



**3rd INTERNATIONAL CONFERENCE ON
COMPUTING, ENGINEERING, AND DESIGN**

ICCED 2017

KUALA LUMPUR – MALAYSIA

23-25 NOVEMBER 2017

<http://icced.nusaputra.ac.id/2017>



**IEEE Catalog Number: CFP17N11-ART
ISBN: 978-1-5386-3495-0**

3rd International Conference on Computing, Engineering and Design (ICCED 2017)

Copyright ©2017 by the Institute of Electrical and Electronics Engineers, Inc. All rights reserved.

Copyright and Reprint Permission:

Abstracting is permitted with credit to the source. Libraries are permitted to photocopy beyond the limit of US copyright law for private use of patrons, those articles in this volume that carry a code at the bottom of the first page, provided that the per-copy fee indicated in the code is paid through the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA01923.

Other copying, reprint, or reproduction requests should be addresses to IEEE Copyrights Manager, IEEE Service Center, 445 Hoes Lane, P.O. Box 1331, Piscataway, NJ 08855-1331.

Compliant PDF Files

IEEE Catalog Number: CFP17N11-ART
ISBN: 978-1-5386-3495-0

Conference USB Version

IEEE Catalog Number: CFP17N11-USB
ISBN: 978-1-5386-3494-3

Additional copies of this publication are available from

Currán Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
+1845 758 0400
+1845 758 2633 (Fax)
email: currana@proceedings.com

PREFACE

Welcome to the 3rd International Conference on Computing, Engineering and Design (ICCED 2017) in Kuala Lumpur, Malaysia. On behalf of the organizing committee who has been working for over a half year to put this conference together, we cordially welcome all participants.

ICCED is an annual event and this year, we are blessed to have competent and dedicated organizers which are STMIK Nusa Putra, Sukabumi, Indonesia and International Islamic University Malaysia, Gombak, Malaysia that are collaboratively hosted the conference, as well Sampoerna University, Jakarta, Indonesia that co-hosted it and IEEE Malaysia Section that technically co-sponsored the conference.

With the theme Towards Multi-Disciplinary Research to Drive Technological Changes in The Global Community, we hope all participants will enjoy an intellectual and stimulating discussion that allow them to move forward in their research works.

Our goal in making this conference happen is to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Informatics Engineering, Information Science, Mechanical Engineering, Electrical Engineering, Civil Engineering, and Visual Communication Design.

This scientific conference covers 2 (two) keynote speakers and 12 (twelve) technical sessions. Forty seven 47 papers were presented in this ICCED 2017 out of 99 papers submitted (success rate 47%) to qualify for presentation and publication. Each submitted paper was reviewed by at least 3 reviewers in the related fields, and all presented papers have the similiary score of maximum 20% under the Turnitin plagiarism check. This conference has attracted authors and reviewers from 12 countries including Australia, France, Indonesia, Iraq, Jordan, Malaysia, Nigeria, Oman, Pakistan, Philippines, Saudi Arabia and Switzerland. These papers are of good quality as they are reviewed by qualified and experienced academicians and researchers in related disciplines.

It is expected that this conference will become a main platform for providing and exchanging information, knowledge, skills, and experiences in the field of Computer Science, Engineering and Design. It also provides a platform to the researchers and practitioners from both academia as well as industry to meet and share the cutting-edge development in the field.

Lastly, we would like to acknowledge all the participants, the hosts and the co-hosts of ICCED 2017 for their supports to this conference. Thank you so much for your active participation and tremendous supports. We do hope that the conference will be stimulating, informative, and enjoyable to everyone.

Thank you.

Best wishes,

Prof. Dr. Teddy Mantoro, SMIEEE (General Chair)
Assoc. Prof. Dr. Media A. Ayu, SMIEEE (Program Chair)

TABLE OF CONTENTS

Title page

Copyright Title

Preface

Table of Contents

Technical Session Schedule

Technical Papers

Paper ID: 02

Enhancement Bandwidth of Triangular Microstrip Antenna Using Slit Technique Fed by Coplanar Waveguide for Mobile Communication
Syah Alam, Anggy Pradiftha Junfithrana, Indra Surjati

Paper ID: 03

Design and Performance of Combine Corn Transplanter Powered by Hand Tractor
Agustami Sitorus, Wawan Hermawan, Radite Praeko Agus Setiawan

