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Website Accessibility 3 Best Universities in West Sumatra
regarding Online Reputation
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Website Accessibility 3 Best Universities in West Sumatra regarding Online Reputation

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ABSTRACT

For higher education institutions, reputation is crucial because it has a broad influence. The three best universities in West Sumatra already have PR practitioners using the Internet, especially websites, as a medium of communication that help to shape the reputation. This study aims to evaluate the three websites to see the maximization of resources to ensure easy accessibility to make it easier for audiences to obtain information. This research uses a descriptive quantitative method. The researcher did the evaluation using website evaluation tools, Taw, and aXe analysis tools. Test parameters are based on WCAG 2.0 guidelines. In this study, the researcher has identified several indicators of checking websites that violate the guidelines the most. There are several notes on accessibility problems at a moderate level that must be corrected to increase the level of web access. Then, several parts of the website must be reviewed to be replaced or improved so that they do not have the potential to become an issue on accessibility. After accessibility, privacy protection on websites can also be questioned, so trust in websites will decrease. Website developers must do their best to explain information honestly and responsibly, and interactivity can always be improved.

Keywords: Website accessibility, college, online reputation

ABSTRAK

Bagi institusi perguruan tinggi, reputasi menjadi penting karena memiliki pengaruh yang luas. Tiga perguruan tinggi terbaik di Sumatera Barat sudah memiliki praktisi Humas dan telah memanfaatkan internet, khususnya situs web sebagai sarana komunikasi, yang telah membantu membentuk reputasi perguruan tinggi masing-masing. Penelitian ini bertujuan mengevaluasi ketiga situs web untuk melihat pemaksimalan sumber daya untuk menjamin kemudahan aksesibilitas pada situs web untuk memudahkan khalayak memperoleh informasi. Penelitian ini menggunakan metode kuantitatif deskriptif. Peneliti melakukan evaluasi menggunakan tools evaluasi situs web yaitu alat analisis Taw dan aXe. Parameter uji didasarkan pada pedoman WCAG 2.0. Peneliti telah mengidentifikasi beberapa indikator pemeriksaan situs web yang paling melanggar pedoman, terdapat beberapa catatan permasalahan aksesibilitas pada tingkatan moderate yang harus diperbaiki untuk meningkatkan tingkat akses web. Kemudian, terdapat 516 kesalahan dalam tingkatan perceivable dan beberapa bagian website yang harus direview ulang untuk diganti atau ditingkatkan agar tidak berpotensi menjadi issue pada aksesibilitas. Selain Aksesibilitas, perlindungan privasi di situs web juga dapat dipertanyakan, jadi kepercayaan pada situs web akan menurun. Pengelola situs web harus melakukan yang terbaik untuk menjelaskan informasi dengan jujur dan bertanggung jawab dan interaktivitas dapat selalu ditingkatkan

Kata Kunci: Aksesibilitas situs web, perguruan tinggi, reputasi online

INTRODUCTION

Websites are becoming a more dynamic medium of information and can build a reputation online. Therefore, encouraging website managers to produce high-quality content and also advised that website managers are developing functions on their portal platform so that users can filter information based on quality, especially those on social media that users can control so that users can customize how information is present and make it easier for users to access the website.

Public communication media, including websites, are increasingly attracting the interest of many students. Over 80% of students use online media to find academic information (Zha et al., 2018). Students have positive attitudes towards the use of social media to seek academic information. Therefore, universities should evaluate the information in the context of the information needs. Academic institution website managers are advised to take full advantage of these unique characteristics to improve the reputation of the organization or institution in the online world. There are 3 Best Universities in West Sumatra, and the results are obtained from the ranking of universities that have been compiled in a relevant and aim manner. Andalas University is ranked 13th in the best universities in Indonesia and the top 20 universities in Indonesia, one of the only universities in West Sumatra, Riau, Jambi, and Riau Islands. At the same time, Padang State University (UNP) was in the third group with around 60 participants. Bung Hatta University, where the Director of Higher Education of the Ministry of Education and Culture released UBH ranked 83 in 2020 (Nurjana, 2020).

