Perancangan Aplikasi Belanja Sebagai Media Promosi Identitas *Manasuka*

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Abstract: This study aims to design a shopping application based on UI/UX for Manasuka Official Store as a brand identity promotion media and sales platform for branded thrift shoes. The design is motivated by the limitations of Manasuka's previous promotional media, which only relied on Instagram, thus failing to provide an efficient and integrated shopping experience for customers. The research uses a qualitative descriptive method, with data collection techniques through observation, interviews with store owners and customers, and literature studies. The design results in a prototype of the Manasuka application that applies a modern UI/UX concept, using Dark Green, Butter Scoth, Charcoal Black, and Silk White color schemes, and sans serif typography (San Francisco) to create a visual appearance consistent with the Manasuka brand identity. The application features product catalogs, product details, search filters, favorites, and a simple checkout system to facilitate user transactions. This application design is expected to strengthen Manasuka's professional identity, increase customer trust, and expand market reach through digital platforms.

Keywords: Shopping Application, UI/UX, Brand Identity, Thrift Shoes, Manasuka.

Introduction

In the digital era, the fashion industry has undergone significant transformation, becoming not only a medium of self-expression but also an important element of cultural identity (Barnard, 2002). The emergence of thrifting purchasing pre-owned, branded fashion items has become an increasingly popular trend, particularly among younger consumers seeking affordability, uniqueness, and sustainability (Guiot & Roux, 2010). Thrift shopping contributes to the circular economy by extending the lifecycle of fashion products, reducing waste, and encouraging responsible consumption (Joy et al, 2012).

Despite its growing popularity, many small and medium-sized thrift businesses still face considerable challenges in optimizing their sales channels and building strong brand identities. This is particularly true in Indonesia, where thrift businesses are often limited to social media platforms such as Instagram. These platforms, while offering broad visibility, often lack essential features for providing an efficient, integrated, and satisfactory shopping experience (Kumar et al, 2021). Manual transactions through chat, limited product visibility, and the absence of personalized shopping features frequently lead to customer dissatisfaction and lost sales opportunities.

Manasuka, a growing Indonesian thrift store specializing in branded second-hand sneakers, exemplifies these challenges. While leveraging Instagram for online sales since 2020, *Manasuka's* business model remains constrained by its inability to fully showcase its product catalog and provide seamless purchasing experiences for consumers located outside its physical store in Solok, West Sumatra. As the demand for digitalization in retail intensifies, developing a dedicated e-commerce application becomes essential for businesses like *Manasuka* to remain competitive, expand their customer base, and build a stronger brand identity (Laudon & Traver, 2021).

The field of User Interface (UI) and User Experience (UX) design has gained critical importance in addressing these issues. Effective UI/UX design plays a central role in enhancing the usability, accessibility, and overall customer satisfaction of digital products (Norman, 2013) (Nielsen, 1993). By focusing on intuitive navigation, aesthetic consistency, and interactive engagement, UI/UX design can significantly influence customer behavior, trust, and loyalty (Hassenzahl & Tractinsky, 2006).

While numerous studies have explored the importance of UI/UX design in e-commerce (Garrett, 2011) (Morville & Rosenfeld, 2007), limited research has specifically addressed its application in promoting identity and improving market access for niche thrift businesses. This study attempts to fill this gap by developing a UI/UX-based shopping application tailored for *Manasuka*. Through qualitative methods including interviews, observations, and literature reviews the research identifies user needs and business challenges, which are then translated into a comprehensive design prototype. The primary aim of this work is to design a user-centered shopping application that not only enhances the shopping experience but also serves as an effective promotional tool to reinforce *Manasuka's* brand identity. The final design integrates consistent visual identity, intuitive navigation, product personalization, and seamless transaction features. The conclusions of this research underscore the role of customized UI/UX design in empowering small-scale fashion retailers to compete effectively in the digital economy, expand their reach, and foster stronger consumer trust.

