

## Semiotic Analysis of Twitter Logo Change to Logo X: User Interface (UI) Design and User Psychological Perspectives

Arief Yulianto<sup>1\*</sup>, I Gusti Ayu Agung Aristi Putri<sup>2</sup>

<sup>1,2</sup>Faculty of Design and Communication, Visual Communication Design Study Program Media Nusantara Citra University, Indonesia

<sup>1</sup>[r.ariefyulianto@gmail.com](mailto:r.ariefyulianto@gmail.com), <sup>2</sup>[aristiputri28@gmail.com](mailto:aristiputri28@gmail.com)



### \*Corresponding Author

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### ABSTRACT

The development of a logo has become a visual identity for big brands. Some brands create logos to be the biggest promotional resource to attract the mindset of their customers. In the context of technology applications, a logo is not just a symbol, but also an integral part of the User Interface (UI) that influences user interaction and engagement. Twitter, as one of the largest social media platforms in the world, has undergone a significant change in its visual identity by replacing its iconic logo to a new logo known as X. This research uses a descriptive analysis research method with comparative analysis from the researcher himself and data approaches carried out with the 5W + 1H theory. Semiotic Theory using Roland Barthes theory which explains that the first stage of signification is the relationship of signifier (expression) and signified (content) in a sign to external reality. In addition, this analysis also looks at the UI Design side and the user psychology side with the Gestalt Psychology theory. The results and findings viewed in the context of UI design, these changes present new challenges and opportunities to create a consistent and engaging user experience. Users' psychological reactions were mixed, indicating that the logo change had a major impact on users' perception and engagement with the app. Through the 5W+1H concept and personal analysis, this research provides a comprehensive understanding of the meaning and impact of the logo change.

### INTRODUCTION

A logo is a crucial element in the visual identity of a brand. As a visual representation, a logo plays an important role in shaping the user's perception and experience of a product or service, The design of a logo has a specific purpose and objective. The logo must be created in accordance with the company's image. From the visualization of a unique logo, there is a message to be conveyed (Everlin & Erlyana, 2020). In the context of technology applications, a logo is not just a symbol, but also an integral part of the User Interface (UI) that influences user interaction and engagement. Twitter, as one of the largest social media platforms in the world, has undergone a significant change in its visual identity by replacing its iconic logo with a new logo known as X. The Twitter logo change went from the blue bird logo that the world has known for 17 years to a white X logo on a black background. The changes made by Elon Musk have been carefully considered. In fact, the Twitter logo change has been done many times (Roma Kyo Kae Saniro, 2023). The change of Twitter logo to X has a wide impact, not only on the visual aspect, but also on UI design and user psychology. The old Twitter logo, with its blue bird image, has become a globally recognized symbol. The change to the X logo was part of a rebranding strategy aimed at creating a new image and updating the user experience, Twitter underwent significant changes under new ownership. The owners introduced several features while overhauling the platform's verification system. For example, Twitter relaunched Twitter Blue, its original subscription service. Subscribers receive special features to enhance their experience on the platform. Twitter also combined the verification process with this subscription while retiring the old program. Prior to the launch of the subscription service, users had to be well-known, authentic, and active to earn a blue tick. Users can earn this iconic checkmark if they subscribe to Twitter Blue and fulfill the platform's requirements. Subscribers no longer have to adhere to the 280-character limit. Their posts can now contain 25,000 characters. Members can publish videos as long as three hours (Dee, 2024).

A semiotic analysis of the logo change is important to understand the meaning and message that the company wants to convey through its new visual identity. Semiotics, as the study of signs and symbols and their use, can help reveal a deeper interpretation of the visual elements in the new logo. Semiotics is a scientific discipline that studies signs, which are found in a certain object to know the meaning contained in the object. Fundamentally, it has two elements: the signifier and the signified. A sign is something that consists of something else or adds a different dimension to something, using anything that can be used to articulate something else, besides that a sign has a free nature, in the sense that something that forms the sign will give rise to various concepts (Pamungkas & Indrawan, 2022). In addition, the UI design involving the new logo also needs to be evaluated to assess the extent to which the



change increases or decreases the effectiveness of user interaction with the application.