According to the survey results of MIX Magazine, there are at least three important factors that influence the selection, namely quality, image, reputation and suitability of graduates, and the costs and benefits of prospective college students. Reputation can influence people's perceptions (Wulandari, 2018). State and private universities must be able to improve the quality of forming a positive image, which in the future will help increase the interest of the community and prospective students so that they can compete to maintain their life sustainability. The university website is one of the most important media for the public to get information services and other information related to academics. Websites are an integral part of formal education, not only allow students and parents, and stakeholders to understand school activities but also simplify management processes, increase efficiency, and gradually promote the teaching in a digital environment (Hong et al., 2008).

Research on the impact and efficiency of digital public relations conducted by Petrovici in 2013 found that public relations through online media create a new channel for practitioners to promote products or services, increasing their visibility in the virtual environment (Petrovici,

2014). For institutions such as universities, reputation is important because it has a broad and important influence. Reputable institutions will influence its success into the academic agenda. Reputation affects students' self-esteem and enthusiasm for learning. Reputation also affects the self-esteem of faculty and staff to be more active in work, service, and development. Reputation is very valuable for determining public attitudes towards the organization. If an institution can establish a good reputation, it will exceed the value of the material (Deastu, 2020). In modern society, an evaluation of the various ways it has shifted from material values into cultural values. It is a common practice, because the cultural values of society become a top priority.

Based on the researcher's preliminary observations on February 12, 2020, the three best universities in West Sumatra already have PR practitioners and have used the Internet, especially websites, as a means of communication, which has helped shape a good image for their respective universities. It can be seen from the management of the website that provides information about higher education, and new student admissions have been introduced on the website. One of the three best universities in West Sumatra won the 2020 Dikti News and Media Award for the social media category, and Padang State University was ranked third in the country (Hendayana, 2021).

It is very important to maintain a clear communication and interaction strategy with the audience through online media, one of which is a website. Educational organizations are currently building their own identities. Think of it as a complex social structure, including personal and social structures, whose components include who we are, how we want others to see us, and how they actually see us (Patra et al., 2017). The actual digital identity structure can become part of the offline identity and enrich the offline identity.

Website management in building reputation is to help the organization achieve the planned goals. The researcher wants to evaluate the three websites to see the maximization of resources to ensure ease of accessibility on the website to make it easier for the public to get information about the value, service, and public response to messages conveyed by Andalas University, Padang State University, and Bung Hatta University, thus establishing a reputation and thus get a positive image value in the college competition. Therefore, based on the description above, the researcher is interested in discussing "Website Accessibility of the three best universities in West Sumatra in building online reputation".

RESEARCH METHOD

There are three websites from universities in this study: <https://unand.ac.id/>, <http://www.unp.ac.id/>, and <https://bunghatta.ac.id/> to evaluate its accessibility. To analyze website accessibility, this research uses a descriptive quantitative method. The descriptive-quantitative method is a method that only summarizes the variables of an under-study phenomenon (Ardianto, 2016). The descriptive-quantitative analysis method used is a description of the data results using statistics as a single table or cross-table or as frequency, mean, or other qualifications. Researchers try to clarify and describe phenomena regarding the problems and units studied using this method (Sugiyono, 2014).

Test parameters are based on WCAG 2.0 guidelines. To improve impression and ranking of a website in higher education, it is very important to evaluate content and implementation of the website against the global standards established by the World Wide Web Consortium (W3C), an independent international organization sets internet standards and programming languages (Gonçalves et al., 2014). TAW and aXe are one of the online evaluation tools used to evaluate website accessibility. In the application, it must be connected to the internet network, and the results will appear as problems or errors on the website according to the WCAG 2.0 website standard (Hong et al., 2008). The data using the TAW and aXe evaluation tools were obtained on March 10, 2020. The researchers entered links from the three websites and then followed the test process automatically on the two tools.