Paper ID: 04

Speaker Identification Based on Curvlet Transform Technique
Feras E. Abu Aladas, Akram M. Zeki, Muzhir Shaban Al-Ani, Az- Eddine Messikh

Paper ID: 05

Measurement and Modelling the Drainage Coefficient for Hydraulic Design Criteria on Residential Area
Dewi Sartika T, Prastowo Prastowo, Nora H Pandjaitan, Agustami Sitorus

Paper ID: 06

The Potential Implementation of 'DEGALANTIL' using Fuzzy Logic Analysis
I Made Alan Priyatna, Luh Putu Eka Yani, Satria Robi Trisnanto, I Gusti Bagus Ngurah Eka Darmaputra, Anak Agung Kompiyang Ratih Maldini, Teddy Mantoro

Paper ID: 07

E-Learning in Iraqi Universities: A Review
Mohamed Ali Mahmud, Asma Binti Md Ali, Abd Rahman Ahlan, Asadullah Shsh, Muhamad Sadry Abu Seman

Paper ID:08

Estimated Budget Construction Housing Using Linear Regression Model Easy and Fast Solutions Accurate
Paikun, Ria Dewi Hudayani Sugara

Paper ID: 09

Towards an Integrated Framework of E-Learning Through an International Innovative Collaboration: Iraqi Perspective

Mohamed Ali Mahmod, Asma Binti Md Ali, Abd. Rahman Bin Ahlan, Asadullah Shah, Muhamad Sadry Abu Seman

Paper ID: 12

The Effect of Fiber Orientations on Mechanical Properties of Ramie-Sea Sengon Wood Composites for Wind Turbin Blades

Riyono, Mukhlisin, arpan Nawawi, Aang Hudriana

Paper ID: 13

Combination of AHP Method with C45 in the level Classification Level Out Students

Dudih Gustian, Ria Dewi Hidayani

Paper ID: 14

Measurement of Pyrolysis Gases on Palm Oil Shell and Empty Fruit Bunch

Raju, Agustami Sitorus

Paper ID: 18

Marketing Strategy with Linier Regression to the Interest of New Students

Muhamad Muslih, Nunik destria Arianti, Ahmad Husen, Dudih Gustian, Samsul Pahmi, Ayunis Rizkia Pratamie, Nasrudin, Santi Alawiyah, Ria Dewi Hidayani Sugara

Paper ID: 19

Development of Automated Antenna Radiation Pattern Measurement Using Rotator Application Model to Increase Accuracy

Anggy Pradiftha Junfithrana, Eko Tjipto Rahardjo, Fitri Yuli Zulkifli, Basari

Paper ID: 20

Conceptual Design Hot Press Machine Motif Embossing Continue Pneumatic for Syntetic Material

Yudhi Asy'ari, Teguh Rosadi, Suharyanto, Rusmana, Anang Suryana

Paper ID: 22

Strain Gage Mass Sensor Using Cantilever Beam

Anang Suryana, Melania S.Muntini

Paper ID: 23

The Need of Rhetorical Design on Global Brands Websites

Elizabeth Susanti Gunawan

Paper ID: 26

Design of Composite Material of Rice Straw Fiber Reinforced Epoxy for Automotive Bumper

Andi Saidah, Yudinata, Sri endah Susilowati

Paper ID: 30

Efforts Landslide on Roads Cijangkar Nyalindung District of Sukabumi

Haadi Kusumah, Euis Kania Kurniawati, Hartono

Paper ID: 33

Deviation Analysis of Direct Measurement Kwh Meter in PLN (Persero) in p2LT Rayon Sukaraja Kab. Sukabumi

Marina Artiyasa, Siti Neni Hanifah, Ahmad Felani

Paper ID: 36

OCW in Implementation of CMA with Private Cloud Computing-Based to help Informatics Students to Obtain Professional Certification in Indonesia

Amanto, Rangga Firdaus, Machudor Yusman

Paper ID: 38

Comparison of C4.5 Method Based Optimization Algorithm to determine Eligibility of Beneficiaries Direct Community Assistance

Dudih Gustian, Sela Yulitasari, Ria Dewi Hudayani, Muhamad Muslih, Nunik Destria Arianti

