanspage. We asked questions about the most preferred design elements, user desires regarding a better user experience, and other aspects deemed important in creating a satisfying experience. Apart from that, interviews with a number of respondents were also conducted to gain in-depth insight into their experiences and perceptions of the interactive web design on the existing BTS fanspage. Through these interviews, we can understand the reasons behind their preferences and opinions on certain designs [15].

With a combination of quantitative data from surveys and qualitative data from interviews, we are able to analyze and combine the findings. [15] We will identify emerging trends and patterns in user preference for interactive web design on the BTS fanspage. We will also analyze the gaps between user expectations and existing designs to identify areas that need improvement or updating in designing a better interactive web design.

This combination approach between qualitative and quantitative methods provides advantages in gaining a comprehensive understanding of interactive web design on the BTS fanspage. By combining quantitative and qualitative data, we can gain deeper insight into user preferences, needs and expectations, as well as identify important features and shortcomings that need to be considered in designing an interactive web design to improve the user experience on the BTS fan page. .

## RELATED RESEARCH

The theories contained in this paper may cover the following concepts:

1. User Experience Design (User Experience Design) .

User Experience Design is an approach to designing products, systems, or services that focuses on creating positive, satisfying, and meaningful experiences for users. The main goal of user experience design is to understand the needs, preferences and goals of users, as well as optimize their interaction with the product or service [16] [17] .

User experience design covers various aspects, including user interface, layout, interaction, navigation, and visual response [18] . Some key principles in user experience design include:

1. Easy to Use: The design should be easy to understand, intuitive and can be used smoothly by the user. Easy use includes clear navigation, organized layout, and clear instructions.
2. Consistency: Design must be consistent across products or services. Consistency in the use of design elements, icons, layout, and interactions helps users to understand and predict product behavior consistently.
3. Responsive: Design should be responsive to user actions and provide appropriate visual or behavioral feedback. Good responsiveness makes users feel involved and connected with the product or service.
4. Clarity of Information: The information presented must be clear and easy for users to understand. Users should be able to find the information they are looking for quickly and easily.
5. Visual Aesthetics: The design should be visually appealing by considering the use of color, font type, and other visual elements. Attractive visual aesthetics can increase the positive impression and attractiveness of a product or service.
6. Sustainability: Design should consider long-term sustainability, including continued use, scalability, and ease of maintenance.
7. Emotional Experience: The design must be able to evoke a positive emotional response from the user. It involves understanding users' emotions, preferences, and values to create satisfying experiences and build emotional bonds.

In the context of a BTS fan page, a good user experience design will include elements such as intuitive navigation, attractive visual appearance, ease of searching and interacting with content, and conformity to the preferences and expectations of BTS fans. By applying user experience design principles, interactive web design on BTS fanpages can increase user engagement and satisfaction, as well as build stronger relationships between fans and the BTS music group.

2. Human-Computer Interaction (Human-Computer Interaction)

Human-Computer Interaction (HCI) is a field of study that focuses on the interaction between humans and computer technology. HCI involves understanding how humans interact with computers, how computer technology can be designed to be easy to use and useful for users, and how these interactions can be improved [19] [20] .

In HCI, human-computer interaction is analyzed through several aspects:

1. User Interface: User interface is the point of direct interaction between human and computer. This includes elements such as graphical displays, control elements (buttons, icons, forms, etc.), and physical or sensory interactions such as use of a keyboard, mouse, or touch screen.
2. Interaction Design: Interaction design is concerned with how interactions between humans and computers are designed. It involves developing principles and methods for creating

effective and intuitive interaction experiences, such as layout design, navigation, and interaction with interface elements.

3. User Experience: User experience (UX) is the entire experience, including the user's perceptions, emotions and responses to interactions with computer technology. Understanding user experience helps in designing interactions that meet user needs, goals, and preferences.
4. Evaluation and Usability Testing: Usability evaluation and testing is used to measure effectiveness, efficiency and user satisfaction with computer systems. It involves collecting data through observation, interviews, or surveys to improve and optimize human-computer interactions.

In the context of interactive web design on the BTS fanspage, HCI can help in designing a user interface that is responsive, easy to use, and suits user needs. Through a deep understanding of human-computer interaction, designers can create satisfying experiences and increase user engagement with the BTS fan page. By integrating HCI principles, human-computer interaction on BTS fanpages can become more intuitive, efficient, and provide a positive experience for users.

### 3. Responsive Web Design (Responsive Web Design) .

Responsive Web Design is an approach to designing websites that prioritizes flexibility and adaptability to various devices and screen sizes used by users. The main goal of responsive web design is to ensure that a website can provide an optimal experience without sacrificing functionality and visual appearance, both on desktop and mobile devices [21] .