The first step in this research is to make observations on university websites and study literature by reviewing international journals from trusted sources that are related to website accessibility. The aim is to increase the researcher's knowledge of the importance of website accessibility before conducting research. The aim is to increase the researcher's knowledge of the importance of website accessibility before conducting research. The second step is to collect data by looking at each university's website, then using TAW and aXe to analyze it to get the number of problems or violations from the website of each state university. The third step is to use Microsoft Excel to get the data processing for each tool. Then analyze the results of the data and findings by writing the presentation of the data and analysis as results and discussion, and make conclusions about the website accessibility for increasing online reputation.

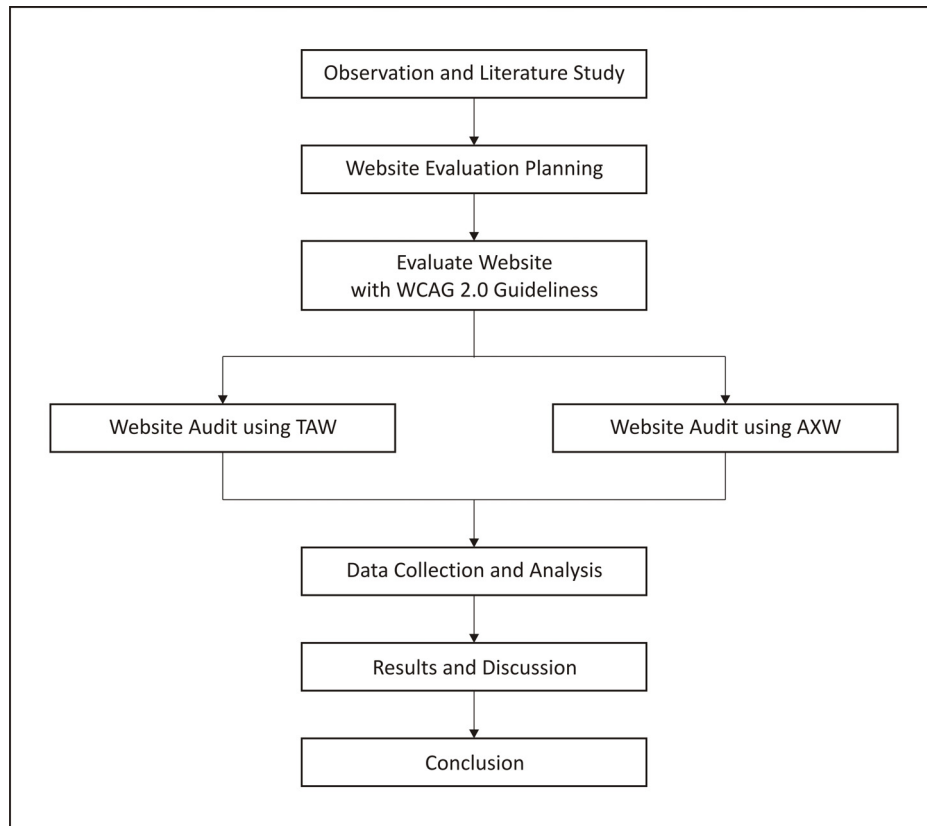


Figure 1. Research Flow
(Source: Researcher)

RESULTS

To manage a website, managers need to develop a website that has a structure that is easily accessible and can match the expectations of audience information. The best option is to design a website with the audience as a reference so that it can meet the needs of the audience with no problems. The website design should focus on visibility, language, satisfaction, and readability and consider audience profiles. In an institution, a website is used as the major source of communication, and website content has a higher priority to contain information that is needed by the audience. This study uses the TAW and aXe evaluation tools to evaluate the websites of 3 universities in West Sumatra. Then compare the results of the evaluation of the TAW and aXe research tools used by researchers.

