

Creating Brochures as a Promotional Tool for Swiss- Belhotel Cendrawasih Biak

by Ivonne M

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Creating Brochures as a Promotional Tool for Swiss-Belhotel Cendrawasih Biak

Niky Nicholas Wijanto¹, Ivonne Muliawati Harsono²

English Department Faculty of Humanities and Creative Industries, Petra Christian University,
Siwalankerto 121 – 131, Surabaya, 60236, INDONESIA
E-mail: a11190049@john.petra.ac.id¹, iharsono@petra.ac.id²

ABSTRACT

The problem that Swiss-Belhotel Cendrawasih Biak has is the hotel brochure. The hotel brochure is unhighlighted in its USP, inconsistent in font, varied in colors, and poorly designed. This problem was caused by the hotel not prioritizing a well-designed and informative brochure. The solution was to create a brochure and improve the content of the brochure. The data collection method used was a questionnaire. The questionnaire involved 18 guests of Swiss-Belhotel Cendrawasih Biak. The main changes the writer made in the brochure are highlighting the USP, changing the font Sanz to Cinzel, making the font more consistent, using more concise words in the language, and using more consistent language in the brochure. By doing so, the writer helps the hotel increase the quality of its brochures and make them more consistent with their other promotional tools. As a result, the director of Swiss-Belhotel Cendrawasih Biak was very happy with the brochure.

Keywords: brochure, hotel brochure, promotional tool

INTRODUCTION

Swiss-Belhotel Cendrawasih Biak is a branch of Swiss-Belhotel International. Swiss-Belhotel Cendrawasih Biak is also the first 4-star business-class hotel in Biak, Papua. The hotel was founded in November 2021 and is located at Jl. Imam Bonjol No. 46, Biak Kota, Biak Numfor Regency, Papua 98111. Swiss-Belhotel has several rooms and facilities, which are: superior room (76) units, deluxe room (22) Units, junior suite room (1) unit, executive suite room (1) unit, and presidential suite (1) unit. There are also facilities available in the hotel for the guest, such as a swimming pool, swiss-café restaurant, fitness center, spa, karaoke, and bike rental. Moreover, Swiss-Belhotel Cendrawasih Biak has seven meeting rooms: Auki 1, Auki 2, Wundi, Nusi 1, Nusi 2, Pasi 1, and Pasi 2. The meeting room is used for the guest who wants to hold a meeting. The hotel also provides two ballrooms for the guests to celebrate their wedding, birthdays, and conferences. Swiss-Belhotel Cendrawasih Biak has two competitors which are Asana Biak Papua Hotel and Arumbai Hotel.

The writer chose Swiss-Belhotel Cendrawasih Biak as the writer's final project for several reasons. First, the writer chose the hotel because there is no 5-star hotel in the writer's hometown. Second, Swiss-Belhotel Cendrawasih Biak is a new hotel, so it is prone to shortcomings. Finally, when the writer was an intern at the hotel, the writer saw one striking problem with the hotel's promotional tool. As an English for Business student, the writer could help solve this problem.

The problem the writer found in the Swiss-Belhotel Cendrawasih Biak is the hotel's promotional tool which is the hotel brochure. The existing hotel brochure has a few shortcomings.

First, the hotel brochure does not highlight the hotel's USP. As a result, the hotel's guests did not know what makes Swiss-Belhotel Cendrawasih Biak different from the other hotels. Second, the hotel brochure uses an inconsistent font, which can impact the guest's perception of the hotel because an inconsistent font creates a lack of professionalism in the hotel brochure, making the hotel brochure look unprofessional. Also, the inconsistent font in the hotel brochure can cause the guest to question the hotel's attention to detail and the service quality of the hotel. Third, the hotel brochure uses different colors, which can create a chaotic and disorganized appearance that diminishes the hotel brochure's look and effectiveness. Different colors in the hotel brochure also can make the potential customers disrupt the brochure's visual flow, making it harder for customers to focus on the key information or understand the message of the hotel brochure. Finally, the hotel brochure design is poor; it can significantly harm the hotel's reputation and undermine the hotel's effort to attract a high-end client. Poor design elements, such as cluttered layouts, low-quality images, and unprofessional font, can create the impression of neglect and lack of attention to detail, which contrasts with the customer's expectations of the hotel, especially since Swiss-Belhotel Cendrawasih Biak is a 4-star business-class hotel.