Some of the key principles in responsive web design include:

1. Responsive Layout: Responsive web design uses a flexible layout that automatically adapts to the width of the screen used by the user. This allows website content to look good and easy to read without the need to zoom or scroll horizontally.
2. Grids and Flexibility: Responsive web designs often use a grid system that allows website elements to be neatly arranged on a variety of devices. This grid allows for sizing and arrangement of website elements to remain consistent and easy to read on various screen sizes.
3. Responsive Images and Media: Responsive web design also considers the use of images and media, such as video or audio, which can adapt their size and resolution to suit the user's device. This ensures that images and media stay looking good without slowing down website loading times.
4. Easy-to-Use Navigation: Responsive web design pays attention to navigation that is easy to access and use on various devices. This includes the use of menus that can be compressed or turned into icons, as well as an intuitive layout to make it easier for users to navigate the website.
5. Focused Content: Responsive web design also focuses on content that is relevant and most important to users across devices. Less important or complex content can be compressed or removed to provide a more focused and concise experience on mobile devices.

Through responsive web design, the BTS fanspage website can provide a consistent and optimal user experience, whether users access it via desktop, tablet, or mobile phone. By adapting to screen size and maintaining functionality and an attractive appearance, responsive web design helps ensure that users can access information and interact with the BTS fanspage comfortably, seamlessly, and with consistent quality across different platforms and devices.

### 4. Web Design Aesthetics (Web Design Aesthetics):

Web Design Aesthetics (Web Design Aesthetics) refers to the visual and artistic aspects of designing the look and layout of a website. This includes the use of elements such as color,

typography, graphics, composition, and other visual arrangements to create an attractive impression and convey the desired message to users [22] .

Some important factors in web design aesthetics include:

1. **Color:** Choosing the right color can make a big impact on a website's visual and emotional impression. Color can be used to attract attention, distinguish important elements, create contrast, or communicate brand identity. Consistency in color selection is also important for creating visual unity in a design.
2. **Typography:** Typeface (font) and other typographic settings affect how users read and understand website content. Choosing a font that suits the content and brand, setting the size and spacing, and using the right text effects can improve the readability and overall aesthetics of the design.
3. **Graphics and Images:** The use of graphics, images and illustrations can increase visual interest and convey a strong message. Relevant, high-quality graphics can help better illustrate a product, concept or brand value. Using images with proper compression is also important to maintain website loading speed.
4. **Composition and Layout:** Good layout and balanced composition help users to easily understand and interact with the website. Arrangement of elements such as headers, footers, menus, and main content must be designed proportionally and intuitively. Choosing free space and separating elements is also important to ensure a clean and organized appearance.
5. **Brand Compatibility:** Web design should reflect the brand identity and values of the company or organization. Web design aesthetics must match the desired brand image, including the style , theme and message to be conveyed.

By implementing good web design aesthetics, the BTS fan page website can create an appearance that is attractive, professional, and in line with BTS's character as a music group. Choosing the right colors, suitable typography, using attractive images, and a harmonious layout will help create a pleasant visual experience and strengthen BTS' brand identity in the eyes of fans and site visitors.

#### 5. User Engagement:

User Engagement refers to the level of user involvement, participation and interaction with a product, service or platform. It includes the way users engage in accessing, using, and interacting with a digital entity, as well as the level of attention, interest, and emotional attachment they have to the experience [23] .

Some important aspects of user engagement include:

1. **Active Interaction:** User engagement involves the active interaction of the user with a product or service. This may include interacting with interface elements, posting comments or content, providing feedback, or engaging in community activities.
2. **Response and Feedback:** User engagement is driven by the response and feedback provided by the product or service. Users expect quick and relevant responses to their actions or input, as well as the opportunity to provide feedback that can influence product development or improvement.
3. **Appealing Content:** Interesting and relevant content is an important factor in increasing user engagement. Informative, useful, and engaging content can capture users' attention, keep them engaged, and encourage further interaction.
4. **Personalization:** User engagement can be increased through experience personalization. By understanding user preferences, needs and behavior, products or services can be tailored to provide more relevant and satisfying experiences.

5. Sustainability: Continuous user engagement is desirable. This means users stay engaged, return to use the product or service regularly, and may also contribute in the form of interactions, purchases, or support to the associated community.

High levels of user engagement can bring benefits such as increased user loyalty, increased conversions, and more meaningful interactions. In the context of the BTS fan page, user involvement can be reflected in the active participation of fans in interacting with content, sharing experiences, and getting involved in fan communities. By designing an engaging, responsive, and relevant experience, BTS fan pages can increase user engagement, strengthen relationships with fans, and build a strong community around the band.

#### 6. User Studies:

User Studies are a research method used to understand users, their needs, preferences and interactions with a product, service or system. The main goal of user studies is to gain deep insights about users and use them as a basis for designing better experiences that better suit their needs [24] .

