UNIVERSITI TEKNOLOGI MARA

SCHOOL OF INFORMATION SCIENCE

COLLEGE OF COMPUTING, INFORMATICS AND MATHEMATICS

DIPLOMA IN INFORMATION MANAGEMENT (CDIM110)
INTRODUCTION TO WEB CONTENT MANAGEMENT AND DESIGN (IMD318)

GROUP ASSIGNMENT:

REDANG OCEAN LIFE

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TABLE OF CONTENTS

1.0 INTRODUCTION

1.1 Proposed Company Background

Redang Ocean Life is a tourism company that will give customers an unforgettable island experience. Our company offers various holiday packages including accommodation, snorkelling activities, scuba diving, island tours, and round-trip transportation. The focus is to provide safe, enjoyable, and high-quality holidays for those who want relaxation, exploration, and adventure. It also aims to promote eco-tourism and marine conservation while offering enjoyable and well-organised travel experiences to local and international tourists. This is very important to ensure that all people appreciate the natural beauty of Redang's clear waters and vibrant marine life.

The vision of company is to become the world leading marine tourism package provider known for its professional services, integrity and exceptional experience in Redang Island. In the meantime, the mission of this is to ensure customer safety and comfort as a priority, provide friendly and efficient services also promote the natural beauty of Redang in a sustainable and responsible manner. It is also to offer excellent customer service through efficient online platforms such as websites and digital communication channels.

However, Redang Ocean Life is strategically located at 21090, Kampung Pasir Panjang, Pulau Redang, Kuala Terengganu, Terengganu. This could be more interesting because our company also located near the main beach of Redang. Customers can contact the company at 011-3746 6085 or via email to loveredangoceanlife@gmail.com for any further questions, requests or inquiries regarding our holiday packages. The company was founded by 2018 which is a young entrepreneur with a strong interest in tourism management and a passion for promoting Malaysia's island destinations. He is a scuba diving instructor and tour operator with extensive experience in island tourism and marine activities.

- Company Logo:

Figure 1: Company Logo

Here, we would like to explain the logo that we designed specifically for Company Redang Ocean Life:

- First of all, by looking generally through this logo describe the beauty of Pulau Redang as a tourist destination rich in nature and marine life.
- Next, the hilly island element in the middle of the logo symbolizes Pulau Redang which is famous for its lush forests and natural landscapes.
- While the clear blue sea with snorkeling activities reflects the richness of marine life and the main attraction of marine tourism in the area.
- Besides, the presence of overwater chalets, boats and tourists shows the facilities and recreational activities that support the tourism industry, thus depicting a relaxing and enjoyable holiday atmosphere.
- Meanwhile, the coconut trees and sun symbolize the tropical climate and the tranquility of the beach.
- In addition, the turtle icon carries an important message about the conservation of marine life because Pulau Redang is famous as a turtle sanctuary.

Overall, the combination of visual elements and soft colors in this logo highlights the identity of Redang Ocean Life as a symbol of natural beauty, sustainable tourism and the importance of maintaining the marine ecosystem.

1.2 Company Profile

1.2.1 Organizational Structure

Figure 2: Company Chart

1.2.2 Roles and Responsibilities

- **Project Manager**

  The Project Manager is responsible for planning, coordinating and monitoring the overall project process to ensure that it is delivered on time, within the required scope and within the agreed time frame. At the same time, the main duties of the Project Manager also include setting project objectives, preparing work schedules, allocating tasks to team members and ensuring effective communication between the team and the client. In addition, she also constantly monitors the progress of the project, identifies risks, resolves issues and ensures that the results meet the organization's standards and regulations.

- **Content Developer**

  Content developers are responsible for producing, organizing, and managing content for digital projects, such as websites or applications. This includes writing text, preparing images, videos, graphics, and multimedia materials that are in line with the project's objectives and target users. Content developers must ensure that the content produced is relevant, clear, engaging, and consistent in order to reach the target audience. In addition, to make the delivery of information efficient and easy for users to understand, the content must be adapted to the web design.

- **Web Designer**

  Web designers need to design the look and layout of a website so that it looks attractive, neat and user-friendly. Among the main tasks of a Web Designer is to choose colors, fonts, graphics and page layouts that suit the organization's identity. The Web Designer must work with the Content Developer and Project Manager to ensure that the design produced is in line with the content and goals of the project.

- **Staff – Photographer or Videographer**
  Responsible for capturing high-quality photos and videos for the website, social media, and promotional materials.

