

**DEVELOPMENT OF BETULIN MOBILE APPLICATION THROUGH
COMPETITOR ANALYSIS**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

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In today's technology-driven world, every aspect of life, from food and transportation to healthcare, is influenced by technological advancements. Household services are no exception, with mobile applications now available to summon a 'tukang' for home repairs. Despite the universal need for household repairs and the availability of these services, the number of users for these applications remains significantly lower than the potential number of households in Indonesia. To address this gap, PT Rumah Masa Kini is developing a household service application. A comprehensive market and business analysis is being conducted to determine the potential user base and the strategies needed to reach this target market. The findings indicate that there is a substantial target market that can be effectively reached, and it is feasible to develop an application that meets this demand.

Keywords: Application, Business, Market, Competitor, Analysis.

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DEDICATION

I dedicated this work for the advancement of technology and business in Indonesia.

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TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR.....	2
ABSTRACT	3
DEDICATION	5
ACKNOWLEDGEMENTS.....	6
CHAPTER 1 - INTRODUCTION	10
1.1 Background	10
1.2 Research Problem	11
1.3 Research Objective	11
1.4 Research Question and Hypothesis	11
1.5 Significance of Study.....	12
1.6 Scope.....	12
1.7 Research Limitation.....	12
CHAPTER 2 – LITERATURE REVIEW	13
2.1 Theoretical Perspective.....	13
2.1.1 Logo Creation.....	14
2.1.2 UI Design	17
2.1.3 UI/UX Evaluation.....	18
2.1.4 Survey Creation.....	19
2.2 Related Works.....	19
2.3 Related Works Comparison Table	21
CHAPTER 3 – RESEARCH METHOD.....	24
3.1 Research Overview	24
3.2 Platform Design.....	25
3.3. Platform Creation	26
3.4. Testing	26
3.5. Evaluation	30
CHAPTER 4 – RESULTS & DISCUSSION	31
4.1 Business Analysis	31
4.1.1 Market Analysis	31
4.1.2 Competitor Analysis.....	38
4.1.3 Creating a Logo	43
4.2. UI/UX Creation	49

4.3 Creating Platform	65
4.4 Testing	72
4.5 Analysis & Evaluation	79
CHAPTER 5 - CONCLUSION	82
REFERENCES	83
CURRICULUM VITAE	85

LIST OF TABLES

	Page
Table 2. 1: Geometric Shapes and Their Suggestive Induction	16
Table 2. 2: Related Works Comparison Table	21
Table 4. 1: Strength & Weakness of Sejasa and Kanggo	38
Table 4. 2: Survey Result of Sejasa.....	76
Table 4. 3: Survey Result of Kanggo.....	76
Table 4. 4: Survey Result of Betulin	77

LIST OF FIGURES

	Page
Figure 2. 1: Psychology of Color Taken From (Suriadi et al., 2022)	15
Figure 2. 2: Horizontal Layout vs Vertical Layout, from (Jiang et al., 2019)	17
Figure 2. 3: Heat Peaks on Application Layout, from (Jiang et al., 2019)	18
Figure 3. 1: Research Flow	24
Figure 4. 1: Total of Households in Indonesia in 2022, from (Badan Pusat Statistik, 2022)	31
Figure 4. 2: Contribution and Penetration of Internet Users in Indonesia, from (Santika, 2024)	32
Figure 4. 3: Age of Internet Users in Indonesia, from (Annur, 2023).....	32
Figure 4. 4: Marriage Status, from (Avenzora et al., 2023).....	33
Figure 4. 5: UI of Sejasa	40
Figure 4. 6: UI of Kanggo.....	41
Figure 4. 7: YouTube and Facebook Old vs New Logo	44
Figure 4. 8: Gojek And Halodoc Logo	44
Figure 4. 9: Design 1, Design 2, Design 3	46
Figure 4. 10: Buffalo, Architype Bayer-Type, and Noto Serif Ethiopic Condensed ..	48
Figure 4. 11: Roboto, Poppins, and Agrandir	48
Figure 4. 12: Betulin Logo Mixed.....	49
Figure 4. 13: Betulin Logo (Icon Only).....	49
Figure 4. 14: User Journey of Betulin (Left to Right)	50
Figure 4. 15: Activity Diagram	52
Figure 4. 16: UI/UX Design of Betulin	52
Figure 4. 17: Landing Page	53
Figure 4. 18: Address Page	53

Figure 4. 19: Flow of Ordering	54
Figure 4. 20: Payment Page	55
Figure 4. 21: Profile Page	56
Figure 4. 22: Change Name, Email, Phone, Gender, Birthdate Page	56
Figure 4. 23: Change Password Page	57
Figure 4. 24: Privacy Policy and Terms and Conditions Page.....	58
Figure 4. 25: Order List Page	59
Figure 4. 26: Order Details Page	60
Figure 4. 27: Article Page	61
Figure 4. 28: Comparison of Horizontally Designed App Structure with Betulin Layout	62
Figure 4. 29: Compilation of Betulin Layout from Multiple Pages	63
Figure 4. 30: Betulin Elements Placed in Heat Areas	64
Figure 4. 31: Code of Landing Page.....	65
Figure 4. 32: Code for Navigation.....	66
Figure 4. 33: Architecture Diagram.....	67
Figure 4. 34: Database Design	68
Figure 4. 35: Creating Order Architecture	69
Figure 4. 36: Address Input.....	69
Figure 4. 37: Service Category and Order	70
Figure 4. 38: Users Role	71
Figure 4. 39: Order Management	71
Figure 4. 40: Admin Page	72
Figure 4. 41: Screenshot of Betulin Applications	75
Figure 4. 42: Business Model Canvas of Betulin.....	80