Here are some important aspects of user studies:

1. Data Collection: User studies involve collecting data about users through various techniques such as interviews, observations, surveys, and usability testing. This data helps in understanding users' demographic characteristics, context of use, user goals, challenges faced, as well as their preferences and perceptions of a product or service.
2. Observation: Direct observation of users as they use a product or service can provide valuable insight into behavior, difficulties encountered, and how users interact with the system. Observations can be carried out in real environments or in simulated contexts.
3. Interviews: Interviews with users are used to gain a deeper understanding of user needs, preferences and views. Interviews can be used to dig up more specific information and gain insight into personal user experiences.
4. Surveys: Surveys can be used to collect data from a large number of users with a wider scope. Surveys help in obtaining information about user demographics, satisfaction levels, general preferences, and broader views on product or service usage.
5. Usability Testing: Usability testing involves the use of a product or service by users who are required to complete a specific task. In these tests, users provide direct feedback on ease of use, efficiency, and suitability of the interface and features to their goals.

The results of user studies help in designing better experiences that better suit user needs. By deeply understanding users, designers can identify areas of improvement, optimize designs, and deliver more effective solutions. User studies also contribute to the development of more relevant products, reduced user error, increased user satisfaction, and increased user adoption and engagement with the product or service offered.

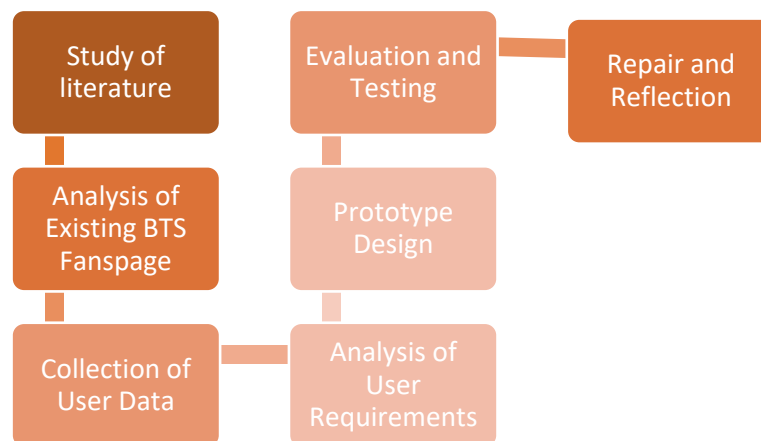
Meanwhile, related research that can be used as a reference is as follows:

1. Title: "The Influence of Interactive Web Design on User Engagement: A Case Study of Music Fanspages". This study investigates the effect of interactive web design on user engagement on music fanspages. Although not specifically discussing BTS fanspages, this research can provide insight into how interactive web design can influence the level of user engagement in the context of music fanspages [25] .
2. Title: "User Experience Design Principles for Social Media Platforms: A Study on Fan Communities". This research aims to identify effective user experience design principles for social media platforms, especially in the context of fan communities. In this research, the authors explore the factors that influence user satisfaction and engagement in fan communities. The

findings from this research can provide useful guidance in designing interactive web designs on BTS fan pages [26] .

3. Title: "Enhancing User Experience on Social Media Fanspages through Interactive Design Elements". This research focuses on how interactive design elements can enhance the user experience on social media fanspages. Through case studies and data collection from fans of various fanspages, this research identifies the design elements that are most influential in increasing user engagement and their satisfaction. These findings can provide relevant guidance in designing interactive web designs on BTS fanspages [27] .
4. Title: "The Impact of Visual Appeal and Navigation Design on User Engagement in Online Communities". This research focuses on the effect of visual appeal and navigational design on user engagement in online communities. In the context of the BTS fan page, this research can provide a deeper understanding of how visually attractive interactive web design and good navigation can influence user engagement levels.
5. Title: "Personalization in Web Design: A Study on Enhancing User Experience in Fan-based Platforms". This research explores the influence of personalization in web design on a fan-based platform. In the context of the BTS fanspage, this research can provide insight into how personalized content and features can improve user experience and build deeper engagement within the fan community.

## METODOLOGY



**Chart 1**  
**Flow of the Methodology Used**

Based on the concept map above, the methodology that can be used in this paper is as follows:

1. Literature Study: Conduct a literature review related to interactive web design, user experience, fan pages, and the latest web design trends. This literature study will provide a strong theoretical foundation to support the design of interactive web designs and improve user experience [28] .
2. Existing BTS Fanspage Analysis: Conduct an in-depth analysis of existing BTS fanspages to identify strengths and weaknesses in the current design and user experience. This analysis can include direct observation, interface evaluation, and interviews with users or fanspage managers to understand their perspectives [29] .
3. Collection of User Data: Collecting user data through interviews, surveys or observations to understand user needs, preferences and expectations regarding user experience on the BTS fanspage. This data will provide a deeper understanding of users which will be the basis for designing more effective interactive web designs.

4. **User Requirements Analysis:** Analyzing data collected from users to identify user requirements and needs that must be met in interactive web design. These requirements can relate to visual appearance, navigation, interaction, accessibility, and special user needs in the context of the BTS fanpage.
5. **Prototype Design:** Based on user requirements analysis, design an interactive web design prototype for the BTS fanpage. This prototype can be created using web design or prototyping tools, and should include the elements found in the previous analysis. Prototype design should consider aesthetics, responsiveness, interactivity, and better user experience.
6. **Evaluation and Testing:** Carrying out evaluation and testing of interactive web design prototypes by involving relevant users or user groups. This testing can include usability testing, interviews, surveys, or direct observation to gather feedback and note design strengths and weaknesses that need improvement.
7. **Improvement and Reflection:** Based on the evaluation results and feedback from testing, make improvements to the interactive web design. Reflect on the design and testing process carried out, and make recommendations for further improvements to the interactive web design and user experience on the BTS fanpage.

