

Abstract

The tutoring industry in the digital 4.0 era now faces a variety of increasingly competitive challenges in maintaining and improving its existence, as well as the quality and value it offers to its audience. This phenomenon has necessitated innovative digital branding design strategies to build a strong identity and interactive appeal globally. A strategic approach is needed to optimize the visual aesthetic elements of user interface (UI) design and user experience (UX) on the websites of non-formal educational institutions/tutoring institutions. Websites now function to represent the values, vision, mission, and identity of the institution, as well as a medium for two-way communication. Using a SWOT analysis to map the strengths, weaknesses, opportunities, and threats in digital branding and visual communication strategies, this study focuses on brand-centered design analysis of the UI/UX of the websites of three non-formal educational institutions/tutoring institutions in Bandung. The method used is a qualitative design strategy approach through an instrumental case study. The novelty of this research lies in mapping brand value through UI/UX recommendations and providing strategic and precise insights to improve competitiveness based on online reviews and rankings of non-formal educational institutions/tutoring institutions in Bandung. This study found that branding design strategies on the websites of non-formal educational institutions/tutoring institutions can enhance institutional identity, provide a relevant user experience, support strategic planning that is oriented toward audience value, and appropriate brand positioning for the three non-formal educational institutions/tutoring institutions.

Keywords : UI/UX Design Strategy, Non-formal Educational Institution/tutoring Institution Website, SWOT Model Analysis