- **Staff – Tour Guide**
  Responsible for guiding tourists and providing information about destinations and activities.

- **Staff – Customer Service**

  Responsible for handling customer inquiries, bookings, and providing information about tour packages.

- **Staff– Safety Officer**

  Responsible for ensuring the safety of tourists during marine and outdoor activities.

2.0 CONTENT

2.1 Proposed Website Design Layout

The Redang Ocean Life website was developed with a planned and staged layout to ensure that information is delivered in an organized manner and is easy for users to understand. This arrangement was chosen because it is in line with the user's mindset, where users usually want to get a general overview first before exploring more specific information.

Firstly, the home page is placed as the first page because it functions as the starting point for user interaction with the website. The use of information boxes on this page is appropriate because it helps break the content into smaller and more recognizable parts. In terms of organization, important elements are placed centrally and clearly so that user attention is focused on the main information. Visual responses such as color changes or animations when the box is pressed also serve as an indication that the element is interactive, thus increasing the usability of the website.

Secodly, the about redang page is placed after the Home page because users usually want to understand the background and context of the destination before deciding to explore further. A more linear and text-focused content arrangement is appropriate because this page is informative. The use of sections or boxes to separate topics helps prevent information from appearing too dense and improves readability.

Third, the attractions page is placed after the description page because users who have understood the context of Redang Island tend to search for information related to the attractions offered. Arranging attractions in the form of boxes is appropriate because each attraction has its own characteristics and can be viewed separately. The reaction effect when users interact with the attraction box not only attracts attention, but also helps users focus on specific content without confusion.

Fourth, the accommodations and Packages pages are arranged after the Attractions page because at this stage users usually start making more practical plans such as accommodation and tour packages. Arranging information in the form of boxes or cards allows comparisons to be made more easily. This design is suitable because it supports the user's decision-making process in a systematic and organized manner.

Fifth, the gallery page is placed after the information and planning pages because its main role is to strengthen user interest through visual elements. Arranging images in the form of a grid or box is suitable because it provides visual balance and avoids cluttered displays. Visual interactions such as hover effects or light animations help increase user emotional involvement in the beauty of Redang Island.

Sixth, the Contact page is placed as the last page because it serves as a follow-up action after the user has obtained sufficient information. The arrangement of elements in simple and clear boxes makes it easier for users to communicate without unnecessary visual distractions. This arrangement is appropriate because it meets the website's objective as an efficient communication medium.

Overall, the arrangement of pages and the use of boxes on the Redang Ocean Life website is appropriate because it takes into account the user's thought process, information hierarchy and usability principles. This arrangement ensures that information is presented in stages, does not burden the user, and improves the overall website experience.

2.2 Website Elements

- **Home**

  The home page is the main page of the website and where visitors start. It provides a complete overview of Redang Island with key attractions, promotions and links to other sites. The main purpose of this page is to grab the attention of visitors and make it easier for them to navigate.

- **About Redang**

  The about redang page provides comprehensive background information about redang island to educate visitors. This page includes details about the island's history, geographical location, natural environment, and its significance as a popular tourist destination in Malaysia. Textual information is supported by relevant images and icons to improve readability and visual appeal. The page aims to build credibility and increase users' interest by presenting informative and well-structured content about redang island.

- **Attractions**

  The attractions page focuses on showcasing the main tourist attractions and activities available on redang island. These include snorkelling, scuba diving, beach activities, coral reefs, and marine biodiversity. Each attraction is presented with descriptive text, high-quality images, and icons to help users easily understand the activities offered. This page is designed to inform and inspire visitors by highlighting the unique experiences they can enjoy while visiting redang island.

- **Accommodations**

  The accommodations page provides detailed information on available lodging options such as resorts and hotels located around redang island. Each accommodation listing includes images, descriptions, available facilities, and estimated pricing information. The content is organized using cards or sections to allow easy comparison between different options. This page assists users in planning their stay by providing clear and useful accommodation details.

- **Packages**

  The packages page provides comprehensive information on the various travel and tour packages offered to visitors. Each package is presented in a well-structured format that includes the package name, duration, list of activities, accommodation details, pricing and booking information. This page may also include special promotions or featured packages to capture users' attention. Cards, tables, or structured sections are used to organize package details clearly, making it easy for users to compare different options. Call-to-action buttons such as "book now" or "view details" are included to guide users toward the booking process. The button of both side also function for doing the booking which is connect direct to WhatsApp to contact with us. This page aims to assist visitors in making informed decisions by providing clear, detailed and transparent package information.