## RESULTS AND DISCUSSION

### A. BTS Fanpage Website Analysis

At this stage, we will outline several things related to the scope of the stages required in website design.

#### BTS Fanpage Website Analysis for Interactive Web Design

1. **Visual Appearance:** Review the current visual display of the BTS fan page. Evaluate whether the visual design is attractive and matches BTS's identity. Pay attention to the use of color, typography, and layout.
2. **Navigation:** Evaluation of BTS fanpage navigation structure. Pay attention to whether the navigation is intuitive and easy for users to understand.
3. **Responsiveness:** Try accessing the BTS fanpage through various devices, such as desktops, mobile phones and tablets. See if the appearance and functionality remains optimal on all devices.
4. **Content:** Review the types of content presented on the BTS fanpage. Evaluate the diversity of content such as photos, videos, text and information related to BTS.
5. **Interaction and Engagement:** Observe the interactive features on the BTS fanpage. Pay attention to whether there are comments, likes, shares, or other interactive features that encourage users to actively participate and share their opinions about BTS content.
6. **Speed and Performance:** Evaluate page download speed and BTS fanpage response. Review whether the BTS fanpage loads quickly and is responsive.
7. **Accessibility:** Review the accessibility aspects of the BTS fanpage. Evaluate whether steps are taken to ensure accessibility for users with varying needs and preferences. Pay attention to whether there is enough color contrast, alternative text on images, and other accessibility support.

This analysis will provide insight into the strengths and weaknesses that exist in the current BTS fanpage [29] , so that it can become a basis for designing better interactive web designs to improve user experience on BTS fanpages.

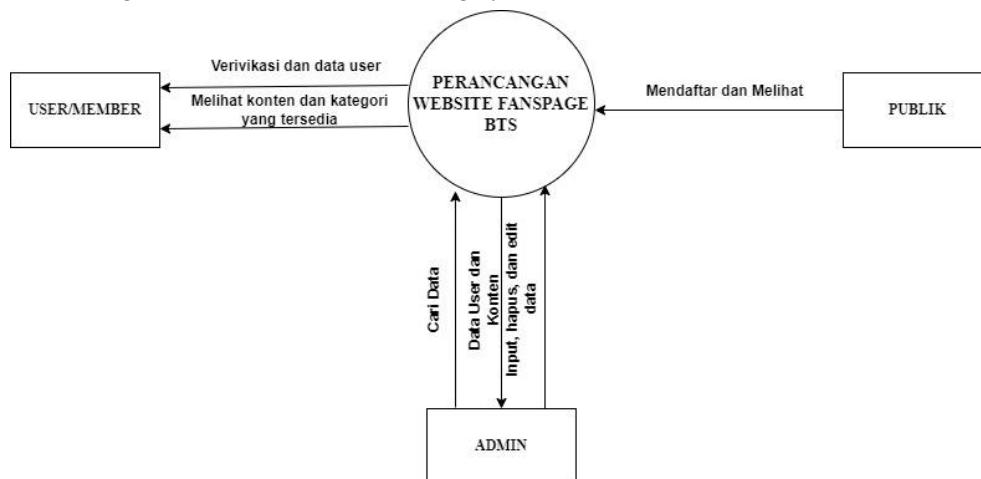
### B. Website Design and Website Design

System design involves several important components. First, the Context Diagram provides an overview of the system process flow and interactions with external entities [30] . Furthermore, Data

Flow Diagrams (DFD) are used to model data flow in the system [31] . Use Case Diagrams identify system functions and interactions with users or other actors. Entity Relationship Diagram (ERD) designs the structure of entities, attributes and relationships in a database [32] . Finally, creating a website appearance prototype helps in designing a visual design according to user needs. System implementation involves coding based on the design that has been created. System design is important to ensure the suitability of the system with previously established needs and objectives.

### Context Diagram

Context Diagram is a visual representation that shows the relationship between the main system and external entities. It helps describe how the system interacts with its environment, such as users, hardware, and other systems. This diagram helps in understanding the system environment, identifying interacting external entities, and setting system boundaries [33] .