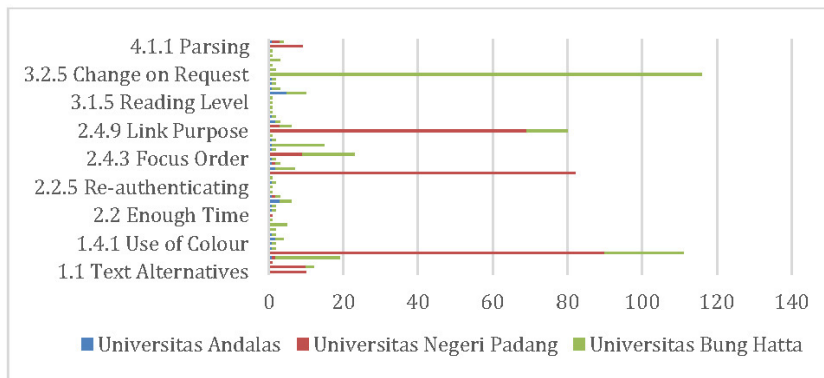


Figure 2. TAW Analysis Results from 3 Best Universities West Sumatra using Guidelines WCAG 2.0 Analysis level: AAA Technologies: HTML, CSS (Research Data 2021)

It is observed that there is a fairly high error criterion on the meaningful sequence indicator. When order of presentation affects its meaning, the correct reading order can be determined through programming. In the evaluation conducted based on three websites, different websites produce different error results. The Web Accessibility tool produces highest number of errors on 116 change on request indicators, while for the other indicators, analysis tools find many indicators that produce a low number of errors, and even no error criteria are found. According to observations, three websites above have led to accessibility eligibility criteria. However, it needs improvement and review for errors at high numbers to add to its accessibility score.

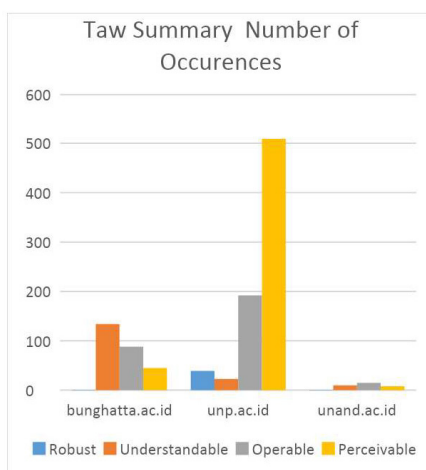


Figure 3. TAW Summary The Number Of Occurrences (Source: Research Data 2021)

The evaluation tool found problems in the high perceivable area. An error occurred while developing a website at a university. Perceivable is an integral part of the information and user interface, which must be presented in an acceptable way to the user. The evaluation was based on the TAW analysis tool and identified 516 perceivable errors. Another problem occurs at the wrong site, which is controlled by an indicator that must be followed up is operable. The error shows that all or some of the content functions cannot be operated unnecessarily via the keyboard interface. Then, Understanding the problems found are quite low, meaning the website has used clear terminology, only explaining and explaining complex problems, the website can be understood. Then, the most invisible problem is the problem with Robust, which means the website does not do things that will damage the supporting technology, avoid supporting technology that uses conventional technology, and explain the content with the standard technology used.