From a psychological perspective, logo changes can affect users' perceptions, emotions, and attitudes towards the application (Suriyanto, 2009). Users who are already familiar with the old logo may experience certain emotional reactions to this change, both positive and negative (Rafiqh & Ismail, 2023). Therefore, it is important to understand how this logo change affects the overall user experience, including the psychological aspects associated with accepting and adapting to a new visual identity (Yulianto, 2023). A unique, consistent and memorable logo can help create a strong image for the company (Yulianto, 2023). A good logo provides an identity that makes it easier for the public to recognize and remember the company. As a work of art, a logo cannot be separated from the basic elements of art that make it up, such as line, shape, colour, space, typography (Nurcholihq et al., 2024).

This research aims to analyze Twitter's logo change to X through a semiotic approach, focusing on its impact on User Interface design and user psychology. Through this analysis, it is hoped to gain deeper insight into the relationship between visual identity changes and user experience, and provide recommendations for application developers in implementing similar changes in the future. Thus, this research will not only make theoretical contributions to the fields of semiotics and User Interface design, but also offer practical implications for the technology and visual communication design industries. (Yulianto, 2024).

Problem Formulation is How is the logo change from Twitter to X analyzed from a semiotic perspective?. What impact will the logo change have on UI design and user psychology?. Research objectives is analyze the Twitter logo change to X using a semiotic approach and assess the impact of the logo change on UI design and user psychology. Research benefits is provide insight into the relationship between logo changes and user perception and provide recommendations for more effective UI design based on user psychological findings.

## LITERATURE REVIEW

Sasak Journal: Visual Communication Design November 2021, Bumigora University, Mataram with the title Logo as a Technology Communication Media: Semiotic Analysis of the Meta Logo written by Bayu Aji Pamungkas and friends. This journal uses interpretative qualitative methods by utilizing data collection techniques through documentation, and data analysis through visual and semiotic analysis. The result is that Meta logo applies several design elements, namely color, line, shape, and chroma elements. This logo has implicit meaning in some of its elements. The scientific gap that is the basis for conducting research is the semiotic analysis used using the concept of Roland Barthes that denotation presents an explicit sign, namely the meaning of the sign that appears to the public based on the relationship between the signifier and the sign, while connotation presents an implicit sign, which has a hidden sign content (Pamungkas & Indrawan, 2022).

Journal of Rupa Matra: Visual Communication Design 2024, Batam Institute of Technology. Comparative Analysis of Logo X and Twitter with Semiotic Approach written by Rini Nurcholihq and friends. This journal uses a descriptive qualitative method with a 5W+1H question technique approach with personal analytics in a comparative study to understand the meaning of the two logos to be compared. The results and findings of this study are a comparative analysis of the X and Twitter logos with a semiotic approach showing the different meanings and characteristics possessed by the two logos. Although both have a simple and effective impression in conveying messages, the X logo emphasizes the aspects of connectedness and strength, while the Twitter logo emphasizes freedom and dynamics. The scientific gap that is the basis for conducting research is the similarity of concepts and methods used, namely the use of descriptive qualitative research methods with a semiotic analysis approach and data collection with the 5w + 1H concept with comparison of the results of personal analysis (Nurcholihq et al., 2024).

Journal on Education: 2023, University of Muhammadiyah Jakarta. Semiotic Analysis of Comparison Between MUI Halal Logo and New Halal Logo, written by Maysya Tri Putri and friends. This journal uses interpretative qualitative research methods using information survey techniques through documentation. While semiotic analysis with the Charles Sanders Peirce pragmatism approach is used to analyze the comparison of the old halal logo to the appearance of the new halal logo. The results and findings of this study are The new halal logo design issued by BPJPH is in accordance with existing regulations, namely Law Number 33 of 2014. However, it is not something urgent to totally replace it without paying attention to the MUI halal logo which is already familiar both nationally and internationally. In the halal logo design process, BPJPH also needs to involve producers and the Muslim community as consumers of halal products to provide input and suggestions so that the halal logo design does not cause controversy. The scientific gap that is the basis for the implementation of this research is the analysis in terms of logo comparison with semiotic analysis with a personal interpretation approach (Putri et al., 2023).