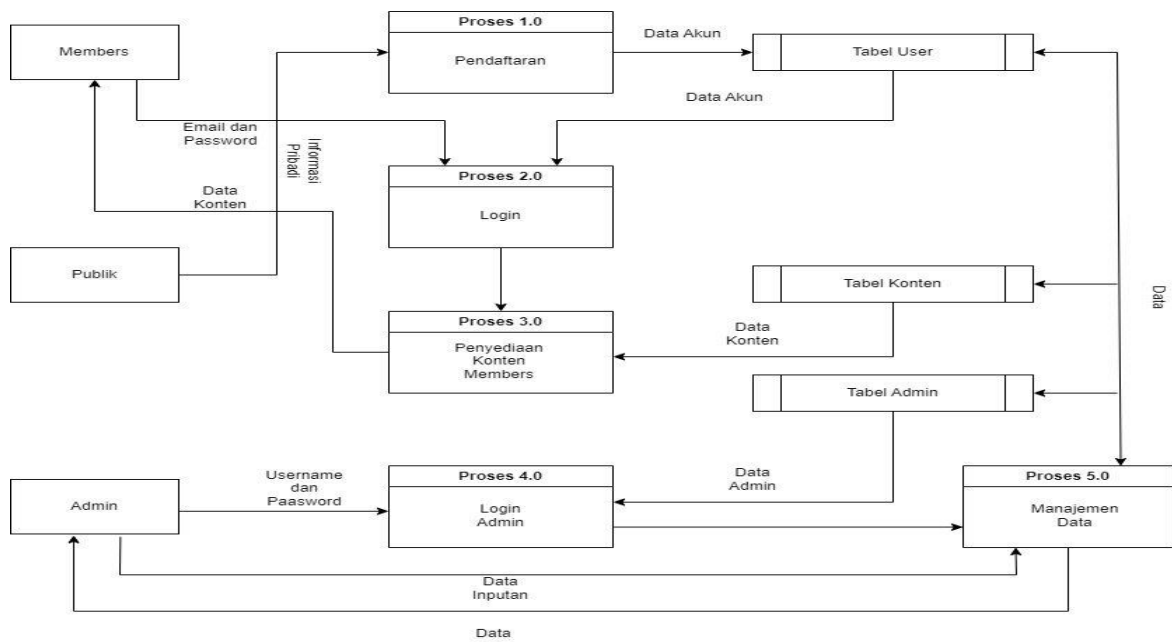


**Figure 1**  
**Context Diagram**

### DFD (Data Flow Diagrams)

Data Flow Diagram (DFD) is a modeling method used to describe data flow in information systems. DFD uses main components, namely processes, data flows, external entities, and data storage. Processes describe activities or actions that occur with data, while data flows indicate the movement of data between processes, external entities, and data stores. The external entity represents the external source or destination of the data flow, while the data store represents the place where the data is stored in the system. DFDs aid in the understanding of how data moves within the system, identify the processes involved, and show relationships between processes, external entities, and data stores. DFD is often used in system analysis and design to describe business logic and interactions between system components [34] .

In this web design, DFD is used as follows:



**Figure 2**  
**Data Flow Diagram**

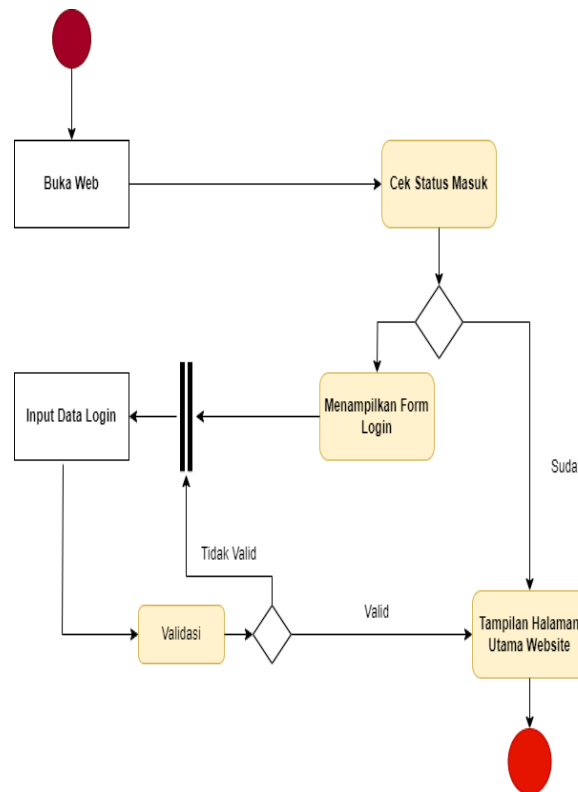
### Activity Diagrams

Activity diagrams are visual tools used in modeling processes or activities that occur in a system or application. This diagram describes the sequence of steps or actions taken by actors or entities in the system.

Activity diagrams are usually used in modeling business processes or modeling systems that involve a series of related activities. This diagram uses special symbols to describe various elements, such as action, flow line, decision making, and connecting lines [35].

In an activity diagram, each activity is represented by a rectangle with text inside, which explains the action or step performed. Flow lines are used to connect the activities and show the order of execution. The decision symbol is used to indicate a branch or fork in the flow of activity, where certain choices can be made depending on certain conditions.

Activity diagrams help in visualizing the flow of processes or activities that occur in the system. This facilitates understanding of the sequence of steps to be taken, associated decision making, and how entities interact in the system. Activity diagrams are often used in system analysis and design to clarify understanding of the processes that occur and provide guidance in developing better applications or systems.