Paper ID: 42

Analysis of Ability to Pay and Willingness to Pay for Jakarta Light Rail Transit in Jakarta, Indonesia

Dwi Novi Wulansari, Adi Chandra Maulana, Milla Dwi Astari

Paper ID: 43

Optimizing the Winglet Model in Getting the Maximum Power Pressure Using Computational Fluid Dynamic

Yudinata, Muhammad Ikhlas, Iman Kurniawan, Irpan Sutiawan

Paper ID: 44

People Counting for Indoor Monitoring

Elvira Sukma Wahyuni, Rizqi Renafasih Alinra, Hendra Setiawan

Paper ID: 47

Characterization of Aluminium Surface Using Image Processing Methods and Artificial neural Network Methods

Heppi Familiana, Iyus Maulana, Aries Karyadi, Irwin Syahri Cebro, Agustami Sitorus

Paper ID: 51

Design of Smart Mobility Application to Realize Sukabumi Smart Cities

Mia Arma Desima, Lindawati, Moch Faisal, Yusep Endang Permana

Paper ID: 56

Analysis of Design Combine Transplanter Power by Hand Tractor: Transmission System and Furrow Opener

Agustami Sitorus, Dewi Sartika T

Paper ID: 57

Developing Potential Agriculture Land Detector for Determine Suitable Plant Using Raspberry-Pi

Anggy Pradiftha Junfithrana, Muhammad Labib Langlangbiana, Wahidin Abdul Fatah, Susilawati

Paper ID: 60

Design of 2,4 GHz Helix Antenna for Increasing wi-fi Signal Strength Using Mmanagal and Wirelesmon Application

Nunik Destria, Marina Artiyasa, Sandi Gumilar, Raditya Azhari, Badrudin, M. Agus Maulidan, Anggy Pradiftha Junfithrana

Paper ID: 70

Alarm System to Detect the location of IOT-based Public Vehicle Accidents

Mia arma Desima, Pizei Ramli, Feri Ramdani, Saepul Rahman

Paper ID: 72

Participatory Consensual Assessment Technique (End-Users Assessing Outcomes of Participatory Design)

Muhammad Mustafa Hassan, Andres Moreno, Markku Tukiainen

Paper ID: 73

Remote Patient Monitoring System Architecture for Diabetes Management

Barroon Ismaael Ahmad, Media Anugerah ayu, Ibrahim Abdullahi, Yussuf Yakubu

Paper ID: 74

Roughness Level Analysis of the Surface of Plastic Material from Turning Machinery Process

Oscar Haris, Koesmawan, R.Usman, I. Mawardi, Ria Dewi Hidayani Sugara, Irwin Syahri Cebro, Agustami Sitorus

Paper ID: 75

Text Mining for Indonesian Translation of the Quran: A Review

Syopiahsyah Jaya Putra, Teddy mantoro, Muhamad Nur Gunawan

Paper ID: 76

Factors Influencing the user Acceptance of Integrated Service Management Information System on Local Government in Indonesia

Syopiansyah Jaya Putra, Muhamad Nur Gunawan, Yoga Tri Hutomo, Nia Kumaladewi, Yusuf Durachman

Paper ID: 78

Theoretical Investigation of Multiple tuned mass damper configurations subjected to step and periodic excitation

Satria Robi Trisnanto, Media Anugrah Ayu, Rizcky Tamarany

Paper ID: 87

Visual Study of Media Images in The Process of Learning at Deaf Learners School

Dede Pamungkas, Jasmanysah, Arief Johari

Paper ID: 88

Comparison Method of DCT, DWT, and FFT Techniques Approach on Lossy Image Compression

Teddy Mantoro, Fifit Alfiah

Paper ID: 89

The Performance of Text File Compression Using Shannon-Fano and Huffman on Small Mobile Devices

Teddy Mantoro, Media A. Ayu, Yayuk Anggraini

Paper ID: 90

Development of Offline Handwritten Signature Authentication using Artificial Neural Network

Teddy Surya Gunawan, Norsalha Mahamud, Mira Kartiwi

Paper ID: 91

SMS Based Home Appliance Security Approach Using ROT 13, RC4 and RSA Algorithm

Teddy Mantoro, Yosep Lazuardi

Paper ID: 93

Improving Naïve Bayes Performance in Single Image Pap Smear Using Weighted Principal Component Analysis (WPCA)