There are several causes of the hotel brochure's problem. First, is the soft skill of the marketing staff due to the fact that they do not master design applications such as Canva, so the staff use Microsoft Word to design the brochure making it less attractive in the eyes of potential customers. Second, the hotel has limited resources. The resources provided for the brochure are a printer and A4 paper to print the brochures, so the resulting brochures are poor quality and less attractive. Third, miscommunication with other staff about the design of the brochure due to the marketing staff's incapability in the brochure design, they hand it over to IT staff, who are assigned to design room promotions, etc. Therefore, the IT staff makes the brochure design according to their design or as best they can because the marketing staff only submits the image and information of the promotion. Finally, the hotel does not prioritize a good brochure because the writer can see that the Swiss-Belhotel Cendrawasih Biak's other promotional tools, such as the hotel's website and social media, have improved except the hotel brochure; if the hotel neglects to provide a good brochure, it can negatively impact the guest's experience. Guests may struggle to find essential details about the hotel's amenities, services, and local tourist attractions without clear and visually appealing information. Moreover, the hotel in the eyes of the guest can look at the hotel as uncaring or unprofessional if the hotel brochure is neglected, as a result, it can tarnish the hotel's brand image.

The writer's project aims to help Swiss-Belhotel Cendrawasih Biak highlight the hotel's USP, and improve the content, and the quality of the hotel brochures, including the color, font, language, and design. The brochures are a promotional tool to entice potential customers to book a stay at the hotel. Also, the brochure provides essential information about the hotel's amenities, services, and features.

The writer's proposed solution is to create brochures to highlight the hotel's USP, which include the hotel rooms, indoor gym, and karaoke, and improve the content of the brochure to catch the eye of the customers. Therefore, the writer's project's primary concern is not only the design of the brochure but also the brochure's content, which includes, among other things, language, fonts, colors, and organization.

The hotel brochure that the writer creates can offer several benefits for Swiss-Belhotel Cendrawasih Biak. First, the monthly promotion brochure can be a consistent and engaging promotional tool that keeps potential and existing customers informed about the hotel's latest offers. Second, by updating and distributing the monthly promotion brochure each month, Swiss-Belhotel Cendrawasih Biak can maintain regular communication with their regular customers, fostering a sense of connection and loyalty. Third, the monthly promotion brochure

provides a platform to showcase new amenities, restaurant menus, and local events, which can enhance the customer's experience and encourage repeat visits.

The benefit of having general hotel information as a hotel brochure is that the writer can benefit the hotel. First, the general hotel information as a hotel brochure offers potential customers a comprehensive overview of what the hotel has to offer, which helps potential customers make informed decisions. Second, the brochure highlights essential information such as the hotel facilities, available services, and contact information. Also, the brochure can show the potential customers an overview of the hotel, hotel lobby, room, and facilities.

The writer used three theories: first, theories of promotion, which consist of the definition of promotion and its importance; second, theories of promotion tools, which consist of the definition of promotion tools and types of promotional tools; and finally, theories of brochures, which consist of the definition of brochure, hotel brochure, hotel brochure content, and hotel brochure design.

METHODS

The writer sought respondents' opinions on Swiss-Belhotel Cendrawasih Biak's existing promotional tools, identifying which promotional tools were poor and why. Additionally, the writer aimed to gather feedback on the current hotel brochure and determine whether it was perceived as excellent or poor. Lastly, the writer wanted to understand what type of brochure would appeal to guests. The data collection aimed to record customers' opinions on the hotel's promotional tools, especially brochures, and to learn about their preferences for such tools.