**Figure 3**  
**Activity Diagrams Login**

## Website Design

Website design is the process of designing the visual appearance and structure of a website [36] . The goal is to create an attractive appearance that is easy to navigate and matches the brand identity. The process involves requirements analysis, layout planning, prototyping, design implementation, and testing. Good website design pays attention to usability, information clarity, visual alignment, and responsiveness [37] . The result is a website that provides a good user experience and achieves desired business or communication goals. Here are some designs in designing this website:

### 1. Landing Page Design

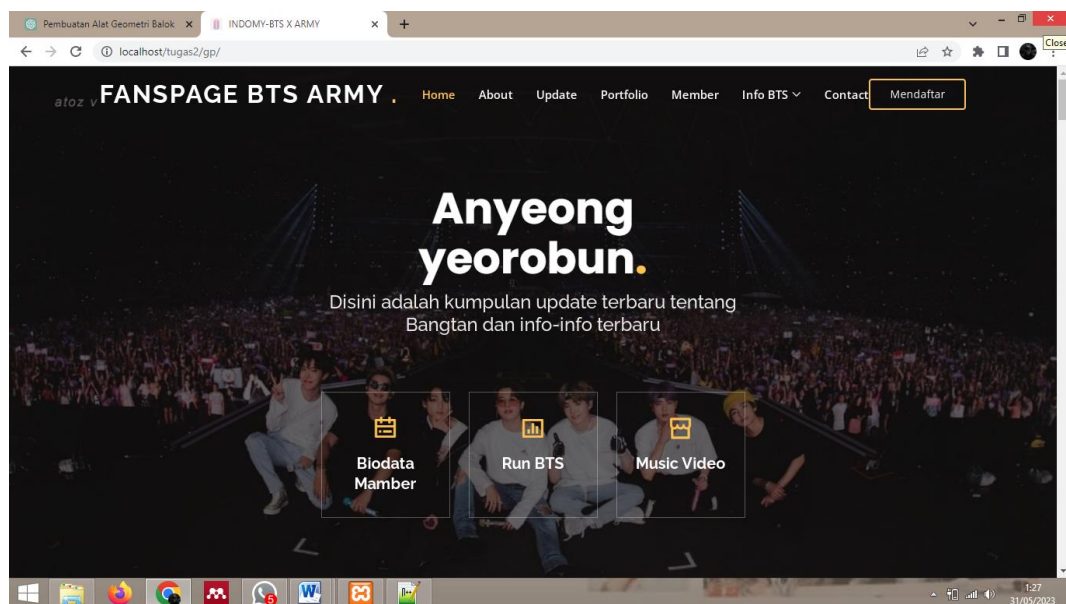
Landing page design refers to the process of designing the appearance and structure of the landing page of a website with a specific purpose, such as converting visitors into customers, obtaining contact information, or directing visitors to other pages on the website [38] . Landing pages are usually designed with a focus on one specific goal and convey a clear message to visitors.

The goal of landing page design is to create an appearance that is attractive, informative, and entices visitors so that they engage and take the desired action. Some of the design principles commonly used in landing page design include:

1. **Simplicity:** Landing pages should have a clean and simple appearance so that the message and desired action are easily understood by visitors.

2. **Readability:** The content on the landing page must be easy for visitors to read and understand. The use of clear typography and appropriate text size is essential to improve readability.
3. **Color Selection:** The colors used on the landing page should be consistent with the brand and help attract the attention of visitors. Choosing the right color can also influence visitors' emotions and perceptions.
4. **Visual Appearance:** An attractive visual design with the use of images, graphics, and other visual elements can strengthen the message and increase the attractiveness of the landing page.
5. **Image Selection:** Using relevant and interesting images can enrich landing page content and help in building connections with visitors.
6. **Call-to-Action:** Landing pages should have a clear and compelling “call-to-action” element, such as a button or form, that directs visitors to take the desired action .
7. **Responsive:** The landing page design must be responsive and able to adapt to various screen sizes and devices used by visitors.

Effective landing page design can help improve conversions and visitor experience. It is important to understand the goal and target audience when designing a landing page and ensure that the design communicates the message effectively and motivates visitors to take the desired action.



