Chapter II
Related Literature

This chapter contains related literature and studies relevant to the study being proposed. The resources were deemed of high value to the current study being proposed.

Related Literature

In Hugo Delgado's article, "Advantages and Benefits of Having a Website on the Internet [4]," he mentioned the internet's advantage in providing consumers' information with 24/7 availability, capable of being accessed from any location. He also referred to the utilization of the internet in terms of promoting it as a necessity and not a luxury, particularly in today's world where the internet is commonly utilized for accessing and providing information. One good reason for implementing a website, according to a section of his article titled "What are the main reasons for a company to implement a website? [4]" is to "expand your market from a local level to a national or even international level [4]." Organizations should take advantage of this efficiency, as the internet offers a very convenient way of providing and accessing information. Organizations should take advantage of this efficiency. Another crucial aspect of a website discussed in the article was its user-friendliness. Having an intuitive, easy-to-navigate website where visitors are able to achieve their intent with minimal effort is a must for a website to be successful.

According to Aprillia Adella Suyanto Author of "Increasing the Brand Awareness of Ambassador School Surabaya through A Website [5]" he argues the effectiveness of a website in promoting brand awareness. "People find it difficult to look for some information since the Ambassador School itself does not have a certain platform to help them in introducing their service and showing what makes them different from other schools. In this case, Ambassador School Surabaya only relies on using social media, which are Instagram and Facebook, to promote their service. Even so, all of these platforms are not effective in increasing the brand awareness of this school because it do not contain any information or proofs that highlight its uniqueness [5]". Based on his observation, he decided to utilize a website to showcase the institution, thus making emphasis on certain aspects. Similar to the aim of this study, he also believes that a website will provide the institution with a credible and professional appearance to the public.

Yofrina Octika Gultom and Henni Gusfa of Universitas Mercu Buana Jakarta and authors of "Online Communication Strategy in Promoting Personal Development Program of Non-governmental Organization through Website [6]" Believed that people nowadays uses the internet to quickly gain access to important information. They also believe that the internet has become the mainstream tool for scholarly research, mainly because it offers the convenience and accessibility of information. "The internet is becoming a mainstream tool for scholarly research, chiefly because of its ability to access data quickly and conveniently [6]". This information is frequently in the form of web content or simply embedded in a webpage. In the article the NGO's (Non-Governmental Organizations) has leveraged the advantages of internet and website technology mainly "to build awareness, to facilitate training programs, to reduce cost, to raise funds, to manage information to disseminate information, to communicate with personnel, and to avoid travel costs [6]".

In his article entitled "The 6 Fundamentals of Digital Marketing 2016 [7]" Dan Morley emphasized the criticality of a website in the online world. He also discussed how a website should be a priority it terms of online presence. He said "Having a quality website is critical to success in the online world. After all, your website should be at the center of your online presence [7]." He then discussed the importance of a well-planned website; thus it should serve its original purpose; see [7]. According to Shaher R. Elayyan, "Nowadays, websites are considered as one of the important sources of information for a wide spectrum of audience. There are various types of websites including sites for government organizations, business, sports, and education. Educational websites are designed by universities, schools and research centers to introduce experiences to relevant audiences all over their academic levels [8]".

Related Studies
In today's society, using a website is something one does daily. There is an incredibly large amount of websites out there, and every website has a purpose. Previous research states that to fulfill that purpose it is important to consider the user experience of a website. The ex-perience of using a website can be both good and bad and may determine if one will visit and use that website again. It can also give the user an opinion and impression of the company behind the website as a whole. Therefore, it seems important to consider the user experience of a website. User experience (UX) and the importance of considering and evaluating it in connection to websites is well documented in literature [9].

Website design elements such as navigation options, typeface size, typographic layout, element organization, color schemes, pictures, and graphics (images and icons) may promote either rejection or acceptance, which in turn can be key to attract and retain visitors, and make a sale (Moys, 2014; Ou & Sia, 2010; Cyr, Head & Larios, 2010; Chen & Barnes, 2007). A disorganized layout with ill-placed elements and a multitude of colored text objects can be unappealing and confusing, leading to a negative response (Sonderegger, Sauer & Eichenberger, 2014). Conversely, an organized layout with easy-to-read text and appealing images may elicit a welcoming appeal and positive response. With a multitude of sites vying for a piece of the market share, so it is crucialo businesses toesign a web page that effectively grabs, retains, and sells to a visitor [10].