The respondents for the data collection are first-time customers and Swiss-café restaurant guests at Swiss-Belhotel Cendrawasih Biak, specifically chosen from eighteen guests who stayed at the hotel and customers who stayed at the hotel and customers who visited the restaurant. These respondents, aged 30-50, were selected because they are typically curious about the hotel services, facilities, and special discounts, making them likely to seek information in the hotel brochure found in their rooms or the restaurant tables. The age of the respondents was identified based on the customer's data input during the writer's internship, which showed that the average customer age is 30-50 years old. Both men and women are included, and the respondents will complete the Google Forms questionnaire after their stay or restaurant visit.

The writer used a questionnaire as the instrument for the method of data collection. The writer chose to use questionnaires for several reasons. First, questionnaires enable the efficient collection of data from many respondents simultaneously, which is quicker than conducting interviews. Second, questionnaires provide a uniform structure for data gathering, ensuring consistency in questions and responses, thereby reducing potential biases and making the data easier to compare. Third, the anonymity offered by questionnaires encourages respondents to answer sensitive or personal topics more comfortably, resulting in more precise and trustworthy data. Finally, given the geographical distance between the writer in Surabaya and the respondent in Biak City, questionnaires can be easily distributed and completed online, making them a practical choice.

The writer's medium and channel for the questionnaire will be Google Forms. The writer chose Google Forms as the medium and channel for several reasons. First, Google Forms has an intuitive user interface that makes it easy to create forms and questionnaires without any coding experience, featuring a drag-and-drop feature for adding and modifying questions, graphics, and conditional logic. Second, Google Forms is free to use, allowing the creation and

collection of unlimited forms and responses without any cost. Finally, Google Forms has no restrictions on the number of forms even on the free plan, enabling users to create various types of surveys, quizzes, and event registration forms. Additionally, Google Forms is accessible from any device with an internet connection (Chernikov, 2023).

The procedure of the questionnaire utilized Google Forms to facilitate online data collection, incorporating both open-ended and multiple-choice questions to ensure validity and minimize bias. The hotel staff distributed the questionnaire link to eighteen guests/customers of Swiss-Belhotel Cendrawasih Biak. The questions aimed to gauge the respondent's awareness of the hotel, the source of this awareness, preferences for promotional material based on screenshots, reasons for these preferences, suggested improvements, the likelihood of reading a received brochure, and factors that attract attention to a brochure.

FINDINGS AND DISCUSSION

Swiss-Belhotel Cendrawasih has a high Google rating of 4.8/5.0 stars, indicating positive customer reception. However, the hotel faces an issue with its promotional tool, specifically the hotel brochure. The writer identifies several concerns: the brochure fails to highlight the hotel's unique selling point (USP), and the brochure is inconsistent with the hotel's other promotional material like the hotel website and social media. The hotel brochure cannot also attract the reader's attention, rendering it ineffective as a promotional tool. Despite these issues, the writer believes that a well-designed brochure is a versatile printed medium capable of promoting a wide range of products and services in various venues, from reception desks to promotional events.

Based on these screenshots, which promotion do think is the WORST?

18 responses



Why do you think so?

18 responses

the design is to simple event though they are a business class hotel.

the brochure hotel use to many color where they can use the same color as the website which is orange and white for promotion.

they use to many type of font in the brochure

doesn't look like a hotel brochure

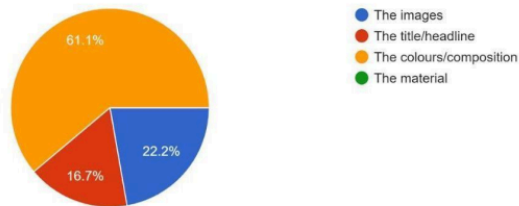
the brochure does not look professional for 4-star hotels

1. the layout of hotel brochure is less neat
2. the hotel brochure use too many colors and it appear chaotic and overwhelming, potentially detracting from the overall message and making it harder for the reader to focus on important information.
3. the font is not consistent for the heading and information of the hotel brochure if there are too many different fonts in a brochure, it can create visual clutter and confusion, making it harder for readers to focus on the content. It can also make the design appear unprofessional and disjointed, undermining the credibility of the information presented.