- **Gallery**

  The gallery page is designed to visually showcase the beauty, attractions, and experiences available at redang island. This page contains a collection of high-resolution images and selected videos that highlight natural landscapes, marine life, tourist activities, accommodations, and cultural experiences. The images are organized in a structured layout using grids and sliders to ensure a clean and user-friendly presentation. Interactive features such as image sliders and lightbox viewing are included to allow users to view images in larger formats without leaving the page. Captions and brief descriptions may be added to selected images to provide context and enhance user understanding. The gallery page plays a significant role in attracting visitors by creating a strong emotional and visual connection, encouraging users to further explore the website and consider visiting redang island.

- **Contact**

  The contact page serves as the main communication platform between users and the company. It provides complete contact information including phone number, email address, and physical location. An embedded map is included to help users easily locate the company or destination. A contact form is provided to allow users to submit inquiries, booking requests or feedback directly through the website. The form includes input fields such as name, email address, message and subject to ensure efficient communication. Additionally, social media links are included to enhance user engagement and provide alternative communication channels. This page ensures accessibility, responsiveness and effective communication with potential customers

2.3 Programming Languages and Tools Used

This section discusses the programming languages and tools used to create the Redang Island website. Choosing the right programming language and tools is important to ensure that the website you develop is stable, easy to use, easy to maintain and meets the needs of users.

HTML (Hyper Text Markup Language) is used as the basis for building the structure and content of this website. HTML allows basic elements such as headings, paragraphs, images, links, navigation menus and forms to be arranged. By using HTML, information can be displayed neatly and easily understood by users.

Then, **Cascading Style Sheets (CSS)** are used to control the design elements and visual appearance of a website. Developers can change colors, font types, text size, spacing, page layout, and backgrounds using CSS. In addition, CSS is used to ensure that a website works well on a variety of devices, such as computers, tablets, and smartphones. A consistent and attractive design can improve the user experience and make a website look more like a functional website.

Next, **JavaScript** is used as a client-side programming language to enhance website interaction. Dynamic functions such as animations, interactive image galleries, navigation buttons, form validation, and content display can be implemented through JavaScript without reloading the page. JavaScript helps make websites more attractive and responsive.

In the development process, various supporting tools are used in addition to the programming language itself. **Sublime Text** is a lightweight and customizable code editor that supports a variety of programming languages, making it a popular choice among developers. The tool offers features such as syntax highlighting, auto-completion and real-time error detection that help reduce errors while writing code. The intuitive interface and flexible workflow increase productivity, allowing developers to focus fully on writing and managing code effectively.

Besides, testing and evaluating the functionality of the website is carried out through the use of a web browser such as **google chrome**. This testing process is important to ensure that all links, interactive features and website layouts work properly and are compatible with different screen resolutions. In addition, errors in the HTML, CSS and JavaScript code are identified and fixed by the developer tools in the web browser.

Overall, in building a Redang Island website can be done systematically and effectively by combining the programming languages and good tools to used.
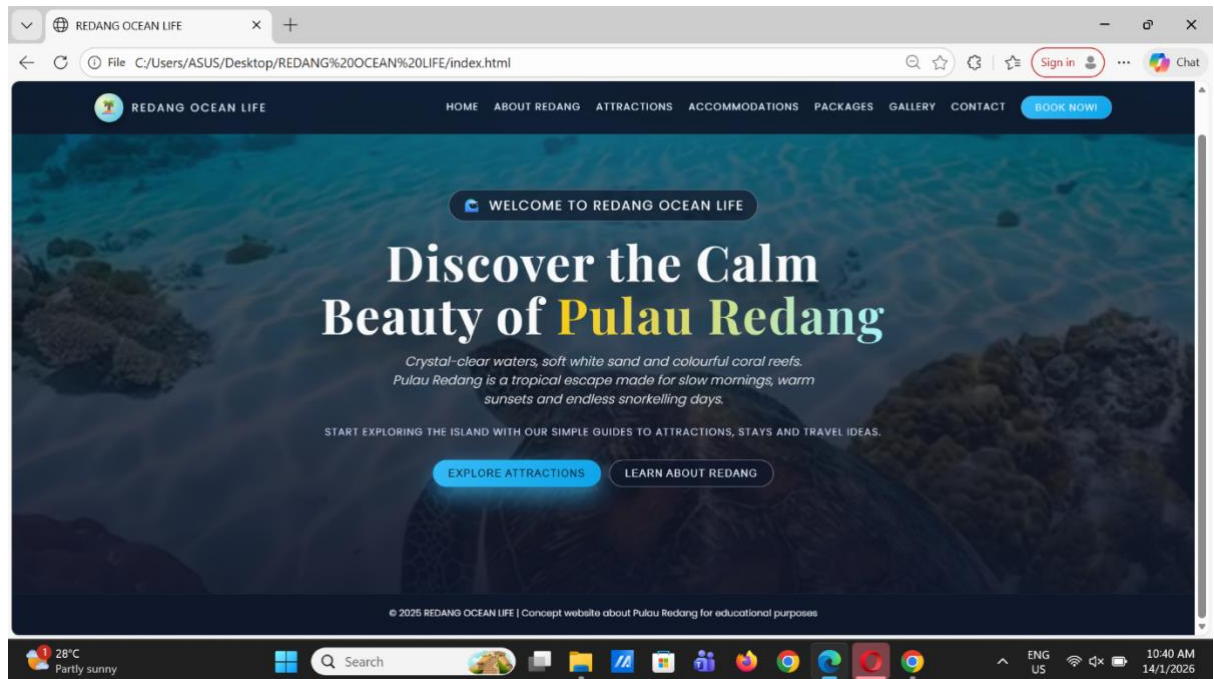
2.4 Website Interface