Yumi Novita Dewi, Dwiza Riana, Teddy mantoro

Paper ID: 94

NLOS and LOS of the 28 GHz Bands Millimeter Wave in 5G Cellular Networks

Teddy Mantoro, Media A. Ayu, Mamoditya R. Nugroho

Paper ID: 95

E-Purchasing Indirect Material Model Using the Open Group Architecture Framework Architecture Development Method

Sardjoeni Moedjiono, Adie Kusna Wibowo, Aries KUSDARYONO

Paper ID: 96

Factor Influencing customers intention to use internet Banking MAYBANK2U in Indonesia

Wendi Usino, Winda Metri

Paper ID: 97

Online Information Seeking Behavior for Cancer Related Disease: A Developed and Developing Country Comparison

Nurliyana salah, Mira Kartiwi, Teddy Surya Gunawan

Paper ID: 98

Depicting E-Business Application Adoption for Small and Medium Enterprises (SMEs): The E-Business Triangle Model

Panca O Hadi Putra, Zainal A. Hasibuan, P.O Abas Sunarya

The Need of Rhetorical Design on Global Brands' Websites

Elizabeth Susanti Gunawan
Faculty of Arts and Design
Maranatha Christian University
Bandung, Indonesia

School of Journalism and Communication
Xiamen University
Xiamen, China
elizabeth.susanti@yahoo.com

Abstract— In this internet era, consumers can easily open any website to seek information. Company website is an online media that provides information about the company and the product, and it can be accessed by the global internet user. Companies can use websites to enhance their interactions with the global audience especially their potential consumers on a global scale. Company website through internet connection enables global distribution of company and products information to the audience around the world. As the world became more globalize, Chinese companies also attempt to be more global. This article tried to analyze the Chinese companies' way of communicating to global audience through website; how far the progress they have created with the website to fit for global audience. This article analyzed "Top 100 Most Valuable Chinese Brands 2016" websites. In designing the website for global consumers (English version), Chinese company did not only translate with the same format, but they deliberately make some differences between the Chinese website and their English version website as the global web that are targeted to global audience. This article focused on visual literacy analysis of web designs, such as language, pictures, colors, and page layout. Some differences made in the English websites are more suitable for the global audience, but some other differences create a bad image for the company. Interview with global audiences are conducted to get some global consumer's experiences of the English version websites. To become a global company, they need to make an effective communication through website to provide a clear information to global consumer.

Keywords—Chinese company; company website; translated website; visual literacy; web design

I. INTRODUCTION

Company's website as one of the earliest and best-established form of online marketing communications for brands can put more information about the company, product, press releases, advertising and promotional information [1]. Some websites offer several languages to promote information about the product to the audience all over

the world. Website is not only a channel for information exchange, but also a powerful instrument for businesses to reach potential consumers in the way of globalization [2]. Companies can use websites to enhance their interactions with the global audience especially their potential consumers on a global scale. Same with advertisements, the content of commercial website aim to sell, create meaning, images and identities for the products and companies [3]. Website design is very important in influencing the consumer behavior. There are some literature in marketing, consumer behavior on the internet [4][5], and some scholars also had researched web navigation and web browsing experience of customers [6][7].

II. RHETORICAL APPEAL

A. Visual Rhetoric/Visual Literacy

Rhetoric refers to the study and the use of written, spoken, visual language, and how a language is used to organize and maintain social groups, construct meanings and identities, coordinate behavior, mediate power, and produce change [8]. Visual literacy is the ability to read and interpret the information that is presented in an image. This theory tries to understand how people perceived objects, interpret what they see, and what they have learnt from them. Visual literacy can be interpreted through the chosen visual elements. On website, the visual elements are logo, color, theme, icon, picture, and layout.

Visual rhetoric is a form of communication using images to create a definition or constructing an argument to move a specific audience [9]. Visual rhetoric develops the rhetoric theory more comprehensively, which concern on images and their interpretation [10]. Visual rhetoric is how visual elements are chosen consciously to communicate the message and able to persuade the specific audience. It tries to understand how images such as the color, form, medium, and size are purposely chosen to

communicate meaning. Visual rhetoric analyzes the chosen element in advertising that is purposely designed to persuade the consumer.