**Figure 3**  
**Landing Page Design**

## 2. Content Page Design

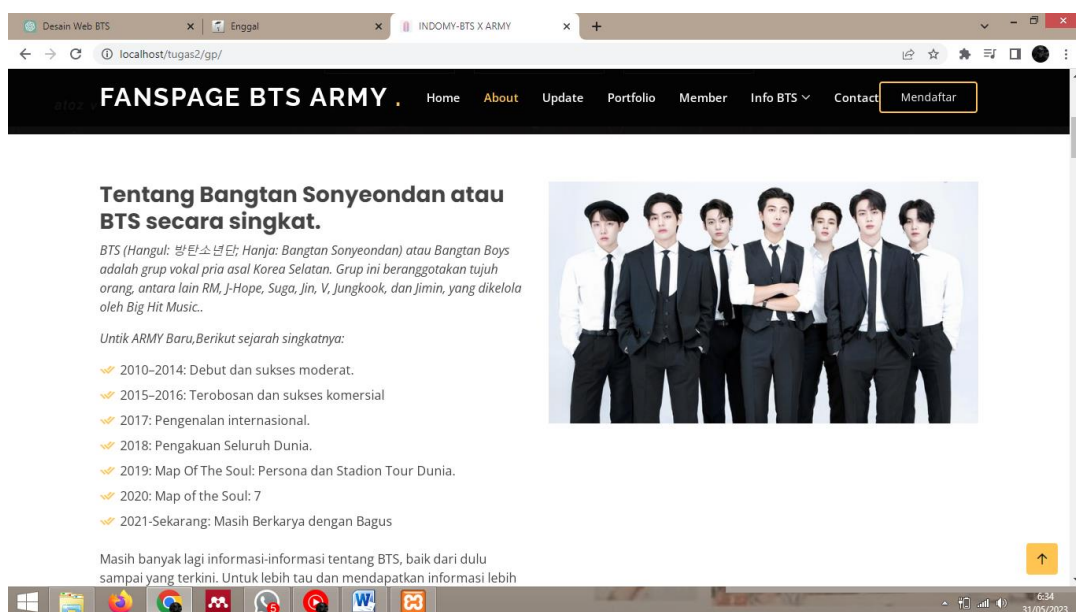
Content page design refers to the process of designing the appearance and structure of pages on a website that focuses on displaying the main content to visitors [39] . Content pages are pages that contain information, articles, products, or other content that you want to convey to visitors.

The goal of content page design is to present content in a way that is interesting, easy to understand, and engaging to visitors. Some aspects that are important in content page design include:

1. **Layout:** The page layout should be well designed to ensure the main content is placed in a structured manner and is easy to follow. Elements such as titles, subheadings, paragraphs and important points should be placed with a clear hierarchy so that visitors can easily follow the flow of the content.

2. right typeface, size, and text style is very important in content page design. Using clear, consistent, and easy-to-read typography will improve content readability.
3. Content Separation: Content should be separated into clear sections using elements such as subheadings, bullet points, and short paragraphs. This makes it easier for visitors to read and understand each piece of content.
4. Use of Visual Media: The use of images, videos, infographics or other relevant visual elements can enrich the content and strengthen the message to be conveyed. Visual media must be relevant, high quality, and enhance understanding of the content.
5. Responsive: The design of the content page should be responsive and able to adapt to various screen sizes and devices used by visitors. This ensures that the content remains visible and properly accessible across devices.
6. Navigation: The design of the content page must consider the ease of navigation for visitors in exploring the content. Clear and intuitive links can be used to direct visitors to related pages or other related content.
7. Call-to-Action: If a content page has a specific purpose, such as inviting visitors to subscribe, download, or take another action, the design should include a clear and compelling “call-to-action” element.

Good content page design will provide a better user experience, improve content comprehension, and motivate visitors to interact further. It is important to consider website objectives, user needs and communication strategies when designing an effective content page design.



**Figure 5**  
**Desain page konten**

### 3. Admin Page Design

Admin Page Design relates to the visual arrangement and functionality of the pages used by website administrators or managers. The Admin page should provide a user-friendly interface, with features to manage content, users, statistics and other relevant features. Admin Page design should be intuitive, efficient and take into account the needs of the site management task [40] .