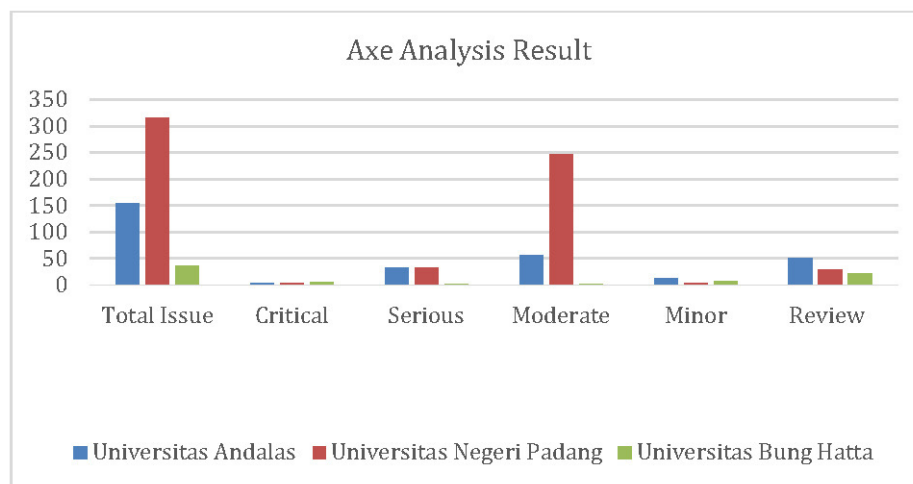


Figure 4. Graph of aXe Accessibility Analysis
(Source: Research Data 2021)

Graph 1.2 summarizes the number of issues that are considered to be obstacles to the ease of website accessibility of the tested universities. In the table above, there are low critical issues, showing the website can be easily accessed and used. However, with a note that there are problems at a moderate level that must be corrected to increase the level of web access. Then, several parts of the website must be reviewed to be replaced or improved so as not to have the potential to become an accessibility issue. Although there are fewer critical issues compared to other problems, they still need to be fixed. Content provisions

with a layout and grammar make it easy to access information to ensure that elements and attributes follow the standard structure of a website with a level of accessibility for users.

Website accessibility is an important consideration for website owners in creating university websites because website accessibility can assist users in accessing and conveying information. In addition, website accessibility can also affect website rankings in Webometrics, namely the ranking of university websites in the world. University websites in West Sumatra still do not have adequate website accessibility. This is because it still violates certain standards in the WCAG 2.0 guidelines in terms of website accessibility. Similar errors almost all occur across websites: non-text content, information and relationships, page titles, link targets, on-page language, input data, tags and descriptions, resolutions, and name, role, and value standards.

DISCUSSION AND ANALYSIS

As the number of global web portals is continuously increasing, accessibility issues have become a serious concern for website designers and managers. In this study, researchers tried to evaluate the accessibility of three websites from the best universities in West Sumatra. The results of the analysis using the tools clearly show the manager's efforts to maintain compliance with the web portal to the WCAG 2.0 guidelines. In a study, the quantitative results of the evaluation can help web designers combine the functions according to the WCAG 2.0 guidelines to make the web portal more practical and usable by various users (Patra et al., 2017). Researchers tried to investigate the extent to which university websites comply with the WCAG 2.0 accessibility guidelines.

Today's website is a tool that offers tremendous potential, which universities are aware of to use digital means of communication to shape the reputation of the college institution. Andalas University, Padang State University, and Bung Hatta University have been among the higher education institutions that regularly use innovative communication channels, presenting themselves in the media to shape their reputation. This study proves that public relations practitioners understand they must use web platforms intending to establish online reputations, according to the results of research conducted in 2019 by Mazurek, namely using social media and the web to build reputations or maintain relationships with their clients (Mazurek et al., 2019). It is important to note that today's higher education goals at undergraduate and graduate levels are dominated by a generation of so-called digital natives young people who treat the Internet as a natural element of their daily lives, a world in which they spend hours every day. This target group is expecting online trust and transparency

to make their response, with positive emotions and experiences keeping the university at the top of their list.

Fulfilling the general impressions and information on academic websites cannot be separated from the accessibility of the website. Accessibility of an excellent website has a significant influence on the information available on public or student websites for users of the website (Miotto et al., 2020). The better the accessibility, the easier it is for the public to access academic websites. Website accessibility means that anyone using this type of web browsing technology should be able to visit any website and get a complete and complete understanding of the information and have a comprehensive and complete ability to interact with the website (Zaphiris & Ellis, 2001). Website accessibility has become a basic prerequisite to ensure that everyone enjoys equal rights when accessing the information on college websites.

