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Strengthening Vocational Faculty Branding through Motion User Interface for Sustainable Visual Communication

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ABSTRAK
Website resmi fakultas merupakan kanal komunikasi digital yang merepresentasikan citra institusi pendidikan tinggi vokasi. *Website* Fakultas Vokasi Universitas Negeri Malang belum optimal dari sisi antarmuka, struktur informasi, dan visibilitas pada mesin pencari, sementara praktik penulisan berita belum menerapkan kaidah optimasi mesin pencari. Kegiatan ini bertujuan merevitalisasi *website* berbasis *motion user interface*, memperkuat kapasitas pengelola konten, dan mengevaluasi kinerja *website* sebelum dan sesudah peluncuran. Pelaksanaan mengikuti siklus *action research* yang meliputi analisis kebutuhan, perancangan, pengembangan dengan WordPress dan Divi Builder, uji coba, pendampingan, serta evaluasi berbasis data statistik pengunjung. *Website* baru diluncurkan pada 23 Juni 2026 dengan struktur navigasi baru dan antarmuka responsif; sekitar 100% komponen telah diimplementasikan. Pendampingan bagi 16 peserta meningkatkan pemahaman optimasi mesin pencari menurut persepsi peserta. Pada Juli 2026, bulan penuh pertama setelah peluncuran, tercatat 25.519 pengunjung atau 2,9 kali rata-rata bulanan Januari–Mei 2026, dan rujukan mesin pencari naik 169,2%; namun, pada Agustus jumlah pengunjung kembali ke tingkat akhir 2025. Indikasi trafik bot dan faktor musiman membuat temuan ini merupakan indikasi awal. Revitalisasi tampilan perlu disertai pemeliharaan teknis dan tata kelola data analitik agar penguatan citra digital dapat diukur secara akurat.

ABSTRACT
A faculty website is a digital channel representing a vocational institution's image. The website of the Faculty of Vocational Studies, Universitas Negeri Malang, was suboptimal in its interface, information structure, and search engine visibility, while its news-writing practices did not yet apply search engine optimization principles. The program aimed to revitalize the website using a motion user interface, strengthen content managers' capacity, and evaluate performance before and after launch. Implementation followed an action research cycle comprising needs analysis, design, development with WordPress and Divi Builder, testing, mentoring, and evaluation based on visitor statistics. The new website was launched on 23 June 2026 with a new navigation structure and a responsive interface; about 100% of components are implemented. Mentoring for 16 participants improved their self-reported understanding of search engine optimization. In July 2026, the first full month after launch, the site recorded 25,519 visitors, 2.9 times the January–May 2026 monthly average, and search engine referrals rose by 169.2%; however, visitor numbers returned to late-2025 levels in August. Indications of bot traffic and seasonal factors make these findings early indications. Visual revitalization should be accompanied by technical maintenance and analytics governance so that digital image gains can be measured accurately.

INTRODUCTION

An official faculty website is one of the foremost digital communication channels representing an institution's image to prospective students, partners, alumni, and the general public. In the era of digital transformation in higher education, a website that is informative, responsive, and easily found through search engines is a key determinant of the competitiveness and reputation of vocational higher education institutions. The Faculty of Vocational Studies, Universitas Negeri Malang (FV UM), which houses three departments with eleven study programs, faces the demand to provide a digital information channel commensurate with its institutional growth.

The partner of this program was FV UM, specifically the faculty website manager, news content contributors, and the Vocational Media Center (*Media Center Vokasi*, MCV) team. When the program began, the website was managed by one manager and two academic news contributors. An initial needs assessment of the fv.um.ac.id website identified four problems faced by the partner: (1) the navigation structure did not reflect the latest institutional structure; (2) the interface was not sufficiently responsive and contained few interactive elements; (3) page loading time was not optimal; and (4) news-writing practices remained oriented toward editorial aspects and had not yet applied Search Engine Optimization (SEO) principles, resulting in low visibility of faculty information in search engines. Such interface problems are commonly identified through heuristic evaluation and user-centered design approaches, as applied in various UI/UX studies, including studies of higher education information systems (Abertho et al., 2025; Kurnia & Nawaningtyas, 2024; Rengga & Alit, 2024; Salsabila & Pramono, 2024).