- **Home Interface**

Figure 3: Redang Ocean Life Website
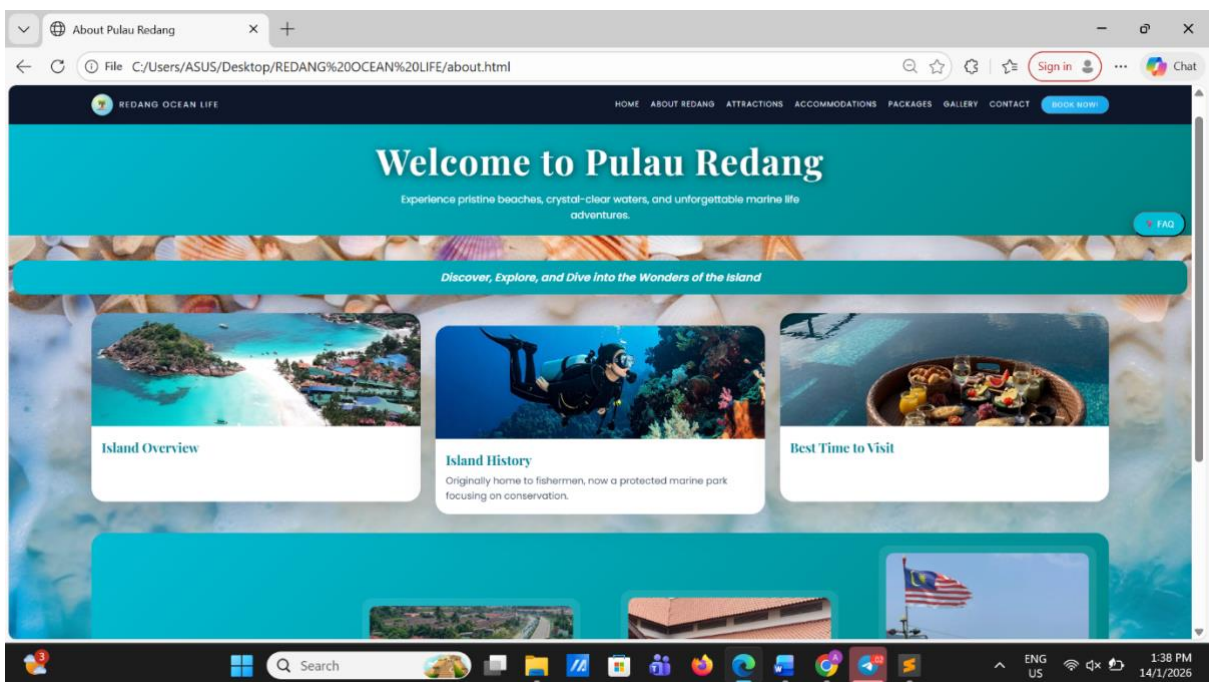
- **Layout About Redang Page**