According to Selina Goodman's study entitled "Supporting information sharing in families at risk of bowel cancer through a secure website [11]". She concluded, based on data she collected, that patients need more support from health professionals to adjust to and then disseminate information about their diagnosis. In her study, she aimed to investigate whether a secure website could support families with an increased risk of bowel cancer to share information with their relatives. The survey data reflected how difficult genetic information was to assimilate initially. Most participants indicated that a follow-up appointment would be 'helpful' and three out of four participants would have wanted more information at the time of their diagnosis. The survey data were consistent with the results of an earlier survey (Lapointe et al... 2013) with 246 men and women who had received genetic test results relating to gene variants. Lapointe found that over half (52%) were "highly 231 interested" in having access to an educational website to help support them communicate information about the genetic diagnosis to other family members. Goodman's study implies the huge help of IT (Information Technology), particularly a website, in securely disseminating crucial information. This information may be helpful to those diagnosed with the disease and those who are relatives and may be concerned about their health [11].

A university education is considered to be one of the most important steps that a student takesin his or her life. It determines the future and possibly affects the whole life. Nowadays, the World Wide Web connects students from all over the world by allowing them to access information for any university sitting at home, making it easier for them to make choices. Choosing a university for your studies is the most important part of applying for a degree. If the information on the website is incorrect or outdated, it can cost the university its reputation and limit students to explore their options. It is important to realize that students think of the website experience as a step towards their future. They need direction, and if they are sitting many miles away they will not be coming to visit the facility before admission, so it is the university's responsibility to provide them with adequate information and a chance to experience the university before getting there. Since the amount of universities providing quality education is no longer limited, it is essential that Uppsala University's IT department provide prospective students with all the information that will convince them to head in their direction [12].

CMS (Content Management System) [15] are utilized to author webpages; it makes the process less complex and mostly doesn't require an institution or organization to hire professional web developers to build and manage the website from scratch. In the modern information world, there is now sea changing information generation, distribution, and digitalize access. Today we are living information age. Information on the web is growing tremendously, and searching on the internet today can be compared to dragging a net across the surface of the ocean the internet is explosion created a new set of problems for site administrators. Producing and managing content was becoming increasingly difficult. A system was needed to manage, create and distribute various forms of content have the content management system was created. Most CMS's are built on the LAMP (Linux Apache MySQL PHP) stack are cost and free opensource software [13]. By means of a CMS, nearly anyone with little or no knowledge regarding web developement can manage, even publish, a web page. Muthuraj and Rajkumar defined Content Management System (CMS) as a computer application that enables users to manage content in an orderly fashion. Content can include a variety of file types such as text, images, and media, which a CMS helps to create, edit, store and publish. The benefit of using a CMS, especially for website creation and it does not require an extensive knowledge of coding. Content Management Systems (CMS) aids in creating Blogs, Wikis, and RSS etc [13].

Synthesis

The following review of related literature and studies emphasizes the key aspects of the current study, thus providing sufficient evidence to support the study's promising success. The resources presented in this paper were cautiously selected since the proponents considered them valuable in providing insight into the important aspects and the study's main idea. One of the critical aspects of a website which may determine its success is the UX (User Experience) it offers, especially for the users' first impression. You will never get a second chance to make a first impression [14]. Either developing or building, a website requires at least a good structure, given that every website is expected to thrive. A proper design perspective may depict the success, or otherwise, the failure, of the website. Besides, most of the website's users may prefer an intuitive, user-friendly UI (User Interface).

The fundamental purpose of utilizing a website is the convenient dissemination of information, and the increased geographic scope of audiences. Utilizing a website definitely presents a huge benefit compared to the traditional means of spreading information, such as fliers, banners, billboards, etc. particularly when it comes to cost-effectiveness. In Meher Jamil's study entitled "Redesign of Website for the Master Students at the IT-department of Uppsala University", he argued that the importance of up-to-date, precise information is very critical, and thus it may cost the institution its reputation. The proponents will build the website alongside a CMS of their choice. Most likely, WordPress [22] will be utilized, because of its numerous advantages, particularly because it is open source and easy to set up, and because most complex tasks can be aided by the plugins available in its utility. On the other hand, proponents considered the user, who will use, and otherwise manage the website, as well as keep its content up-to-date. The main reason for using a CMS is its easy-to-learn nature, which means even a non-professional webmaster, with little to no experience, may be able to manage the website compared to the complicated process of web development and other relevant tasks.

The resources listed above should give the proponents a good idea of where this study is headed. Each of the resources explains every critical aspect of this study, which needs great understanding in order for this study to succeed. With all the vital components of the project discussed, the proponents should already have a clear perspective on the study and proceed guided by these resources.

Technical Background

The proponents are proposing a self-hosted website which will act as the primary platform for providing accessible information relevant to the institution. In addition, the website will contribute to building the institutions' credibility, especially in their excellence in providing IT-related education. This study is supported by the literature and related studies presented above, which cover all it's aspects. The proposed study is a result of the eagerness of the proponents to contribute to the values and quality of the institution.