In terms of development, institutional websites are generally built on content management systems (CMS) such as WordPress, enabling non-technical managers to update content independently.

Visual page builders allow layouts and interactive elements to be designed without advanced programming, but their use should be balanced by loading-speed testing because they can increase page weight. In terms of interface, the application of Motion UI has been reported to improve user experience and the effectiveness of information delivery on campus websites (Ramadhanti et al., 2025), while visual storytelling helps strengthen an institution's image through narrative and visually appealing content (Alwan & Catya, 2023; Arreski et al., 2025). In higher education, a consistent visual identity serves as a strategic communication tool that strengthens institutional credibility and supports promotion to prospective students (Adi Saskara et al., 2026).

In terms of content governance, studies of online news media show that on-page SEO techniques, such as optimizing titles, paragraph structure, keywords, and internal links, contribute to increased visibility and organic traffic (Melinda et al., 2023; Mulyadi & Suharman, 2024; Rendyanto & Junaedi, 2025). Keyword selection for organic positioning should also be viewed as a long-term strategy rather than a one-off intervention (Erdmann et al., 2022). Website revitalization should therefore address not only appearance and technical architecture but also the capacity of content managers, so that SEO practices continue after the program ends.

Community service programs based on website development have been widely conducted, particularly for micro, small, and medium enterprises (MSMEs) (Billah et al., 2023; Wulandari et al., 2024). However, the success of such programs is generally reported in terms of technical implementation rather than actual post-launch performance data. Web analytics data can be used to evaluate the performance and inclusivity of online platforms (van den Berg et al., 2023), but they cannot be interpreted naively because part of the traffic may come from bots capable of mimicking human user behavior (Iliou et al., 2021). The novelty of this program lies in integrating Motion UI-based website revitalization, SEO mentoring for content managers, and a before–after launch performance evaluation that explicitly examines the quality of the analytics data used.

Based on this background, the program aimed to: (1) revitalize the FV UM website through a restructured information architecture and a responsive Motion UI-based interface built with WordPress and Divi Builder as the faculty's new visual identity; (2) strengthen content managers' capacity to apply on-page SEO through mentoring and the development of an SEO news-writing pocketbook; and (3) evaluate website performance before and after launch based on analytics data while critically assessing data quality. The program is expected to benefit the faculty's digital branding, the sustainability of content managers' capacity, the practical experience of participating students, and stakeholders' access to information.

METHOD

The program was conducted from March to July 2026 at the Faculty of Vocational Studies, Universitas Negeri Malang, targeting the website management team and FV UM content administrators and contributors. Implementation followed an action research framework consisting of planning, action, observation, and reflection, operationalized into six stages. Planning covered the first and second stages, action covered the third and fifth stages, observation covered the fourth stage, and reflection was carried out in the sixth stage. The program began with a discussion with the website managers and faculty leaders (Figure 1).



Figure 1. Discussion with the website managers and leaders of the Faculty of Vocational Studies

The first stage was a needs analysis and audit of the existing website through heuristic evaluation (Nielsen, 1993) of the information structure, navigation, and appearance of fv.um.ac.id. The second stage was design, covering the restructuring of the sitemap; wireframes for the home page and subpages

(department profiles, study programs, news and events, faculty statistics, partnerships, and achievements); the design of Motion UI elements; and an on-page SEO strategy. The third stage was development, namely implementing the design in the WordPress CMS using Divi Builder, including Motion UI elements; migrating and restructuring content; and configuring SEO elements such as categories, tags, permalinks, and meta descriptions.