Methodology

This study adopted a descriptive qualitative approach to develop a UI/UX-based shopping application for *Manasuka's* Official Store. The qualitative method was chosen to deeply explore user needs, business challenges, and design solutions based on real-world observations and experiences. Data collection was conducted using multiple techniques to ensure a comprehensive understanding of the problem. First, direct observation was carried out at the physical *Manasuka* store located in Solok, West Sumatra, Indonesia. This observation aimed to analyze in-store activities, customer behavior, sales processes, and current promotional strategies. The researcher carefully examined the flow of transactions, communication issues encountered during online sales via Instagram, and the limitations faced in product catalog presentation.

In addition to observation, open-ended interviews were conducted with key stakeholders, including the store owner, Mr. Muhammad Syuaib, and five loyal customers. These interviews were held in April 2024. The discussions focused on the effectiveness of current promotional media, customer satisfaction levels, difficulties experienced during product browsing and purchasing, and expectations for a future digital shopping platform. All participants voluntarily agreed to participate, and their identities have been kept confidential to maintain ethical standards. Furthermore, the study incorporated document analysis to collect supporting data. This included photographs of the store layout, product displays, visual promotional materials, and the store's online sales activities on Instagram. The analysis of these documents provided additional context for understanding how the brand is currently promoted and where improvements could be made through digital media.

Secondary data were also gathered through a literature review of books, academic journals, and industry reports. This review focused on key concepts in UI/UX design, digital marketing, e-commerce platform development, and consumer behavior in the fashion and thrift industry. Relevant theoretical frameworks, such as Norman's (2013) user-centered design principles, Nielsen's (1993) usability engineering, and Shneiderman's (1987) interface design strategies, served as essential references throughout the design process. Ethical approval for this research was obtained from the Faculty of Art and Design Ethics Committee at Institut Seni Indonesia Padangpanjang (Approval Code: ISIP-ETH-2024-04-17). All research activities adhered to ethical standards, and no sensitive personal information was collected.

The data obtained from these various sources were analyzed using thematic analysis, allowing the researcher to identify patterns and themes related to user experiences, system limitations, and business needs. These findings were then translated into functional and non-functional requirements for the application design. The design process followed an iterative user-centered design framework. It began with requirement gathering based on collected data, followed by concept development using mind maps and mood boards. Low-fidelity wireframes were created to visualize interface layouts and user navigation flows. These wireframes were then developed into high fidelity prototypes using design tools such as Figma, Adobe Illustrator, and Adobe Photoshop. The prototypes were reviewed by selected users to obtain feedback, which was used to refine the final design.

In terms of design tools, the researcher employed Figma as the primary software for interface design and prototyping, while Adobe Illustrator and Adobe Photoshop were used for graphic element creation. Testing was conducted on both MacBook Air and iPhone devices to ensure design compatibility across platforms. Although full application development was not part of this study, the design framework considered Flutter as a potential cross-platform development tool for future implementation. The data collected during this study, including interview transcripts, observation notes, and design prototypes, are available upon reasonable request to the corresponding author. As this research is qualitative and based on human interaction, no large datasets have been deposited in any public repositories.

Result and Discussion

The data collection process produced several key findings, which were grouped into thematic categories based on observation, interview, and document analysis. These categories reflect the main issues identified at *Manasuka* Official Store and the design requirements for the proposed UI/UX-based shopping application.

1. Current Sales Platform Limitations

Observations revealed that *Manasuka* relied primarily on Instagram as its main sales platform. While Instagram offered broad visibility through its visual content, it presented several operational limitations. Customers were required to conduct transactions manually via direct messaging, which frequently led to delayed responses and transaction errors. Additionally, not all available products were displayed on Instagram due to space constraints and product turnover rates. As a result, many potential buyers could not access the full product catalog unless visiting the physical store.

2. Customer Feedback

Interviews with five customers (coded as Participants P1–P5) provided consistent responses indicating dissatisfaction with the current shopping experience:

- All respondents (100%) stated that not all products were available online.
- Four respondents (80%) indicated that traveling to the physical store was inconvenient, particularly for customers living outside the Solok area.
- Three respondents (60%) reported having experienced miscommunication during the manual transaction process via Instagram.
- All respondents (100%) expressed strong interest in a digital shopping platform that would provide full product access and automated transactions.

3. Store Owner Feedback

The store owner emphasized the urgent need for a new promotional and sales platform. He identified that the inability to display the full range of products and to process automated sales limited customer engagement and growth. The owner also reported unsuccessful attempts to expand sales through major online marketplaces due to restrictions on secondhand brand licensing.