Journal of Makassar State University: Visual Communication Design Study Program, Faculty of Art and Design. 2023, Makassar State University. The Effect of Psychology on the Basic Forms of Perception on the Lego Brand Logo, written by Siti Annisa Nurhazanah. This journal uses the research method used in this research is a literature study or literature review in psychological aspects. The square shape as the basic shape of the logo has a psychological meaning). Shape psychology is also known as Gestalt psychology. Gestalt psychology is an approach in psychology that emphasizes how humans organize and perceive the world through whole and integrated forms. The results and findings

of this journal are through the research method found that in 1950, Lego reused the square shape as the basic shape of their updated logo. This basic square shape has its own meaning in describing the company. The square shape also describes the product sold by the company, Lego itself. This square shape also means balance and strength. The results of this research are expected to add knowledge about the importance of understanding the psychological meaning of a square shape in making a logo. The scientific gap that is the basis for the implementation of this research is the analysis of the psychological side of users based on the visuals they see (S.Nurhasanah, 2023).

Journal of Computer Networks, Architecture and High Performance Computing: User Interface Design Prototype Application Special Onthel Bicycle Tourism in Towilfiets Yogyakarta. Media Nusantara Citra University. 2024, written by Arief Yulianto, S.iKom, M.Sn. This journal uses a research method conducted using a mixed method approach with a phenomenological qualitative method to collect interview data. The prototype method was chosen to allow more intensive and better communication between developers and users. Validation of the questionnaire data was calculated using the Scalable Usage System and scored well, indicating acceptable usability. The results and findings focused on user needs and the unique characteristics of tourist destinations, this application aims to increase user engagement and provide relevant and useful information about onthel bicycle tourist attractions in the area (Yulianto, 2024).

## METHOD

This research uses a descriptive qualitative method with a 5W+1H concept approach (What, Why, Who, When, Where, How) to analyze the Twitter logo change to the X logo from the perspective of semiotics, UI design, and user psychology. This method allows researchers to describe phenomena comprehensively and in-depth. The descriptive qualitative method was chosen to describe and interpret the logo change from Twitter to X by using the 5W+1H concept. This approach allows researchers to obtain a clear picture of the phenomenon being studied. This research method uses a descriptive qualitative approach. With this qualitative descriptive approach, later researchers will produce descriptive data in the form of language or written texts from the subjects observed. Descriptive research is a method that aims to make descriptions systematically, factually, and accurately on the facts and characteristics of a particular population or area (Bastulbar & Setiawan, 2021).

To see the integrity of a news story, it must contain the six elements of 5W+1H (namely what, who, where, when, why, and how) (Bastulbar & Setiawan, 2021). The following are the criteria of the 5W+1H (Nurcholiq et al., 2024):

**What** - What is the meaning and symbolism contained in the logo change from Twitter to X? Also, What are the significant changes in visual elements between the two logos?

**Who** - Who is the target audience of this logo change? Also, Who are the parties involved in this rebranding process?

**Where** - Where is this logo change most visible in the app UI design? Also, Where (platform/community) are users discussing these changes the most?

**When** - When was the logo change made and launched to the public? and, When did the logo change become visible on various platforms and media?

**Why** - Why did Twitter decide to change their logo to X? Also, why is this change important from a visual communication design and user psychology perspective?

**How** - How is this logo change technically done? Also, How do users psychologically react to this logo change and how does this affect their experience with the app?

The 5W+1H questioning technique approach used in this study is effective for analyzing the meaning of the elements of the Twitter and X logos. This approach involves a series of questions that help uncover important information in a topic. In this research, the author used personal analysis using a comparative study to understand the meaning of the two logos being compared. (Nurcholiq et al., 2024). This research methodology is designed to provide an in-depth understanding of the Twitter logo change to X through a semiotic approach, as well as its impact on UI design and user psychology. With the application of the 5W+1H concept, as well as personal analysis and comparative study, this research is expected to provide a comprehensive and detailed description of the phenomenon under study.