According to the writer's Google Forms results, the eighteen respondents identified the hotel brochure as the worst promotional tool for several reasons: (1) the hotel brochure uses too many different colors, which can be distracting and flashy; (2) the font of the hotel brochure is inconsistent, making it difficult to read; (3) the image for the room promotion does not show the picture of the hotel room; (4) the layout of the brochure is messy; (5) the design of the hotel brochure looks unprofessional for a 4-star business class hotel, and (6) the current hotel brochure does not look like a hotel brochure.

What draws your attention to read a brochure you just receive?

18 responses



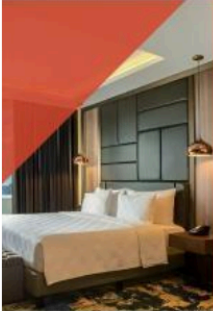
The findings from the questionnaire revealed that 61.1% of respondents found the hotel brochure's color scheme too flashy and chaotic, detracting from its message and making it hard to focus on important information. A consistent and appealing color scheme is crucial for brand identity, visual attractiveness, and eliciting specific moods and feelings. Warm colors like red and orange can stimulate energy and enthusiasm (Eiseman, 2017). Additionally, the room promotion image does not depict the hotel's rooms, the font size is too small and inconsistent which appears unprofessional. Typography is essential for a hotel brochure because fonts for headings, subheadings, and body text should be readable and consistent with the hotel's brand identity (Wheeler & Meyerson, 2024). Furthermore, the layout of the brochure was not neat because the respondents thought that the brochure was unprofessional and did not look like a 4-star hotel brochure. According to Puhalla and Cullen (2018), a well-designed layout helps organize information logically and intuitively, making it easier for readers to traverse the brochure and discover the information they want.

The writer discussed these issues with the director of Swiss-Belhotel Cendrawasih Biak, presenting a new brochure design that addressed the weaknesses of the old one. The director was pleased with the improvements that the writer made, which included more consistent and professional design, aiding the brochure production efficiency. Below are the image comparisons of the old and new hotel brochures.

Before



After



WHY US

"Swiss-Belhotel Cendrawasih Biak" combines high international hospitality standards with local culture elements, offering a unique and enriching experience for our guests. As the only 4-star hotel in Biak, we are strategically located in the city center, providing convenience for both business and leisure travelers.



ABOUT US

Founded in 1987, Swiss-Belhotel International is recognized as one of the world's fastest-growing hotel management groups. We provide professional expertise and management services for hotels, resorts and serviced residences.





Swiss-Belhotel Cendrawasih Biak

HOTEL & RESORT



CONTACT US

E-mail
biak@swissbelhotel.com

Website
SWISS-BELHOTEL.COM

Address
Jl. Imam Bonjol No. 40, Tambak, BUKA KOTA, BIAK - INDONESIA



SERVICES

- Airport pick-up service
- 24-hour front desk
- Wake-up call
- Luggage storage
- Room service
- Laundry service
- 24-hour in-room dining



FACILITIES

- Swiss-Style restaurant
- Fitness center
- Meeting room
- Spa
- 3 Multi-functional ballrooms
- Laundry & dry cleaning
- Swimming pool
- Bar/club