B. The Need of Rhetorical Design

The basic design of website consists of words and pictures. Words are the readable information they want to deliver, and pictures are visual elements to attract the audience and to make them recognize it as an identity of a brand. A good website design should have informative function, visually attractive and recognizable. In analyzing website for the global audience, the author proposed:

1. Informative function: As the global audiences use different languages, the brand's website should be able to deliver the message to the intended audiences, based on their product markets.
2. Visual consistency: Visual element through logo, color, theme, icon, picture, and layout can attract the audience. The visual elements should be designed based on the global concept of brand identity. It shall have a visually consistent recognition when people switch to any language of the website, they can see a credible image of the brand.
3. Visual identity: Through pictures on the website, the audience will unconsciously have an opinion about the identity of the product, which is the country origin of the product base on the model, background, languages, logo and all the visual things on the website. In fact, many Chinese companies not only hide their identity when showing it globally, some other make a distorted identity, by westernizing their identity.
4. Interactive function: Other than those basic points of the website, nowadays with the high mobility of people and the increasing use of phone, people want to easily access and share the information through social media and get easy interaction/ communication with the company about what they need.
5. User experience: Website that is intended to share information for the global audience should be designed from the perspective of global user. Website content and price shall be the same even in different language versions, the design should be user-friendly, and not clutter that can make global audience confused, can be registered easily by the global user.

III. GLOBAL WEBSITE

As the world became globalized, Chinese companies also attempt to go global using this new media, a global website. Global website is the company's link with customers around the world, a link that can strengthen relationships or damage them [11]. It is an online media where company can put company identity, product information to promote and share it with the global audience. This research

tries to analyze the communicating way of Chinese companies to the global audience through the design of the website; how far the progress they have created with the website to fit for global audience.

This research uses visual literacy analyzes "Top 100 Most Valuable Chinese Brands 2016" websites; 63 companies have offered more than one language for their websites, but the other 37 companies' websites are written only in Chinese, which means only Chinese people and some foreigners who study Chinese can read the website. The website needs to be written in some other languages, whereas language is the fundamental aspect to reach the global audience. To be known internationally, companies have to at least provide their information in English so it will be able to be accessed by the global audience. As of June 2016, English was still the most common language on the online medium, representing 26.3% of the total number of worldwide internet users. After English (26.3%), the most requested languages in the web are Chinese (20.8%), Spanish (7.7%), Arabic (4.7%), Portuguese (4.3%), Japanese (3.2%), Malay (3%), Russian (2.9%), French (2.8% each), and German (2.3%) [12]. In designing the English version website for global consumer, Chinese company did not only translate the website with the exact same format, but they deliberately make some differences between the Chinese website and their English version website as the global web that are targeted to global audience. This paper focuses on visual rhetorical analysis of web design, such as language to send the information, images, and colors; page layout to give a consistent identity of a company, and pictures to give an identity of a company. These elements are the important design considerations that can improve the usage of multilingual websites [13] and the credibility of the company. Some differences can make the English version more suitable for the global audience, but some other can make a bad impression for the company. Interview with the global audience is also conducted to get some global consumer's experiences with the English version website. Professional analysts and designer generally agree that well-designed website improves the performance and appeal of the website [14]. To become a global company, they need to make an effective communication through website to provide clear information and consistent visual identity for the global consumer.

A. Informative Function

The information can be delivered to any place in the world by using internet, although people from a different place and country can open the website, language is still the barrier for people to understand the message. In the age of globalization, without any translation, people cannot understand the product information without any explanation that they can

understand. The translation of multinational websites is very important to break the language barrier. It becomes a tacit knowledge of multinational companies to introduce a product; with at least English translation provided. The two most common languages that are used on the internet are English at 26.3% and Chinese at 20.8% of world total internet user [15]. By having only Chinese language on the company website, they can reach only 20.8% of people to understand the content of the website; but by having a bilingual Chinese-English website, the company can reach almost half of the internet users (47.1%).