Figure 4: Redang Ocean Life Website
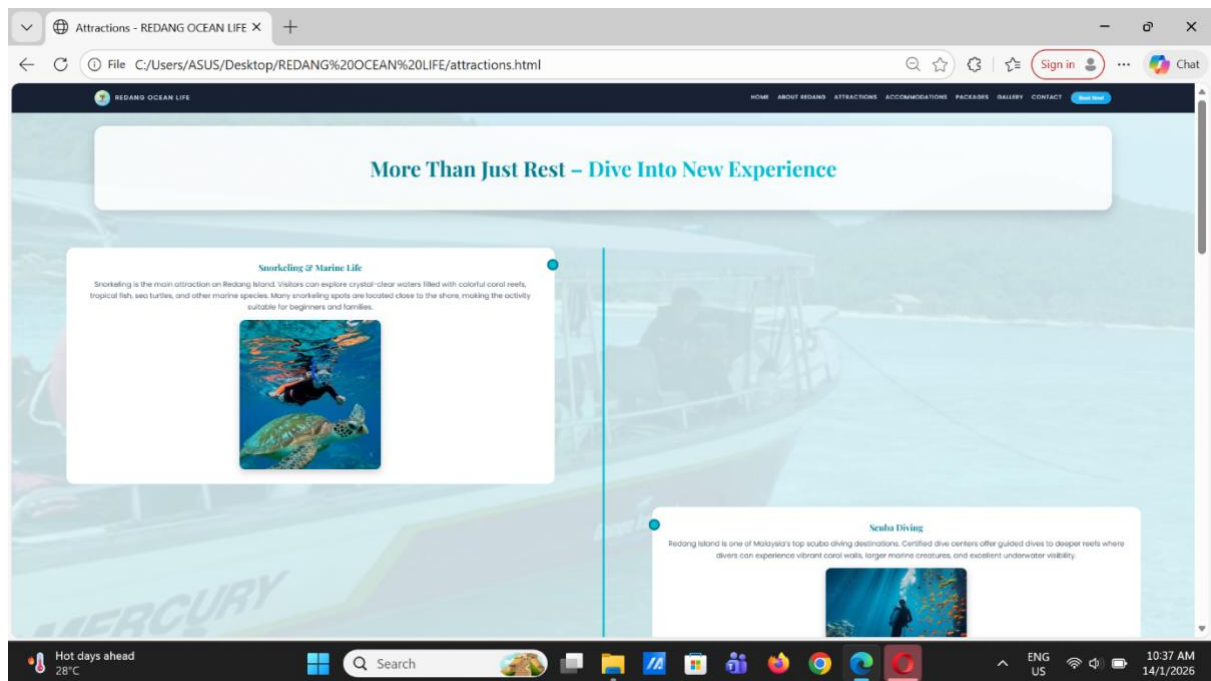
- **Layout Attractions Page**