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	Before	After
Visual	Less portable when compared to a folded format and may not be compact or as easy to store.	A convenient size for handing out and carrying and can create a structured, segmented layout that guides the reader through the content.
Size	The size of the old hotel brochure is a size of A4 sheet, typically printed on both sides.	The size of the new hotel brochure is an A4 sheet folded into three equal parts, typically printed on both sides, offering six panels for content.
Content	The old brochure is less segmented, which can make it harder to highlight a specific section or key point. It is also too wordy, making the reader lazy to read it.	In the new brochure, each segment is divided into six panels, making it easy to organize content into sections. Each panel can focus on a specific topic, product, or service to highlight key points effectively.
Information	The information in the old hotel brochure is too wordy, which is unnecessary because people nowadays prefer a brochure with information that is simple, short, and to the point, so they only need to spend a little bit of time reading it.	The writer adds a few new things to the latest hotel brochure, which includes a brief history of the hotel, why the customer must stay at the hotel, the service that the hotel provides for the guest, contact information of the hotel, and facilities that are available in the hotel. Also, the writer uses brief words so the guest can read the brochure easily.



	Before	After
Visual	Old hotel brochures have messy layouts, which can confuse the reader. Information is scattered across sections without a clear structure or hierarchy, making the brochure hard for guests to navigate.	New hotel brochures feature a well-planned layout that organizes information clearly, making it easier for guests to navigate and find relevant details such as room types, amenities, and dining options. Additionally, clear headings, subheadings, and sections to enhance the brochure's readability.
Image	In the old hotel brochure titled “February in Love,” the room promotion image features a pixelated couple in the restaurant, which is deemed an irrelevant and poor-quality image. Images are crucial as they are the first element to attract a reader’s attention; however, if the picture is irrelevant or pixelated, it can create a negative first impression, implying a lack of attention to detail. Moreover, this particular image fails to highlight the hotel’s unique selling points (USP), missing an opportunity to showcase its distinctive features effectively	The room promotion image in the new hotel brochure is high-quality, capturing attention and creating a positive first impression. A good image also evokes emotions and aspirations, helping potential guests imagine themselves enjoying the hotel’s facilities. This emotion can also influence their decision to book a stay. The writer also used the room image in the room promotion section in the new brochure to highlight the USP. The hotel room itself uses a mix of two different cultures which are the local and Swiss cultures, to enhance the guest stay experience
Color	The old hotel brochure uses different colors: pink, black, green, and blue. This mix of various colors does not represent the hotel brand because the hotel itself uses red as the dominant color.	The new hotel brochure uses red as the dominant color for the brand identity, making it easier for guests who are familiar with the hotel to recognize it.

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The writer's solution to improve the hotel brochure includes creating a monthly promotion brochure with better quality. The brochure uses a consistent font, Cinzel, for the promotion's name to convey a luxurious and sophisticated feel, which is crucial for a 4-star business-class hotel. The new brochure retains the logo placement from the old brochure. For the information section in the new brochure, the writer chose the Old Standard font because the Old Standard font is known for its readability in printed materials like brochures. This solution aims to enhance the new brochure's visual appeal and effectiveness in capturing customer's interest.

The writer's second brochure is made for the monthly promotion brochure. The second brochure is also available with a place to input the promotion image and information. The font for the promotional name and information has also been chosen to be more consistent. The writer still uses the previous brochure placement of the logo because the placement of the hotel's logo does not need to be changed. The font that the writer chose for the name of the promotion is the Cinzel font. The writer chose Cinzel because the font gives an elegant and sophisticated appearance, which is crucial for creating a luxurious impression suitable for a competitive hospitality setting. For information and pricing details, the writer chose Old Standard for its readability in printed materials.

The writer's third brochure serves as an introduction brochure to Swiss-Belhotel Cendrawasih Biak new guests, providing essential information such as the hotel's history, why choose us, what services the hotel provides for the guests, what facilities are available at the hotel, and the hotel's contact information. The heading uses Cinzel font for its classical roots, evoking feelings of trust and prestige that enhance the hotel's reputation. Cinzel's bold and striking styles help establish a clear visual hierarchy in the brochure. For the information

sections, the writer chose Montserrat font for its clean and straightforward sans-serif design, ensuring readability even in smaller sizes. This font's versatility makes it suitable for presenting detailed information clearly and effectively, whether in paragraphs or bullet points.