The research subjects were the old Twitter logo and the new X logo. Meanwhile, the research location is on the analysis conducted in the researcher's workspace with access to digital resources and documentation related to the logo change. Document analysis was conducted by collecting and analyzing relevant documents, such as official publications from Twitter regarding the logo change, news articles, user reviews on social media, and discussion forums. Visual documentation of both logos and UI designs were compared. Observation was conducted by making visual observations

of the old and new logos to note differences and similarities in design elements such as shapes, colors, and typography. The semiotic analysis was conducted using the semiotic theory developed by Roland Barthes by identifying and analyzing the signs, symbols, and meanings contained in the new logo (X) compared to the old logo. In addition, it also analyzes the visual elements of both logos to understand the message that each logo wants to convey. A comparative study was conducted by comparing the old Twitter logo with the new X logo to understand the differences in meaning and message. Meanwhile, personal analysis is used to evaluate the changes in meaning based on semiotic theories and visual perception.

Thematic analysis was conducted by identifying key themes that emerged from document analysis and visual observations related to meaning, aesthetic perception, and influence on user experience.

Validity used triangulation techniques to verify findings from multiple sources of documents and visual observations. This was done to ensure objective and systematic analysis. Reliability was done by repeatedly analyzing the visual elements of the logo by the researcher to ensure consistency of results. Furthermore, recording and documenting the entire analysis process in detail. Research ethics are carried out transparently by conveying research findings honestly and transparently without data manipulation. As well as providing access to the public to research results through scientific publications that can be accessed openly.

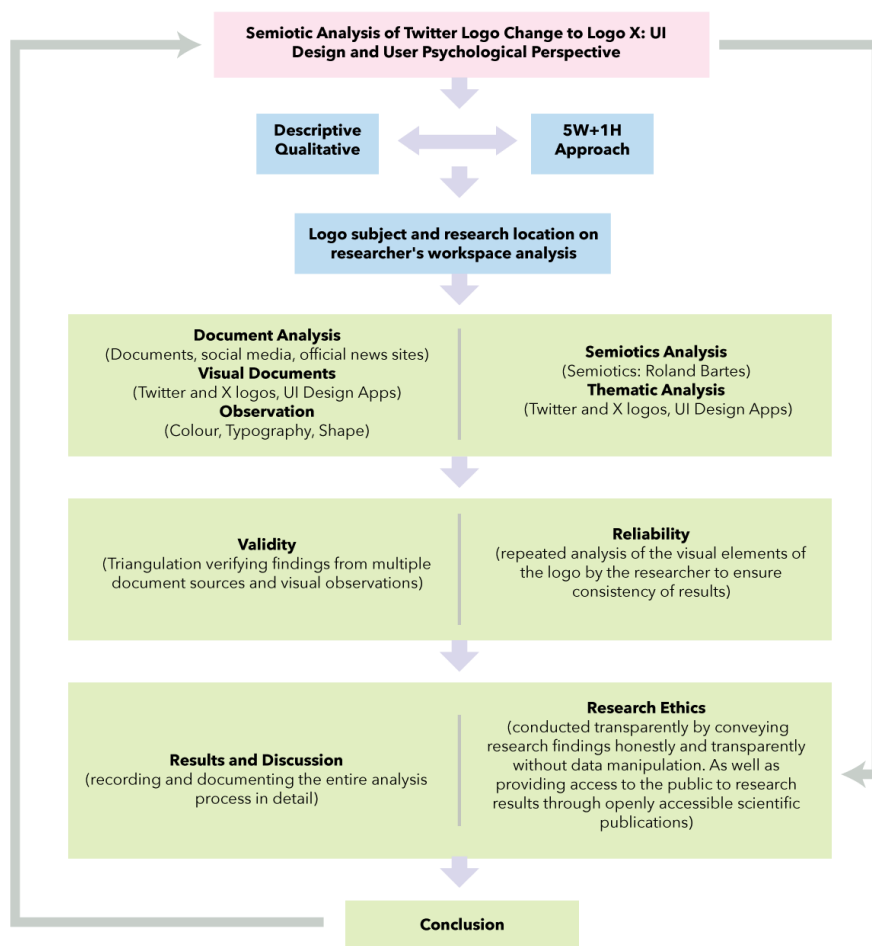


Figure 1. Research Roadmap for Semiotic Analysis of Twitter Logo Change to Logo X: UI Design and User Psychological Perspectives