Figure 5: Redang Ocean Life Website

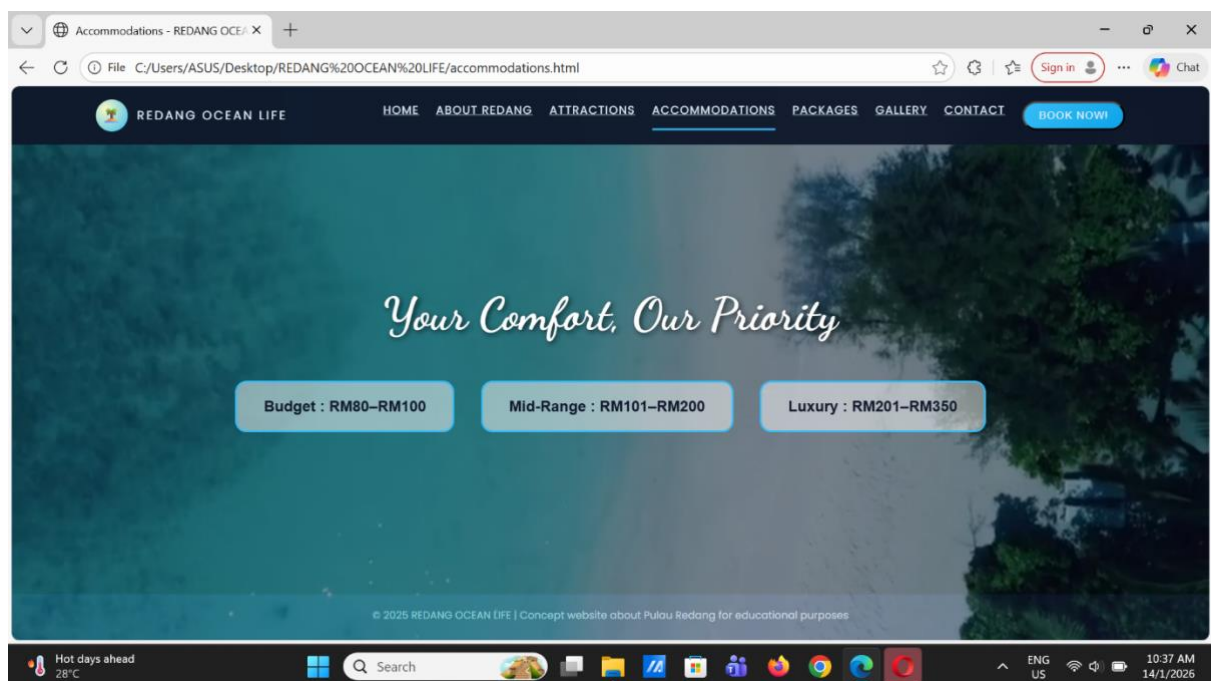- **Layout Accommodations Page**
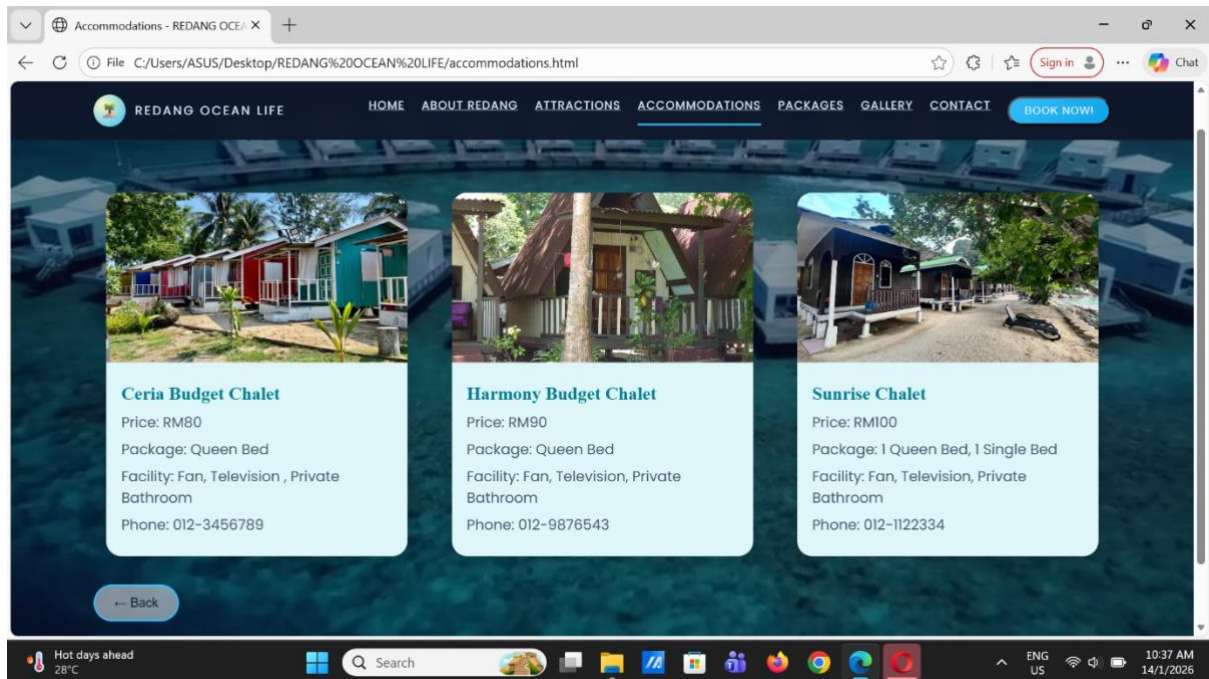