The fourth stage was display testing across various devices and browsers by the implementation team. The fifth stage was hands-on mentoring for content managers and contributors, held on 23 July 2026, one month after the new website was launched. It covered on-page SEO principles for news writing, with the draft pocketbook as a practical guide. The mentoring was attended by 16 participants, nine of whom were MCV members, and participants' understanding was measured through questionnaires before and after the training. The sixth stage was evaluation and reflection, namely analyzing analytics data and formulating recommendations for improvement.

Performance analysis used a descriptive quantitative approach to secondary data from the WP Statistics plugin on the fv.um.ac.id domain, which had been used consistently since January 2026. The new website was launched on 23 June 2026. The data comprised: (a) monthly site-wide visitors and views from November 2025 to September 2026, taken from the monthly Traffic Trends chart, with exact values read from the tooltip of each data point; (b) the distribution of visitors' countries of origin for January–July 2026 as displayed on the dashboard; (c) visitors' device types, browsers, and operating systems in July 2026; and (d) search engine referrals for 25 June–23 July 2026 compared with the preceding 30 days. The April 2026 value is the sum of two segments displayed on the dashboard, namely 1–4 April and 4–30 April 2026. January–May 2026 served as the pre-launch condition, June as the launch month, and July–August as the post-launch period. Data for September–October were excluded from the evaluation because the website was temporarily deactivated from 1 to 25 September 2026 for system maintenance and recovery, and data recording had not returned to normal afterward. The analysis was conducted in three steps: (1) tabulation and cross-verification of absolute figures and percentages; (2) comparative descriptive analysis across periods; and (3) examination of distribution patterns that deviated from the characteristics of the target audience as a basis for assessing data quality (indications of bot traffic). Data visualizations were prepared using the Matplotlib library.

The program involved lecturers, students, and a technical support team, with roles divided among analysis and design, technical development, and the preparation of mentoring materials and dissemination. The program's success was assessed in three aspects: (1) the completion of website revitalization components; (2) the application of on-page SEO by content managers; and (3) website performance indicators before and after launch based on quality-checked analytics data.

RESULTS AND DISCUSSION

Activity Results

The initial audit of the fv.um.ac.id website identified several priority areas for improvement: restructuring the main navigation to align with the latest institutional structure (three departments with eleven study programs), refreshing the visual identity, and organizing the faculty statistics page (*Fakultas dalam Angka*, or Faculty in Numbers), the partnership page, and the student achievement page. Based on the audit results, the team developed a new information structure that groups content into several main channels: profiles of the three departments (the Department of Engineering Technology, the Department of Applied Business, and the Department of Creative Industries) and their study programs; news and events; brief faculty statistics; a partnership directory; and a student achievement gallery.

For SEO, the team applied on-page practices to news management, including organizing categories and tags, writing informative titles and permalinks containing relevant keywords, and structuring news paragraphs. These practices draw on on-page SEO techniques reported to increase content visibility in search engines, both in online news media and on MSME websites (Melinda et al., 2023; Mulyadi & Suharman, 2024; Rendyanto & Junaedi, 2025), and were applied by the implementation team from the development stage onward, before the mentoring for content managers took place.