Languages become the door for audience to access information. To increase the potential internet user/audience, many multinational companies create websites in more than 2 languages depending on which countries they sell the product to. The translation of commercial websites aims to identify, translate and carry across the multiple layers of meaning from one language version to another in hope of achieving the same or similar effect in the target culture [16]. Translation is very important for a brand to reach the global market and global audience. A website that is offered in some different languages allows them to promote their product to the broader audience.

From the analysis of the Top 100 Most Valuable Chinese Brands' websites, many websites are still not facilitated by the translation button/option. People can open the website address, but they cannot get and understand the message because all of them are only written in Chinese. Language is a building block from which users gain information from a website: to be accessible, websites should be available in the user's language [17] thus to be known internationally, websites shall have more than one language version [18]. Multilingual services can improve a company website's usability in interacting with the global audience and help people with language barriers. Translation takes a very important part of the global strategy, sometimes the company does not notice if the translation quality is done well or not, but the audience will take note if it is translated poorly. They will judge if the company is professional enough based on the translation and the design. This first impression when a company tries to enter the international market is very crucial.

B. Visual Consistency

Global brand usually promotes the same brand image and conveys the same messages to their consumer. Most of the world's global websites employ global design and layout templates that can increase efficiencies, manage text expansion, and also help the localization team to maintain the visual appearance but still run their local content and campaigns to meet the specific local preferences. Global consistency in design templates and

navigational elements are fundamental to their success, it can be challenging to achieve across diverse brands and geographies [19]. People still can recognize one brand/website as the same brand/website in a different language if it has the same color, same shape, and same layout. If it is still the same brand, but different design, different color, different shape or different composition, it can make people confused, and cannot easily recognize it as the same brand that they know. In designing a web page for a brand that wants to go global and be recognized everywhere as the same brand, they need to have a global consistency. The internet has no border, so people from any country can visit any language version of the website. It is important to convey a consistent image globally, not just for branding, but also the design of the website. Global consistency is fundamental to the success of the most successful global websites.



Fig. 1 Different designs of Suning Websites (Chinese - English Version)



Figure 2 Different designs of ICBC Websites (Chinese - English Version)

Although every website is global from the moment it goes live, it must be made to accommodate different languages, geographical and cultural requirements [20]. To become a real global website that can send a clear message to the global audience, a website has to be translated, adapted to fit with their requirements. The first step that must be done to create a global website is: translate the website to other languages, then design the images and content that can fit with the needs which include some facilities that are used differently by the different country of audiences, such as social media, QR code, and navigation bar. Companies make the English version of their websites to make their websites reachable by the global audience. In translating the websites from their first language, from Chinese to English, there are some differences of the templates that they make deliberately.

C. Visual Identity

In going global, Chinese companies are using some different identity when they introduce their brand and product through a website and advertising. Some brands are showing their Chinese-ness identity in going global. Chinese-ness means to bring the Chinese element like Chinese character, Chinese face model, Chinese building, and Chinese scenery, mention themselves as "China/Chinese" company, and other Chinese-ness in introducing their product/company information.

Chinese brand website in the Chinese language that is provided for Chinese audience has three different identities, showing Chinese-ness, no culture that can be seen, and Western identity. Each identity is made deliberately to show a different image identity. Some brand needs to show it as a Chinese brand, some brands want to show a global worldwide identity, and some other wants to show it as a Western brand. In designing the English version website/brand/advertising for the global audience, some Chinese companies use the same identity, but some other changed their identity to give a different image and make it more suitable to global needs. Some brands show their Chinese-ness because it is a special product from China or service about China. Some other brands do not want to show their Chinese-ness identity in marketing the product. The stereotype of Chinese product in global market is not really good, low price with low-quality, but nowadays Chinese companies and Chinese government concern in improving the product quality with "Made in China 2025" strategy; a strategy in improving technology innovation, fostering Chinese brands, enforcing green development and quality goods to upgrade and internationalizing Chinese industry.