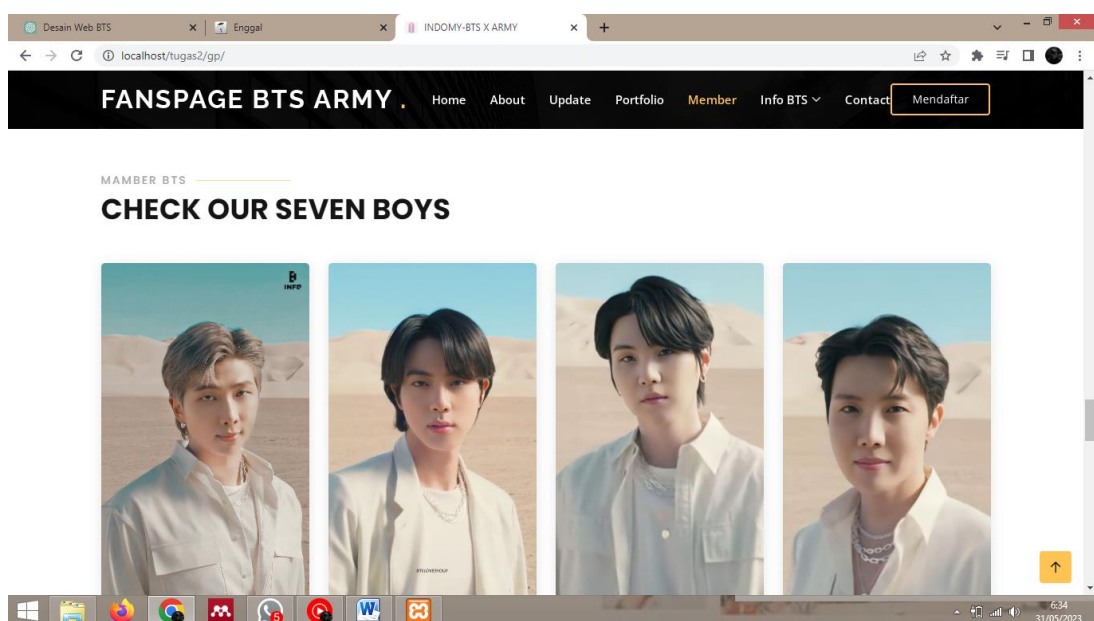
#### 4. Content Content Page Design

Content page design refers to the process of designing the appearance and structure of pages on a website that focuses on presenting informative and useful content to visitors. Content pages are pages that contain articles, news, guides, or other information relevant to a particular topic [41] .

The purpose of designing a content page is to ensure that the content presented is easy to read, understand and interesting for visitors. Some important aspects of content page design include:

1. **Layout:** The layout of the page should be well designed to make it easy to read and absorb information. Elements such as titles, subheadings, paragraphs and important points should be placed in a hierarchical and structured manner so that they are easy to follow.
2. **Typography:** Choosing the right typeface, size, and text style is very important in the design of a content page. Texture, consistency, and readability of the text must be considered so that visitors can read comfortably.
3. **Content Separation and Formatting:** Content should be separated into clear sections using elements such as subheadings, bullet points, and short paragraphs. Formatting such as bold, italics, and text color can be used to highlight important points or break up long text into easier-to-understand sections.
4. **Use of Visual Media:** Inclusion of relevant images, illustrations, graphics or videos can enrich the visitor experience and assist in understanding the content. The use of visual media must be in accordance with the context and pay attention to the page load speed.
5. **Navigation:** The design of the content page must pay attention to the ease of navigation for visitors in exploring the content. Clear buttons or links can be used to direct visitors to related pages or related articles.
5. **Responsive:** The design of the content page must be responsive and able to adapt to various screen sizes and devices used by visitors. This is important so that visitors can easily access and read the content without difficulty.

Good content page design will provide a better visitor experience, increase engagement, and make it easier to understand the content presented. It is important to consider the website's goals, user needs, and communication strategy when designing an effective content page design.



**Figure 6**  
**Desain Content**

## 6. Login Page Design

Login page design refers to the process of designing the appearance and structure of the page used by users to carry out the authentication or login process to a system or application. The login page is an important part of many websites or applications that require limited access [42].

The design goal of the login page is to provide an intuitive, secure, and easy-to-use interface for users to enter their login information. Some important aspects of login page design include:

1. **Input Elements:** The login page usually has two main inputs, namely a field for entering a username or email address and a field for entering a password. Design should pay attention to the use of clear labels and appropriate positioning to make it easier for users to identify and fill in relevant fields.
2. **Security:** The design of the login page must pay attention to security aspects. This can include using encryption technology to protect entered passwords, using multiple authentication methods for added security, and implementing countermeasures against attacks such as brute force or theft of login information.
3. **Visual Appearance:** The design of the login page should be consistent with the overall design of the website or application. Consistent use of visual elements such as company logos, colors and typography can help users identify and trust the login page.
4. **Error Messages:** The design of the login page should consider the situation where the user encounters an error while entering login information. Clear and informative error messages should be displayed to help users fix their errors.
5. **Advanced Actions:** After a user has successfully logged in, the login page design can provide a link or button that directs the user to the next page, such as the home page or user dashboard.
6. **Responsive:** The login page design should be responsive and able to adapt to various screen sizes and devices used by users. This is important so that users can easily access and use the login page from various devices.

A good login page design will provide a smooth user experience, simplify the authentication process, and provide a sense of security for users. It is important to consider user needs, system security, and user-friendly interface when designing an effective login page design.

## CONCLUSION

In this paper, we examine and design an interactive web design to improve the user experience on the BTS fanspage. Through a combination of qualitative and quantitative approaches, we analyzed existing BTS fan pages and identified important features and shortcomings. The paper results show that appropriate interactive web design can provide a better user experience on the BTS fanspage. In this design, we consider the concept of user experience design which includes aspects such as responsiveness, aesthetics and user involvement. In the theoretical basis, we explain important concepts such as human-computer interaction, responsive web design, web design aesthetics, user engagement, and user studies. (user studies). These concepts provide a solid framework for designing interactive web designs that meet user needs and expectations. Through the research methodology, we involved the ongoing BTS fanspage analysis stage, data collection through surveys and interviews, as well as developing a web design prototype. This method allows us to understand users' needs and preferences in more depth and produce interactive web designs that meet their expectations. The results and discussion of this paper show that designing an interactive web design that focuses on improving the user experience on the BTS fanspage can increase the level of user involvement, facilitate access to the latest information, and increase overall user satisfaction. In analyzing the ongoing BTS fanspage website, we see the advantages and disadvantages of the existing design. We

identified aspects that could be improved, such as more intuitive navigation, more attractive visual displays, and more effective use of visual media.

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