## RESULT

This research aims to analyze Twitter's logo change to the X logo from the perspectives of semiotics, UI design, and user psychology. Using descriptive qualitative methods and the concept of 5W+1H (What, Why, Who, When, Where, How), as well as personal analysis through comparative studies, this research resulted in the following findings.

## Concepts in 5W+1H

### What is the Meaning and Symbolism of the Logo.

#### Twitter Logo (Old)

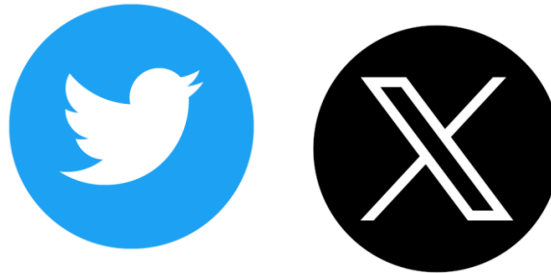


Figure 2. Comparison of Old Twitter Logo to X Logo  
(Source Twitter: [www.pngegg.com](http://www.pngegg.com) , Source X Logo [www.icon-icons.com](http://www.icon-icons.com))

**Symbolism:** Twitter's blue bird logo symbolizes freedom, openness, and communication. The simple bird shape and blue color reflect a sense of community and connectivity.

**Design:** Uses simple graphic elements with curved lines that give a dynamic and friendly feel.

**Symbolism:** The X logo replaces the bird with a more bold and modern letter X. The letter X can be interpreted as a symbol of change, uncertainty, or even exclusivity. It represents a shift from a symbol that communicates freedom to something more abstract and powerful.

**Design:** Adopting more rigid geometric shapes and darker colors, it gives a more serious and professional impression.

#### Changes in Visual Elements

**Shape:** From the organic bird to the geometric and symmetrical letter X.

**Color:** A change from bright blue to darker colors, such as black or gray.

**Typography:** The use of the letter X with no other graphic elements added, emphasizing simplicity and minimalism.

#### The Why behind the Logo Change

**Rebranding:** Twitter changed its logo as part of a broader rebranding to reflect the evolution of the company and its vision going forward. The change also sought to align with modern design trends that are more minimalistic and abstract.

**New Identity:** A new logo aims to create a stronger and more distinct identity in a highly competitive market. By replacing a familiar symbol with something new, the company hopes to attract new attention and renew public perception. X is a future state of seamless interactivity centered on audio, video, messaging, payments or banking that creates a marketplace for ideas, goods, services and opportunities. Powered by AI, X will connect us all in ways we've only just imagined. (Isnanto, 2023).

#### Who is the Target Audience and Parties Involved

**Target Audience:** The logo change is aimed at all Twitter users, both old and new. It also targets a younger, tech-savvy market segment that tends to appreciate modern and minimalistic designs.

**Parties Involved:** Internal and external design teams, as well as branding consultants, were involved in the rebranding process. The decision also involved the company's top management to ensure the changes were in line with the company's strategic vision such as Elon Musk, CEO of X Corp and Linda Yaccarino, CEO of Twitter/X.

#### When (When) Time to Implement Changes

**Launch:** The logo change was announced and launched to the public on July 22, 2022 which was planned with a well-thought-out communication strategy. The timing of the launch was chosen to maximize impact and media coverage.

**Public Reaction:** User reactions and responses start to show soon after the launch. This reaction analysis is conducted for a few weeks after the launch to capture the initial user perception.

#### Where is the Logo Change Location in UI and Public Discussion

**In-App:** The logo change is most visible in the user interface of the app, both in the mobile and desktop versions. The new logo also appears on all social media platforms and corporate communications.