The accessibility of the university homepage determines the exposure, prestige, and success of managing the web as a source of information to the public. There should not be many checkpoint rules and guidelines that should be violated because it will affect the way students and the public get important information. The purpose of website evaluation is to raise awareness of web developers so that they can avoid future violations and ultimately make university websites easily accessible to all sectors of society (Akgul, 2017). The researcher has identified the inspection indicators that violate the guidelines the most. There are some significant problems at a moderate level that must be corrected to increase the level of web access. Then, several parts of the website must be reviewed to be replaced or improved so as not to have the potential to become an accessibility issue. Although there are fewer critical issues compared to other problems, they still need to be fixed. Content provisions with a layout and grammar facilitate access to information to ensure that elements and attributes follow the standard structure of a website with a level of accessibility for users (Zhou & Xue, 2019).

The accessibility of websites on academic institutions allows everyone to understand the information provided on the website. An accessible site is one that even people with disabilities can experience, understand, navigate, interact with, and contribute to the site. Website accessibility is still a problem for many top universities in the world. As with buildings, website design must meet everyone's needs (Arasid et al., 2018). It can be observed that there is a high standard of error in the meaningful order indicators. When the order of presentation affects the meaning, the correct reading order can be determined through programming. In an evaluation of 3 websites, it was found that different websites produced

different incorrect results. The web accessibility tool had the highest number of errors on the 116 on-demand change indicators.

In contrast, for the rest, the analysis tool found many hands that caused very few mistakes or no standard errors at all. According to the observation indicators, the three sites above have determined the eligibility criteria for accessibility. However, it needs to be corrected and checked for errors on high scores to improve accessibility scores.

Web administrators are always trying to make changes by taking steps to improve overall Web accessibility gradually. Some of these improvements have brought great benefits to content accessibility as per WCAG success criteria, should be fully explained so that even evaluators who are well informed can cause inconsistent web page evaluations (Denardis & Tovey, n.d.). WCAG needs a few things to do. A minimalistic approach to making mathematical symbols accessible by displaying mathematical symbols as images with relevant alternative text suffices to meet WCAG's success criteria. Second, graphic accessibility is moving in many directions: support for vector graphics in Web technologies (including browsers) is now widely available, but the opportunities created to improve accessibility remain to be fully developed. In addition, technological improvements in displays provide excellent opportunities for the accessibility of graphs, charts, and other images. As new methods of accessibility of graphical content are integrated into Web technologies, there will undoubtedly be opportunities to improve the accessibility guidelines provided by WCAG (White, 2019).

The importance of a website in forming an impression and the website's quality can change the impression of the website and the entire institution online. Similarly, it can be said that the website of the institution of higher education serves to convey socially desirable information, the impression that the management of the institution's website serves as a "mirror" for the organization to portray the whole institution. An institution's website can be referred to as a virtual storefront of the institution/organization (Ageeva et al., 2018). This helps to improve the reputation of the institution and of the product/brand. By providing clues about the organization, the website can deliver it as long as the audience can access it easily and influence and make the audience's perception of the organization. Web accessibility is one of the positive impressions, which is needed to maintain an excellent reputation in the eyes of viewers and the reputation of the organization's website as part of the organization. Visual recognition is the "face of the organization" and provides a consistent image to the audience and can create a first impression (Llorente & Roca, 2016).

A well-designed and well-navigated website will go hand in hand with the overall impression of the organization. A statement that a well-designed website will significantly positively impact the website (Ageeva et al., 2018). Therefore, high accessibility is an advantage for the organization and must be managed properly. The website guides the audience to be interested and satisfied with what the organization offers, leading to an increased impression of the organization or institution. Therefore, the preferred website is one of the effective ways to impress the audience, which can enhance the reputation of the higher education institution.