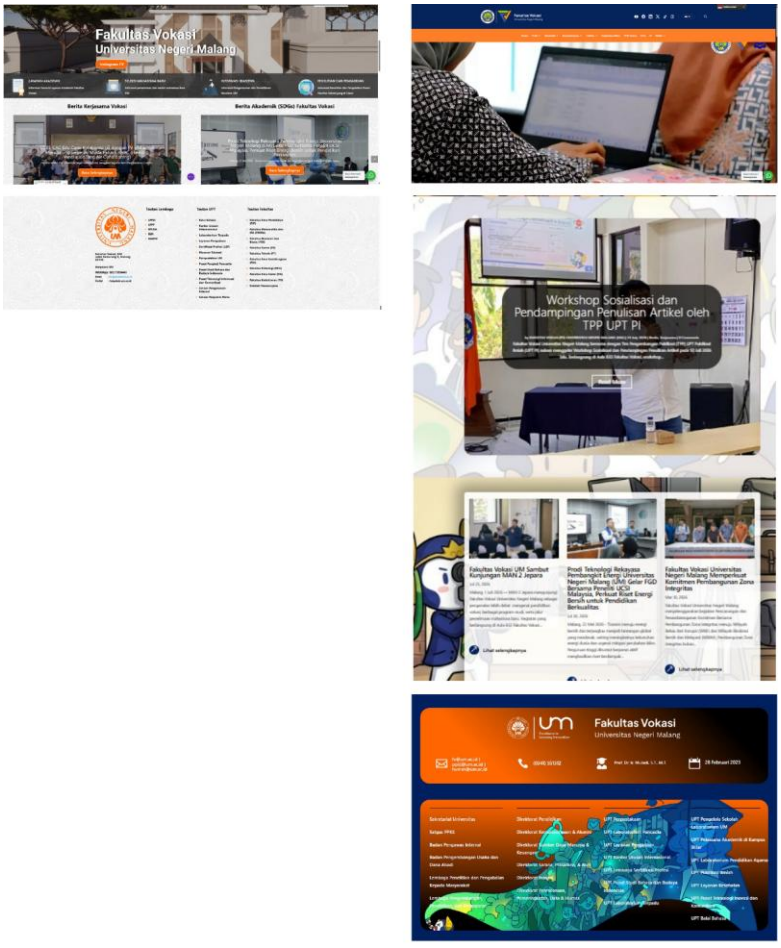
To sustain these practices, the team developed an SEO news-writing pocketbook that administrators and content contributors can use directly. The pocketbook covers basic SEO principles, techniques for writing news headlines and lead paragraphs, keyword selection, and good practices for organizing categories and internal links in the CMS. The draft has been completed and is being finalized for submission as intellectual property to the UM Intellectual Property Center. The pocketbook served as the material for the hands-on mentoring on 23 July 2026, which was attended by 16 participants, nine of whom were MCV members.

Problem Solving

The resolution of the partner's problems was assessed through three indicators: the completion of revitalization components, the improvement of content managers' capacity, and website performance before and after launch. The following discussion also presents the internal strengths and external opportunities that supported the program, as well as the internal weaknesses and external obstacles that affected it.

Interface restructuring and visual identity

The problems of navigation structure and interface were addressed through the new design launched on 23 June 2026 (Figure 2). The previous design emphasized a large cover photo of the faculty building, quick service links, and news blocks, whereas the new design organizes the main menu in a horizontal navigation bar containing Home, Profile (*Profil*), Academics (*Akademik*), Student Affairs (*Kemahasiswaan*), Facilities (*Fasilitas*), Quality Assurance (*Penjaminan Mutu*), Public Information (*PPID Vokasi*), SDGs, Integrity Zone (*ZI*), and Downloads (*Unduh*). Motion UI elements were implemented in page transitions and interactive components to enrich the navigation experience, following the finding of Ramadhanti et al. (2025) that Motion UI can improve user experience and the effectiveness of information delivery on campus websites.



(a) (b)

Figure 2. Home page of the fv.um.ac.id website (a) before and (b) after revitalization

Strengthening content managers' capacity

The problem of news-writing practices that had not yet applied SEO was addressed through hands-on mentoring on 23 July 2026, as shown in Figure 3. All participants stated that the training was beneficial. Based on questionnaires completed before and after the training by 16 respondents, the proportion of participants familiar with the concept of SEO increased from 75% to 100%, those who knew the benefits of SEO in news production increased from 50% to 100%, and those who reported having written news using SEO techniques increased from 0% to 100% (Table 1). Because these results were measured with yes/no questions, they indicate improved understanding as perceived by the participants rather than an objective measure of news-writing quality.