**Public Discussion:** The logo change was widely discussed on social media, discussion forums, and tech news platforms. User reviews and feedback were collected from various sources to get a comprehensive picture.



### How the Change Process and User Reaction

**Rebranding Process:** The rebranding process involves several stages, including market research, concept design, A/B testing, and official launch. Each stage involves feedback from various stakeholders to ensure the success of the change.

**User Reaction:** Users' psychological reactions varied. Some users responded positively by appreciating the new modern and fresh design, while others felt a loss of emotional connection with the old logo. This change affected users' experience with the app, especially in terms of visual navigation and comfort of use.

### Semiotic Analysis of Logo Change

#### Semiotic Meaning of the Old Logo (Twitter)

**Sign:** Blue bird.

**Marker:** A bird that symbolizes freedom and openness.

**Sign:** Freedom of expression, communication without limits.

#### Semiotic Meaning of New Logo (X)

**Marks:** Letter X

**Marker:** The letter X symbolizes change and exclusivity.

**Sign:** Assertiveness and modernity.

### Impact of Logo Change on UI Design

#### Changes in the User Interface (UI) Process

**Navigation:** The logo change necessitated adjustments in the navigation elements in the app, ensuring the new logo looks consistent across the interface.

**Aesthetics:** The new logo brings a more modern and minimalist feel, which affects the overall aesthetics of the app.

**Branding Consistency:** Branding adjustments across visual elements of the app to match the new identity.



Figure 3. Comparison of UI Design Twitter and X  
(Source Twitter: Figma - Ayodejo Moshood , Source X: Dribbble - Aisha Mahmud)

### Psychological Impact on Users

#### Emotional Reaction of Users

**Emotional Attachment:** Users who have been using Twitter for a long time may feel a loss of emotional attachment to the old logo.

**Adaptability:** New users may find it easier to adapt to the new logo, while old users may take some time to adjust.

**Perception of Identity:** A new logo can change users' perception of the company's identity and values, either positively or negatively.

## DISCUSSION

### Analysis of Semiotic Change in Logo

This research analyzes the change of Twitter's logo to X using a qualitative descriptive method with the 5W+1H concept. The focus of the analysis is on the semiotics of the logo change, its impact on UI design, and the psychological impact on users. The author utilizes personal analysis and comparative studies without in-depth interviews to understand the meaning behind both logos.

### Reasons Behind Logo Change

The old Twitter logo, with a blue bird symbolizing freedom, openness, and communication, was replaced by the X logo representing change, uncertainty, and exclusivity. The modern design and dark color of the X logo give a professional and serious impression. This rebranding was done to reflect the evolution of the company's vision and mission, as well as to adapt to modern design trends.

### Target Audience and Stakeholders

The target audience for this logo change includes all Twitter users, both old and new, with a focus on younger and tech-savvy segments. The stakeholders involved in the process include internal and external design teams, branding consultants, and top management of the company.

### Timing of Logo Change and Public Discussion

The logo change was announced and launched in collaboration with. This research examines the change of Twitter's logo to X logo using a descriptive qualitative method with the concept of 5W+1H. Through semiotic analysis, impact on UI design, and psychological impact on users, this research provides in-depth insight into the meaning and implications of the logo change. Personal analysis and comparative study were used to understand the meaning of both logos without in-depth interviews. The logo change from Twitter to X carries significant meaning from a semiotic perspective, reflecting a change in corporate identity and vision.

### CONCLUSION

This research examines the change of Twitter's logo to X logo using a descriptive qualitative method with the concept of 5W+1H. Through semiotic analysis, impact on UI design, and psychological impact on users, this research provides in-depth insight into the meaning and implications of the logo change. Personal analysis and comparative study were used to understand the meaning of both logos without in-depth interviews. The logo change from Twitter to X carries significant meaning from a semiotic perspective, reflecting a change in corporate identity and vision. In the context of UI design, this change presents new challenges and opportunities to create a consistent and engaging user experience. Users' psychological reactions were mixed, indicating that the logo change had a major impact on users' perception and engagement with the application. Through the 5W+1H concept and personal analysis, this research provides a comprehensive understanding of the meaning and impact of the logo change.

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