Figure 3 Hisense Website with Western Identity

D. Interactive Function

Interactive function can be represented by QR Code, social media or online service. QR code (Quick Response code) is a type of barcode that can be read using smartphones camera and QR reading devices, that link directly to websites or any text information. With easier access to internet with phone, people browse with phone more often. QR code provides an online link that people need to open on their smartphone. By scanning the QR code, the smartphone/QR code reading device can directly access the data. Nowadays, QR codes are everywhere in China, include on websites. Chinese people use QR code to pay bills, add friends in social media, follow an account in social media (WeChat, Weibo), download a mobile application, or just to open the mobile website on phone screen. With China's high level of mobile-centric behavior, they use the phone to extend their browsing. Transferring the page link becomes very handy by scanning the QR code. Chinese people use their phone more than Western people. They will read and watch many things from the smartphone. QR code really helps the user to go into the account they want to know quickly. Their other strategy is to scan QR code to add and follow their official WeChat page, so they can send the update information anytime. QR codes are provided for the audience to follow their account in social media like WeChat and Weibo, download the mobile application, or just to the open mobile website on phone screen. QR code is a very handy way for Chinese people to move all the information to their own phone screen. Some other websites that do not provide QR code also ask the audience to follow some social media, by showing only the icon of social media such as Facebook, Instagram, Twitter, YouTube, Google+, LinkedIn, and sometimes the Chinese application like Weibo, WeChat, Youku.



Figure 4 CPIC Website with many QR Code

Social media are computer-mediated technologies that allow the user to create, view, and share information via virtual communities. Some social media have greater potential to spread the content that is posted there over social networks. The different social media that China and global audience use, make it harder to connect them together. When Chinese companies make the product information and promotion in social media, the message cannot be delivered to the global audience because they use different social media. Chinese brand advertising is hardly reached by the global consumer, because they mostly use Baidu, Youku, WeChat, Weibo, QQ to put their information, but global consumer uses Google, YouTube, Facebook, Twitter, Instagram when they are browsing. It is also difficult for Chinese companies to use the same social media with the global audience; some social media are blocked in China because some of their content is considered as "inappropriate" based on government censorship. Most of the Chinese websites have WeChat, Weibo; some of them also have Facebook, YouTube icon on their website, but it cannot open in China. For English version websites, they link to Facebook, Twitter, YouTube, as a global/worldwide social media. They also have WeChat and Weibo, but less people use it. Chinese companies need to work harder to promote their brand to global market since it is difficult to link them with the global audience using social media. To go global, an access in international sources is needed, so people can search for the information online.

Many of Chinese websites have online service such as online chat, whereas English websites usually do not have this kind of service. The way to contact the company is usually by email, and usually need some days to get the reply or sometimes no reply at all. Online service will help the company to have a good communication with the consumer, whether it is just to ask about the product information or to complain about the product; it will increase the consumer satisfaction and consumer feedback. It is very important for the company to be in touch with the consumer directly and they can find out about how is their product, is it satisfying for them or not, and some feedback that is useful in the future.

E. User Experience

Interviews with foreigners were conducted to get a deeper understanding about their experience with the English version of Chinese websites. Some websites still do not have expert translator to help the company to translate all content in Chinese version every time when they update the Chinese version. Some interviewees realize that there are missing parts on it. In the Chinese version, there are more characters, more pages, more information, but when it is in the English version; some of this information disappears in the English version. Website content

should be at least similar with the different language versions.

There is an obvious missing content in English version website, or the information is not updated:

- Foreign audience cannot read the detail information if it is written in Chinese language, but they can see the number (0, 1, 2...9). They can see there are different prices in Chinese and English version website.
- Chinese websites seemed very clutter with lot of advertisements, and have complicated steps for foreigner. Some foreigners feel confuse and do not know where to start when they are browsing Chinese websites.
- The website was not designed for foreigner, they cannot fill with the passport ID, and the steps are difficult and not common for foreigners.
- Other than there are many things that are seemed difficult for foreigners, there is also a good design that foreigners like it, such as the picture icon for categories.

IV. CONCLUSION

Company website is the cheapest media that have high reachability by global audience. Through website, a company can represent their identity and product information, it is also the place for audience to judge how the company is by looking at all the visual design and information on website. Rhetorical choices are needed in designing the website from its color, font, size, composition, pictures, that make the audience perceive it as professional and reliable company/product or not.