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Figure 3. Mentoring on the application of SEO in news content management with the Faculty of Vocational Studies media team

Table 1. Questionnaire Results of Mentoring Participants Before and After the Training

No	Question	Before training (%)		After training (%)		Increase (percentage points)
		Yes	No	Yes	No	
1	Are you familiar with the concept of SEO?	75	25	100	0	25
2	Have you ever written news using SEO techniques?	0	100	100	0	100
3	Do you know the benefits of SEO in news production?	50	50	100	0	50
4	In your opinion, was this training beneficial for participants?	–	–	100	0	–

Note: n = 16 respondents. Question 4 is relevant only after the training. The increase is calculated as the difference between the percentages of "Yes" answers after and before the training.

Website performance before and after launch

Monthly data obtained from WP Statistics show a clear pattern around the launch, as shown in Figure 4. From January to May 2026, before the launch, monthly visitors ranged from 7,188 to 9,581, with an average of 8,696 visitors and 25,947 views. In June, the launch month, visitors rose to 12,340. In July, the first full month after launch, 25,519 visitors and 58,792 views were recorded, or 2.9 times the average visitors and 2.3 times the average views of January–May. Thereafter, the recorded figures declined sharply: 6,694 visitors in August, 1,430 in September, and only 5 visitors on 1–4 October 2026. In aggregate, the period from 4 April to 4 October 2026 recorded 61,242 visitors, 37.9% more than the 44,421 visitors in the previous six months, but views fell by approximately 12.1%, mainly because of the low figures in August–September, after the new student admission season had closed. The ratio of views per visitor also fell from 2.98 in January–May to 2.30 in July, indicating that the additional visitors in July were dominated by one- to two-page visits, for example from search engines or crawlers. Therefore, strengthening internal links and related-news recommendations has become a priority so that the new navigation genuinely encourages content exploration.

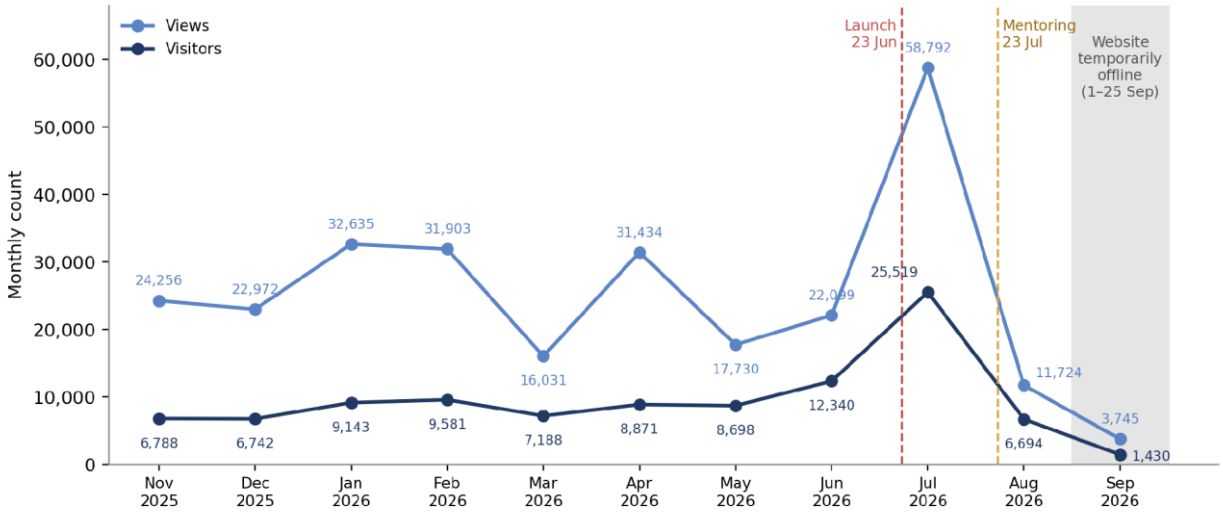


Figure 4. Monthly visitors and views of the FV UM website, November 2025–September 2026 (source: WP Statistics)

The July peak cannot be fully attributed to the revitalization. That month coincided with the new student admission season, intensified news publication, and possibly intensive crawling of the new URL structure by search engines and bots after launch; indications of bot traffic were also visible in the distribution of countries and operating systems. In August, the number of visitors, 6,694, was comparable to November–December 2025 and 23% below the January–May 2026 average, indicating that the July surge was not sustained after the admission season ended. The decline in September–October does not reflect visitor interest because the website was temporarily deactivated from 1 to 25 September 2026 for system maintenance and recovery, and recording had not returned to normal afterward, as shown by only 5 visitors recorded on 1–4 October 2026. Therefore, September–October data were not used to assess performance, and the post-launch evaluation in this article is limited to July–August 2026.