4. Visual Identity and Brand Characteristics

Document analysis revealed that *Manasuka's* brand image focused on modernity, exclusivity, and sustainability. Visual elements identified included:

- Dominant colors: Dark Green, Butter Scoth, Charcoal Black, and Silk White.
- Typography: Sans-serif font (San Francisco).
- Target market: Youth aged 18–35 with an interest in fashion, streetwear, and sustainability.
- Product type: Branded secondhand sneakers, carefully curated for quality.

Tabel 1. Summary of Key Findings from Data Collection

Data Source	Key Findings
Observation	Limited product display; manual transaction process; operational inefficiency.
Customer Interviews	Lack of product visibility; geographical access difficulties; miscommunication during transactions; demand for digital platform.
Store Owner Interview	Need for integrated system; difficulty using mainstream marketplaces; requirement for stronger brand identity.
Document Analysis	Consistent visual branding; color palette identified; typography selection; defined target demographic.

5. Design Requirements Derived from Data Analysis

Based on the findings, several functional and non-functional requirements were established for the application:

- Full product catalog accessible online.
- Automated transaction and payment system.
- Filter and search functions for easy product navigation.
- Customer account management and purchase history tracking.
- Consistent visual identity reflecting *Manasuka's* brand.

Discussion

The study findings reflect the critical importance of UI/UX design in addressing the operational challenges of small-scale thrift businesses like *Manasuka*. The limitations identified in using Instagram as the primary sales platform demonstrate the need for dedicated e-commerce systems that provide both operational efficiency and enhanced customer experience. Manual transactions not only create bottlenecks but also diminish customer satisfaction due to delays and communication errors. The design requirements derived from customer and owner input align with existing research in UI/UX and e-commerce literature. According to Nielsen (1993), usability factors such as simplicity, ease of navigation, and system responsiveness are crucial for maintaining user engagement. Similarly, Norman (2013) emphasizes that successful digital systems must integrate user needs with intuitive interaction designs.

In this context, the design of the *Manasuka* application followed a user-centered design (UCD) approach to ensure that both business goals and customer expectations were met. Key elements such as full product visibility, filtering, personalization, and automated purchasing directly address the pain points identified in the field data. Moreover, the application's visual identity, incorporating a modern color scheme and minimalist typography, reinforces *Manasuka's* brand image while ensuring aesthetic coherence across digital platforms. The choice of Dark Green as the dominant color not only reflects sustainability values but also creates psychological comfort for users, consistent with the psychological effects of color described by Rustan (2019).

These findings confirm that small businesses can significantly benefit from adopting customized UI/UX solutions tailored to their specific operational needs and customer segments. The proposed design prototype, therefore, has the potential to strengthen *Manasuka's* professional image, improve customer trust, and expand its digital market reach.

Conclusion

This study developed a UI/UX-based shopping application prototype to address the promotional and operational challenges faced by *Manasuka*, a second-hand branded sneaker store. Through qualitative data collection, including observations, interviews, and document analysis, the study identified several key issues: limited product visibility on existing sales platforms, inefficient manual transaction processes, and a lack of integrated digital systems to support business growth.

The proposed application design successfully integrates functional features such as a full product catalog, automated transactions, user-friendly navigation, and personalized customer experiences, while also maintaining visual consistency with *Manasuka's* brand identity. The research demonstrates that implementing a user-centered UI/UX design approach can significantly improve customer satisfaction, strengthen brand identity, and expand market access for small-scale fashion retailers operating within niche markets such as the thrift industry. Overall, the findings emphasize the crucial role of customized digital solutions in supporting the sustainable growth of small businesses in the evolving e-commerce landscape.

For future research, it is recommended to conduct user testing with a broader and more diverse audience to evaluate the usability, accessibility, and market responsiveness of the application prototype in real-time scenarios. Additionally, integrating back-end development and testing the prototype through a beta version could offer more comprehensive insights into performance metrics and user behavior. Practically, small and medium thrift businesses are encouraged to invest in tailored digital platforms, as UI/UX-based applications have proven to be effective tools for enhancing brand identity, operational efficiency, and customer engagement in the digital retail landscape.

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