The writer's fourth brochure is made for monthly promotion which also includes spaces for promotion images and information. The heading of this brochure uses Seasons font, known for its classic, elegant, and refined appearance, suitable for enhancing the brochure's sophistication. This choice aligns well with the upscale atmosphere associated with luxury hotels, conveying a sense of class and quality that appeals to guests seeking a premium experience. For the font for the information and pricing details, the writer still chose the Old Standard font, valued for its readability in printed material like brochures, ensuring that all essential information is clear and easy to understand within the brochure.

CONCLUSION

The hotel's main problem is its hotel brochure, which fails to attract potential customers because the hotel brochure does not highlight the hotel's USP, uses inconsistent font, uses poor composition, and poor design. The hotel brochure problem was mainly caused by the hotel not prioritizing a good brochure because the writer can see that Swiss-Belhotel Cendrawasih Biak's other promotional tools have already improved except the hotel brochure.

For the data collection, the writer needs the respondents' opinions on the hotel's promotional tools, explicitly identifying which tools are poor and why. Additionally, the writer seeks their views on the current hotel brochure, whether it is excellent or poor, and what type of brochure would interest them. This data collection aims to understand customer's opinions on the hotel promotional tool, especially brochures, and their preference for printed promotional media. The data collection involved first-time customers and Swiss-café restaurant guests at Swiss- Belhotel Cendrawasih Biak. The writer has selected eighteen respondents, aged 30-50, because they typically sought information about the hotel offers and discounts from the hotel brochures in their rooms and restaurant tables. This age range was chosen based on previous internship data, which showed it as the average customer age. Both men and women will be included, and they will complete the Google Forms questionnaire after their stay or restaurant visit.

The main changes that the writer made in the new brochure include: (1) highlighting the USP of the hotel, namely the meeting room, swimming pool, and gym; (2) incorporating the brand identity by using red color as the dominant background; (3) changing the font from Sanz Serif to Cinzel; (4) making the font size more consistent; (5) using more concise wording in the language; and (6) ensuring more consistent use of language in the brochure.

A monthly promotion brochure offers several benefits for Swiss-Belhotel Cendrawasih Biak. First, it serves as an engaging promotional tool that keeps potential and existing customers informed about the hotel's latest offers, events, and attractions. Regularly updating and distributing the monthly promotion brochure fosters a sense of connection and loyalty with customers, highlighting seasonal promotions, special packages, and exclusive deals that can attract customers during off-peak periods, boosting occupancy rates and revenue. Additionally, the monthly promotion brochure provides a platform to showcase new amenities, restaurant menus, and local events, enhancing the customer experience and encouraging repeat visits. Also, this tangible of the monthly promotion brochure offerings not only keeps it top of mind for potential customers but also builds trust and credibility by keeping them well informed about the latest promotions.

A general hotel brochure offers further advantages. First, it gives potential customers a comprehensive overview of the hotel's offerings, helping them make informed decisions. Second, highlighting essential information such as hotel facilities, available services, and contact information, the general hotel brochure also visually presents an overview of the hotel, hotel lobby, rooms, and facilities.

As a suggestion to make the best use of the brochure that the writer made, Swiss-Belhotel Cendrawasih Biak can implement several strategies. First, identify and distribute the brochure to the right audience. The brochure could be placed in high-traffic areas frequented by potential customers, such as airports, tourist information centers, and travel agencies, to ensure the hotel brochure is available in places where potential customers or tourists are likely to visit. Second, the brochure can be included in welcome packages for current guests. The brochure also can serve as a take-home reminder, prompting future visits or referrals to friends and family. Finally, follow up with potential customers, because Swiss-Belhotel Cendrawasih Biak is a business-class hotel, the marketing staff can send the brochure as part of a follow-up package to corporate clients who have inquired about conference facilities, business meetings, or group bookings. The brochure will provide a tangible and detailed overview of what the hotel can offer.

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