The distribution of visitors' countries of origin during January–July 2026 in Figure 5 shows a pattern that is unusual for the website of a higher education institution with a national target audience. The United States ranked first with 987 visitors, equivalent to 47.0% of the top ten entries, surpassing Indonesia with 483 visitors (23.0%), followed by Hong Kong with 137 visitors, Saudi Arabia with 108, Mauritius with 102, Brazil with 94, Seychelles with 54, India with 46, and Singapore with 42, as well as 46 visitors whose country was unidentified. The country breakdown displayed on the dashboard covers only 2,099 visitors in the top ten entries, far fewer than the total site visitors in the same period, approximately 81 thousand; thus, the country data are read as relative proportions between countries rather than absolute numbers.

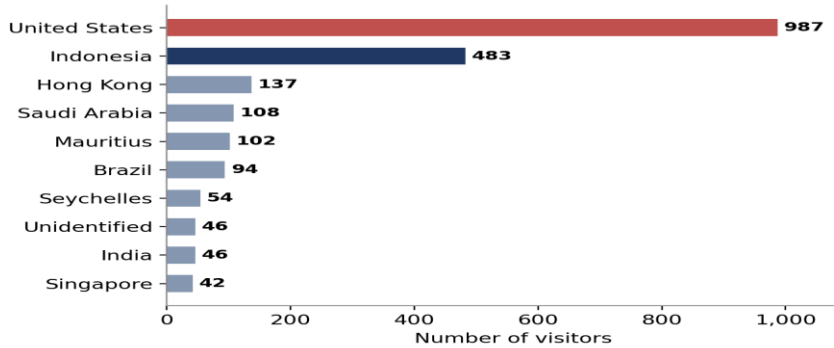


Figure 5. Top ten countries of origin of fv.um.ac.id website visitors, January–July 2026

We interpret this mismatch between visitor locations and the target audience as an indication of non-human traffic. The United States hosts a concentration of data centers and infrastructure for search engine crawlers, security monitors, and automated data scrapers. Meanwhile, Iliou et al. (2021) showed that advanced web bots can mimic human user behavior and are therefore not always filtered out by standard logging. Visitors from the United States were thus most likely mixed with bot activity, whereas visitors from Indonesia more closely approximate the organic audience relevant to FV UM's

communication objectives. Consequently, the actual number of human visitors is likely lower than the figures recorded on the dashboard.

Figure 6 presents the distribution of visitors' device types, browsers, and operating systems in July 2026. Desktop access dominated at 71.2%, far exceeding mobile devices at 28.3% and tablets at 0.5%. This proportion should be interpreted with caution because the website's main target audience, especially prospective students, is expected to access the internet mainly through mobile devices. There are two possible explanations: the actual audience is dominated by staff, lecturers, and institutional partners accessing the site from office computers, or the desktop share is driven by bot traffic accessing the site through server-based clients.