The rhetoric of brand, advertising, and website to introduce the product/the company, nowadays has become a very important strategy to convince people to choose their brand. It is not only about designing a name, website, and advertisement, but the company has to consider the audience experiences in remembering the brand name, their obstacle, and difficulty in using the website, and the way to persuade them about their demand, their concern in choosing the product through advertising. On website, the mature designs of name, logo, color, template/page layout, picture, identity, language, and content are very important to make people impressed in the first-time people browse their companies' websites. In the advertisement, it is a deliberate choice in conveying the symbolic message about who is the author, what is the purpose, who is the audience, what is the effect, what is the narrative, and how they represent the design visually. Website rhetoric is about changing people's mind to believe that their products are very good. It is very important how the website portray and communicate them. Communication plays a vital role in conveying the essence of the brand's personality and in giving the continuity relationship with the consumers [21].

REFERENCES

- [1] K. L. Keller, *Strategic Brand Management: Global Edition*. Pearson Higher Ed, p. 236, 2013.
- [2] R. C. Sprung, & S. Jaroniec, *Translating into Success: Cutting-edge strategies for going multilingual in a global age*. John Benjamins Publishing, 2000.
- [3] Y. Lee, The medium is global, the content is not: Translating commercial websites. *Networking Knowledge: Journal of the McCCSA Postgraduate Network*, 2nd ed. Vol 1, 2009.
- [4] K. J. Anderson, Internet use among college students: An exploratory study. *Journal of American College Health*, 50th ed. Vol. 1, 2001, p. 21-26.
- [5] R. T. Frambach, H. C. Roest, and T. V. Krishnan, The impact of consumer internet experience on channel preference and usage intentions across the different stages of the buying process. *Journal of interactive marketing*, 21st ed. Vol 2, 2007, p. 26-41.
- [6] G. M. Zinkhan, H. Kwak, M. Morrison, and C. O. Peters, Web-based chatting: Consumer communication in cyberspace. *Journal of Consumer Psychology*, 13rd ed, 2003, p. 17-27.
- [7] D. L. Hoffman, and T. P. Novak, Flow online: lessons learned and future prospects. *Journal of Interactive Marketing*, 23rd ed. Vol.1, 2009, p. 23-34.
- [8] Rhetoric & Writing Studies, San Diego State University, 2016. Retrieved from: http://rhetoric.sdsu.edu/resources/what_is_rhetoric.htm
- [9] S. Bulmer and M. Buchanan-Oliver, Visual rhetoric and global advertising imagery. *Journal of Marketing Communications*, 12nd ed. Vol. 1, p. 49-61, 2006.
- [10] S. K. Foss, Framing the study of visual rhetoric: Toward a transformation of rhetorical theory. *Defining visual rhetorics*, 2004, pp. 303-313.
- [11] J. Yunker, *Beyond borders: Web globalization strategies*. New Riders, 2002, p.12
- [12] Miniwatts Marketing Group, Internet world users by language: Top 10 languages, 2016. Retrieved 28 July 2016 from <http://www.internetworldstats.com/stats7.htm>
- [13] H. Sun, Building a culturally-competent corporate website: an exploratory study of cultural markers in multilingual web design. In *Proceedings of the 19th annual international conference on Computer documentation*, 2001, pp. 95-102.
- [14] A. Marcus and E. W. Gould, Crosscurrents: cultural dimensions and global Web user-interface design. *Interactions*, 7th ed. Vol. 4, 2000, p. 32-46.
- [15] Miniwatts Marketing Group, Internet world users by language: Top 10 languages, 2016. Retrieved 28 July 2016 from <http://www.internetworldstats.com/stats7.htm>
- [16] Y. Lee, The medium is global, the content is not: Translating commercial websites. *Networking Knowledge: Journal of the McCCSA Postgraduate Network*, 2nd ed. Vol.1, 2009.
- [17] D. Cyr and H. Trevor-Smith, Localization of Web design: An empirical comparison of German, Japanese, and United States Web site characteristics. *Journal of the American society for information science and technology*, 2004, pp. 1199-1208.
- [18] G. Dempsey and R. Sussman, A hands-on guide for multilingual websites. *Communication World-San Francisco* 16th ed., 1999, p. 45-47.
- [19] J. Yunker, *Beyond borders: Web globalization strategies*. New Riders, 2002.
- [20] J. Yunker, *Beyond borders: Web globalization strategies*. New Riders, 2002.
- [21] C. Fill, *Marketing communications: Contexts, strategies and applications*. Financial Time Prentice Hall, New York, 2010, p. 359.