To further show the specific end goal of college website content accessibility, web administrators should consider the website content accessibility guidelines (WCAG) standards (Dongaonkar et al., 2017). This study uses Web Content Accessibility Guidelines (WCAG) to simplify verification of college website compliance. The major purpose of the web content accessibility assessor is to get every user to use the website in the search process, to help provide warnings for errors on the site so that the assessment and information for website owners is aware of the shortcomings of their website.

The audience's perception of the quality of the website is based on the website's features, which can meet the audience's needs and impress the audience, improving their overall experience on the website creating the reputation of the organization (Chauhan et al., 2019). The various website quality dimensions can be divided into security, entertainment, information quality, ease of use, and service quality. The quality of the information provided on the website matters in improving the quality of the website. This shows that among the dimensions of the quality of all websites, the quality of information has the most significant influence on audience satisfaction.

Online reputation through a website is the reputation of a company, individual, product, service, or any other element of the Internet and web-based digital platforms (Chauhan et al., 2019). The content distributed by the organization gives the website's reputation, and it also determines the last interactions with network users, reactions to activities on social networks, etc. When discussing reputation and brand in online users' trust, their role is usually superficial and unclear. A reputable website is more likely to provide information to the audience. Therefore, the audience can get credible information from reputed websites and a good impression, reducing search time and creating convenient communication. A website's reputation can have a significant impact on an organization's reputation (Chih & Ren, 2020).

This study discusses the reputation of the website and the quality of the website. The website's reputation improves the quality of the website, increasing the willingness of the audience to join to be part of the college and a good impression in the eyes of the wider community. However, trust does not reduce the relationship between website reputation and website quality. In theory, although the reputation of the website will affect confidence, trust will not affect the relationship between website reputation and website quality, and trust relationships will affect website quality (Nisa' et al., 2019). Webmasters must improve the website's reputation to improve the quality of the website and increase the willingness of consumers to repeat purchases.

Previous research on local advertising has focused on advertising content or comparison to traditional advertising formats. Product involvement and website representation were identified as two moderating variables (Zhou & Xue, 2019). This study found that all or some of the content functions cannot be operated on all three websites, so they must be reviewed by the website manager. Then the problems found are low enough that the website already uses clear terminology and only explains and explains complex information. Then the least visible problem is the Robust problem, which means the website will do nothing that will damage the technology support, avoid the use of supporting technology from traditional technology, and interpret the content according to the technical standards used.

In particular, the development of the Internet has brought about a fundamental change in people's view of an organization that they can find online. The most obvious reason for higher education institutions in increasing website accessibility, in online reputation, is how reputation is established about "how the website fulfills expectations and how to realize those expectations"(Cabanban-Casem, 2019). The credibility of the website information and the credibility of accessing the website need to be improved in building this. Researchers believe institutions can show this online reputation and that it pays more attention to audience impressions online. In the end, researchers believe that the advancement of technology and the popularity of the Internet are increasing. Has a significant influence on the description of the concept of impression for the audience or the factors related to it, including overall accessibility.

CONCLUSION

In this study, several indicators of website inspection that violate the guidelines have been identified. There are several notes of accessibility problems at a moderate level that must be improved to increase the level of web access. Then, there are several parts of the website that must be reviewed to be replaced or improved so as not to have the potential to

become an accessibility issue. Although there are fewer critical issues compared to other problems, they still need to be fixed. Content provisions with a layout and grammar make it easy to access information to ensure that elements and attributes follow the standard structure of a website with a level of accessibility for users. Reputation through the website is directly proportional to the quality of the website, so this can increase the public's willingness to join to be part of the university and a good impression in the eyes of the wider community.

In reality and virtual environments, they should equally emphasize website design and overall ease of information. The web management should place the priority of the website on improving the reputation of the website. The researcher suggests that the web management always conducts periodic evaluations of web accessibility, maintenance, and review of the three higher education websites, namely features controlled by indicators that must be active, and these indicators can operate. Websites should use precise terminology and only describe and explain complex information. They are using supporting technology and content according to the technical standards used.

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