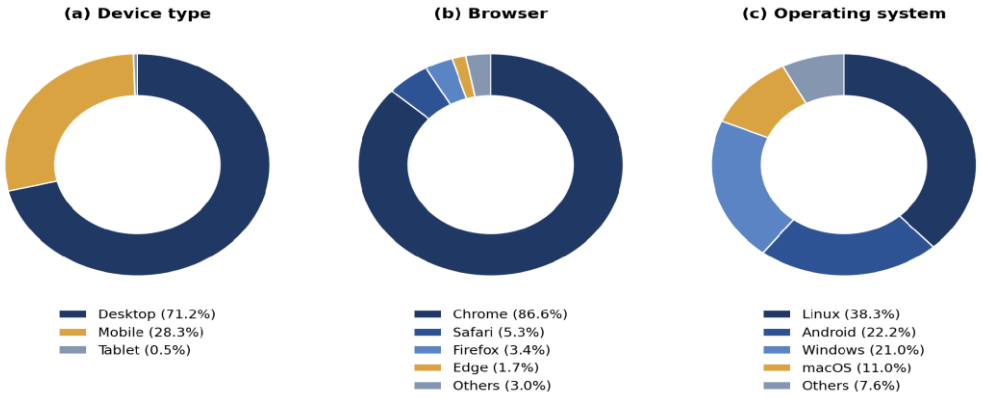


Figure 6. Distribution of FV UM website visitors by (a) device type, (b) browser, and (c) operating system, July 2026

The second explanation is supported by the operating system data used to access the Faculty of Vocational Studies website. Linux ranked highest at 38.3%, surpassing Android at 22.2%, Windows at 21.0%, macOS at 11.0%, and other operating systems at 7.6%. This share is far above the global Linux share on desktop devices, which was approximately 7.5% in July 2026 (StatCounter, 2026), even though the 38.3% on the FV UM website was calculated across all device types. This finding is consistent with suspected bot traffic because most crawler servers and automated scanners run on Linux infrastructure. Consistency across indicators is also evident: the combined share of Linux, Windows, and macOS, at 70.3%, is almost equal to the desktop share of 71.2%, suggesting that desktop dominance was most likely driven in part by these Linux-based clients. Among browsers, Chrome dominated at 86.6%, followed by Safari at 5.3%, Firefox at 3.4%, Microsoft Edge at 1.7%, and other browsers at 3.0%. In practical terms, improving the responsive display for mobile devices remains a priority, in line with the use of web analytics as a basis for evaluating the usability and inclusivity of online platforms (van den Berg et al., 2023).

Figure 7 presents search engine referrals as recorded by the search engine referral widget obtained from WP Statistics. During 25 June–23 July 2026, 5,145 referrals were recorded, an increase of 169.2% compared with the 1,911 referrals in the preceding 30 days. This period began two days after the launch, whereas the comparison period fell almost entirely before the launch. Google dominated with 4,565 referrals or equivalent 88.7%, followed by Yahoo with 300 referrals or equivalent 5.8% and Bing with 280 referrals or equivalent 5.4%, so future optimization strategies should continue to focus on Google's indexing principles.

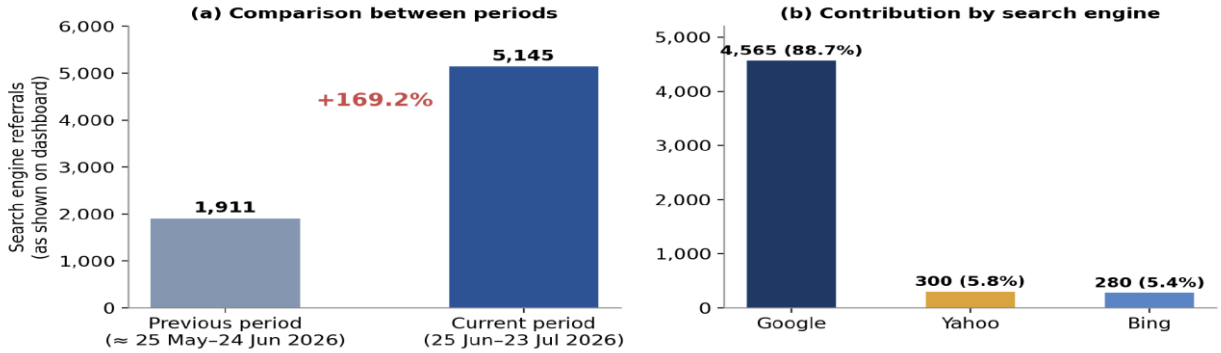


Figure 7. (a) Comparison of search engine referrals between periods and (b) contribution of each search engine