Figure 6: Redang Ocean Life Website

Figure 7: Redang Ocean Life Website

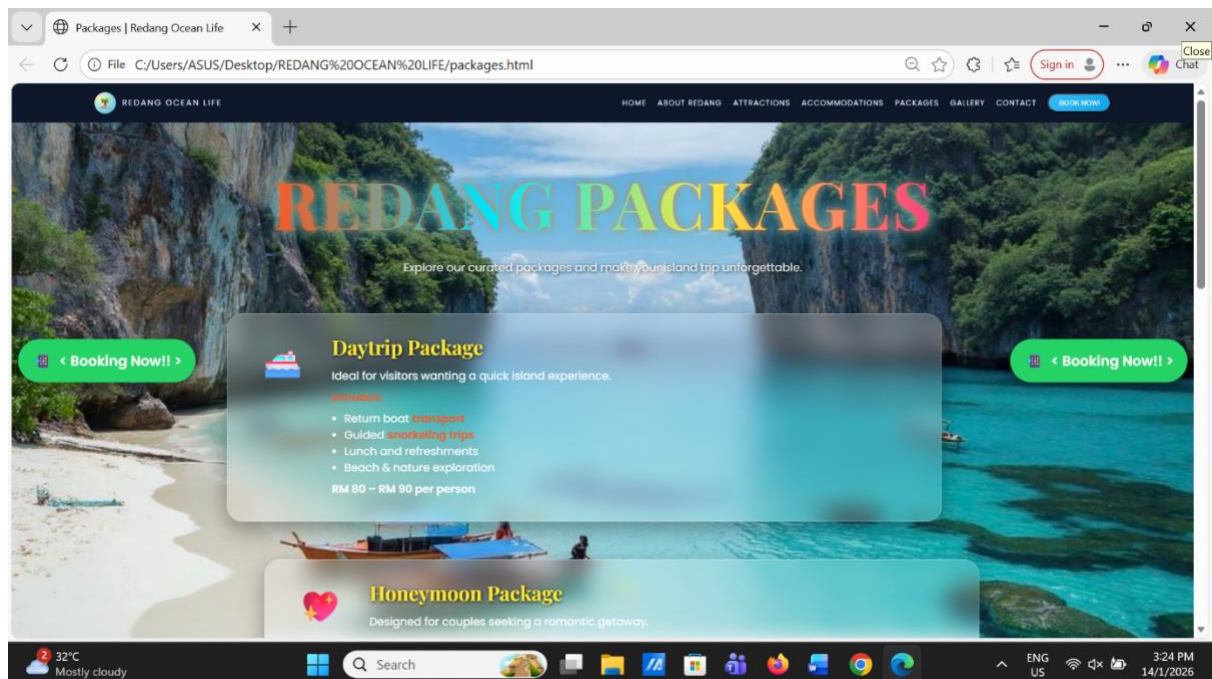- **Layout Packages Page**

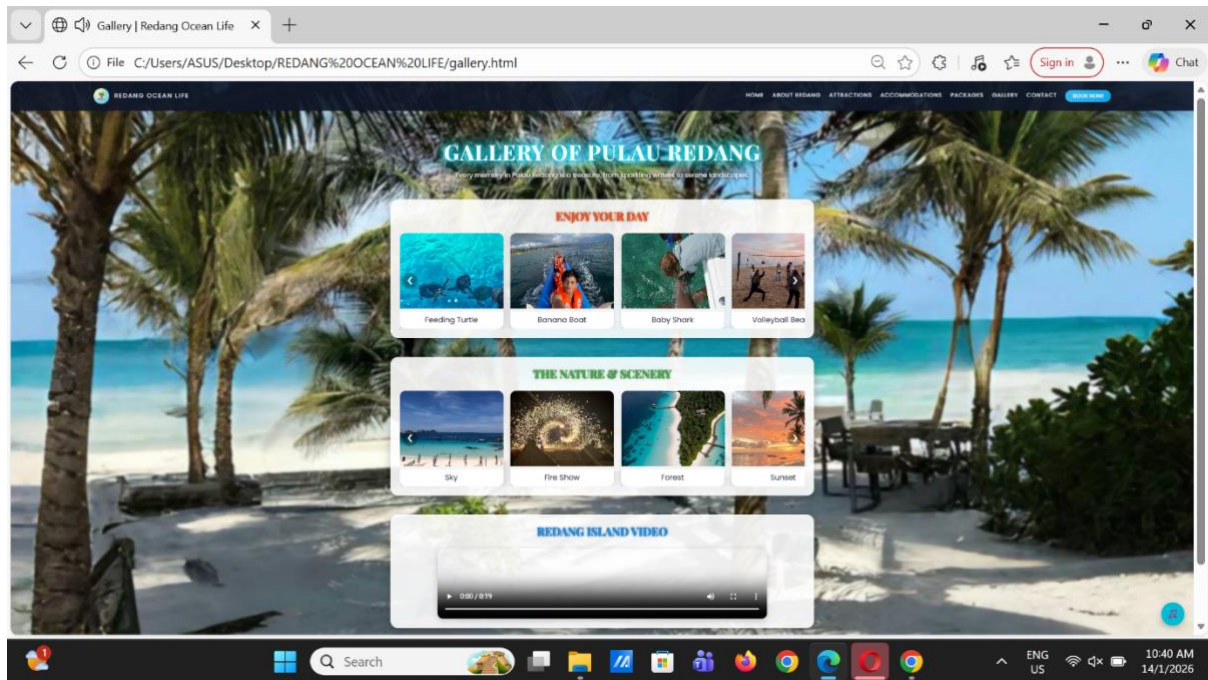*Figure 8: Redang Ocean Life Website*

- **Layout Gallery Page**

Figure 9: Redang Ocean Life Website
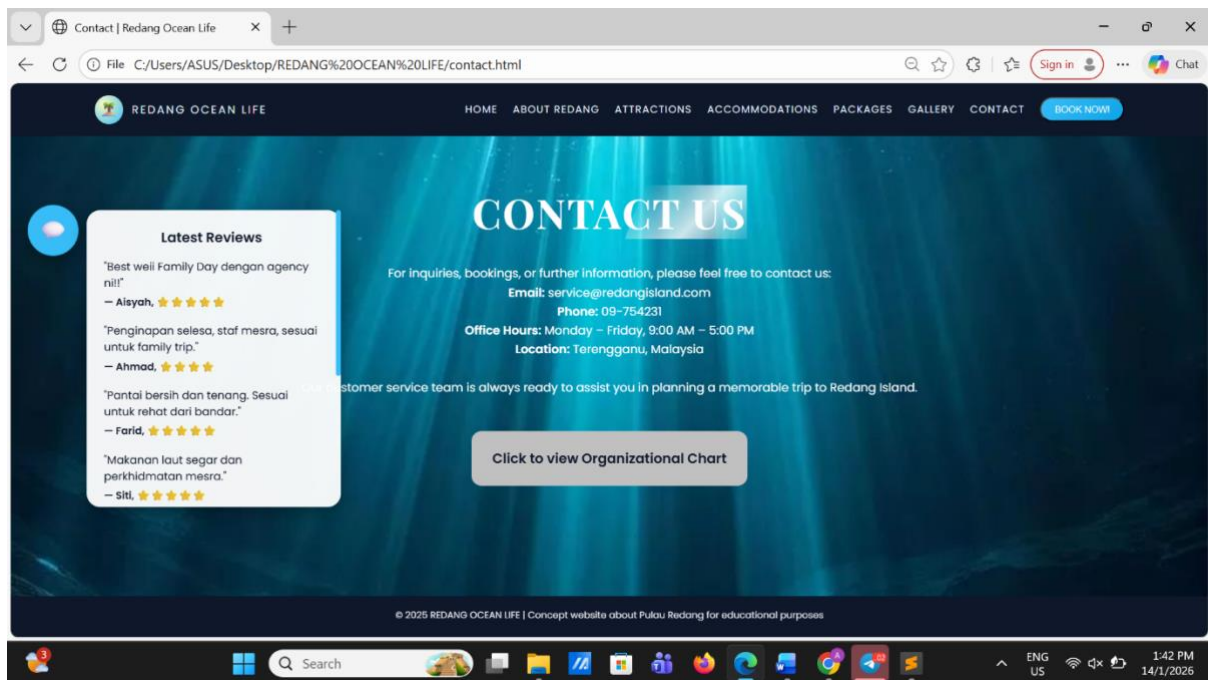
- **Layout Contact Page**

Figure 10: Redang Ocean Life Website

14

3.0 CONCLUSION

In conclusion, the development of the Redang Ocean Life website provided a valuable learning experience in web content management and website design. Throughout the project, the group used HTML, CSS and JavaScript to create a functional and user-friendly tourism website that effectively conveyed information about Redang Island. Some challenges were encountered, such as organizing content, maintaining a consistent design and managing time during development, but these challenges helped to improve teamwork and problem-solving skills.

Besides, the project increased the group's knowledge in website planning, interface design and basic web programming, as well as understanding the importance of usability and clear information presentation. For future improvements, features such as an online booking system, enhanced mobile responsiveness and additional interactive elements could be added to enhance the user experience. Overall, the project strengthened the group's interest in web development and provided useful skills that can be used in future academic and professional work.

4.0 APPENDICES

Figure 11: Discussion in WhatsApp group

Figure 12: Conversation with Tour Guide Pulau Redang