The growth coincided with the launch, but also with the new student admission season and intensive news publication, so it cannot be attributed to SEO practices alone. Organic keyword positioning is a long-term strategy (Erdmann et al., 2022), so a 30-day comparison is insufficient to assess the effect of on-page SEO practices such as those reported by Rendyanto and Junaedi (2025). This period also preceded the mentoring of content managers, so the growth reflects the revitalization and the SEO practices applied by the implementation team rather than the outcome of the mentoring. The 169.2% growth is therefore positioned as an early indication of increased search visibility.

Supporting and inhibiting factors

Overall, the results show three things. First, in terms of implementation, the new FV UM website was launched on 23 June 2026 with an information structure better aligned with the institutional structure and a responsive interface featuring Motion UI. Second, in terms of the partner, mentoring for 16 participants improved SEO understanding as perceived by the participants, providing a foundation for sustained news-writing practices. Third, in terms of performance, the number of visitors in July, after the launch of the new Faculty of Vocational Studies website, increased to almost three times the pre-launch monthly average, but this increase was influenced by seasonal factors.

The internal strengths of this program lie in the involvement of lecturers, students, and technical support staff in a single implementation team, the support of faculty leaders from the needs analysis stage onward, and the availability of a pocketbook as a continuing guide for content managers. External opportunities came from the new student admission season, which increased public attention to campus information in the first month after launch, and from the WordPress ecosystem, which makes it easy for non-technical managers to update content. The sustainability of the revitalization's benefits also depends on technical maintenance and website security, because an inaccessible communication channel can harm the institution's image. Referring to Iliou et al. (2021) on bot detection and van den Berg et al. (2023) on the use of web analytics to evaluate online platforms, website managers need to apply bot filtering and use verified analytics tools so that subsequent evaluations are more accurate.

CONCLUSION AND SUGGESTIONS

This community service program revitalized the website of the Faculty of Vocational Studies, Universitas Negeri Malang, through a restructured information architecture, a responsive Motion UI-based interface built with WordPress and Divi Builder, and the application of on-page SEO in news management. The new website was launched on 23 June 2026 with approximately 100% implementation progress. Mentoring for 16 participants, supported by the SEO news-writing pocketbook, improved the participants' understanding of SEO as perceived by them. WP Statistics data show that visitors in July 2026, the first full month after launch, reached 25,519, or 2.9 times the January–May 2026 monthly average, accompanied by 169.2% growth in search engine referrals in the first 30 days after launch, although visitor numbers returned to late-2025 levels in August. Indications of bot traffic, seasonal factors, and an operational disruption of the website in September 2026 make these findings early indicators rather than a final measure of success in strengthening the faculty's digital branding.

The FV UM website managers are advised to: (1) complete the remaining components, including the study program pages, display consistency across devices with priority on mobile devices, and page speed testing; (2) strengthen website security through routine updates of WordPress, themes, and plugins, a web application firewall, two-factor authentication, and regular backups, while re-verifying WP Statistics recording after system recovery, applying bot filtering, and connecting the website to Google Search Console; (3) conduct a further evaluation comparing analytics data and news SEO compliance before and after the 23 July 2026 mentoring, accompanied by usability testing and branding perception surveys among prospective students and partners; and (4) complete the intellectual property submission of the SEO news-writing pocketbook and adopt it as the standard reference for all content contributors.

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RESEARCH TRANSPARENCY AND ETHICS STATEMENTS

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   DCD: Data Analysis , Supervision
   UCR: Review and Editing , Supervision.
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   The study did not involve any intervention, biological specimens, vulnerable groups, or sensitive personal data. Participation was voluntary, and the confidentiality of the respondents was maintained
5. Use of Artificial Intelligence (AI):
   No Use of AI. The authors declare that generative AI was not used in the preparation of this article

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