

## **Study on the Establishment of Internet Homepage of Non-profit Association -Focusing on the use case of web platform 'Imweb'-**

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### ***Abstract***

The Korea Textile and Fashion Industry-Academic Association, which was established in 2004, has been operating without its own homepage until now. In 2019, it was judged that it was urgent to manage new members and build an installed homepage. Therefore, the program provided by 'Imweb' was used by comparing domestic and overseas website manufacturers, and the reason is as follows. First, 'Imweb' provides a web builder solution that allows individuals to easily create web sites without IT expertise such as program development, use of photoshop, and coding. Second, it faithfully provides bulletin boards and member management functions necessary in Korea, such as internet homepage builders and shopping mall production services. Third, there is an advantage in that it is easy to manage the homepage because it is convenient to use Q&A service through the administrator when building the web. However, it provides a responsive web function, but it is regrettable that the compatibility between PC and mobile is not smooth. This study is expected to be used as basic data for related research that needs help in opening a website in the future.

*Keywords: Homepage, Website Production, Non-profit Association, the Korea Textile & Fashion Industry-Academic Association*

### **1. INTRODUCTION**

The Internet was used as a means of communication due to the development of computers in 1950. From the mid-1990s to today, the usage of the Internet has increased rapidly and is used as a general means of communication. As the number of Internet users exceeded 3 billion in 2015 and the number of Internet users increased, cases of public use of the Internet became common [1]. In addition, as the spread and development of the Internet has reorganized our society as a whole, social structures and areas of activity have also changed globally. As a new information delivery media, the Internet has brought a change in information delivery method throughout society, such as society, science, culture, and art, and this change is shifting from the existing print media to video media. Because of this importance and usefulness of the Internet, it is becoming more common to have Internet homepages worldwide than in the past, covering various government agencies, businesses, schools, and individuals, and they are using the Internet homepage as a promotional medium [2].

Currently, companies and various organizations around the world are building and actively using their website as a media for their interests and promotion. Now, there are many difficulties in running companies and organizations without an Internet homepage. Therefore, the homepage is built and operated in each way

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to provide more open and effective help to customers and members. Accordingly, the purpose of this study is to examine the current status and characteristics of major domestic web production platform companies, and to find ways to build homepages of domestic nonprofit associations. In particular, a non-profit association, the Korea Textile & Fashion Industry Association, a website structure designed to revitalize the operation and activities of the association will be explored as an example, and will be described as basic data for future related studies.

## 2. THEORETICAL BACKGROUND

### 2.1. Current Status of Domestic Website Production Companies

#### 2.1.1. Internet Homepage Concept and Trend

Originally, the homepage means the main page of hypertext documents. In other words, it refers to the page in the top layer of them. The character and style of the homepage completely change depending on the purpose of use. In general, if the purpose of the homepage is broadly divided, it can be divided into four types: entertainment, information provision, interactive conversation, and persuasion [3].

Based on these uses, it can be broadly divided into homepages for promoting companies and products, direct product sales, homepages of media organizations, homepages of information institutions, homepages for research and academic purposes, and personal homepages. In particular, the website for the promotion of companies and products has the advantage of being able to promote the promotion regardless of time and place, and to promote the service or product to be promoted in more detail [4].

Homepage creation and web design trends are constantly changing, and in 2020, the combination of visual elements and technical aspects of modern graphic design is drawing attention. In recent years, platform design based on minimalism is leading the trend. Now, the creation of a responsive homepage that is easy to deliver content on all devices such as mobile, PC, and tablet, and the use of images and texts taking into account a search engine have become a very basic part of homepage production. Companies and small and medium-sized enterprises that need to promote their brands are also receiving favorable responses from the services provided by various website makers while this demand is increasing in building homepages that can advertise their brands [5]. Among these, the services provided by website makers that even beginners can easily produce at low cost are also very diverse. As of 2017, the number of companies that provide homepage creation and hosting services is so prosperous that there are more than 200 domestic companies, but there are many problems. As a result of a survey of 'Considerations for selecting a homepage maker' conducted by Internet specialist Gavia for customers who newly opened a homepage in the first half of 2017, the response to 'the security level of a company 31.8%' was similar to '34.5% production cost'. It turns out that it has risen to the level. In the same survey conducted in the first half of 2016, the 'security level of the company' was 17.1%, showing a remarkable change in perception compared to less than half of the 'production cost 40%' [6]. This may be due to the growing awareness that a more thorough solution to personal information leakage is needed.

#### 2.1.2. Current Status of Domestic Website Production Companies

The history of e-commerce in Korea dates back to the late 1990s, and the dot-com boom was triggered by government funding. According to the Central Bank, e-commerce in South Korea marked a milestone in 2019, with online credit card spending of 260 billion won (\$270 million), outpacing offline store spending 242 billion won. In the early days, online shopping was mostly about fashion, but now everything is done through online shopping, from home appliances to fresh vegetables delivered the next morning.

Established in 1999, 'Cafe24' has been part of that growth from the very start. 'Cafe24' calls itself a "one-stop center" for anyone who wants to launch an online business. It offers free website hosting. But other services on top like website design, customer service, translation or consulting are charged.




More than 1.7 million online shopping websites have been created on Cafe24's platform so far. The company is also an e-commerce partner of IT powerhouses like Facebook, Kakao, China's Tmall and Japan's Rakuten [7].



'Wix.com' is an Israeli company founded in 2006 that provides cloud-based web and homepage development platforms. As of 2019, it has 165 million members and is supporting the service in 190 countries. The number of paid service subscribers reaches 4.5 million. The strength of Wix.com is that you can easily create a homepage with only drag and drop without coding. The core growth engine is Wix Editor, which provides a user environment that allows users to easily design webpages with drag-and-drop without coding, and has recorded an annual average growth of more than 30% over the past five years, driven by the increasing demand for building personal and SME websites [8].

'I'mweb' is a startup that provides a web builder solution 'I'mweb' that allows individuals to easily create websites without IT expertise such as development, Photoshop, or coding. There are about 180,000 websites created based on 'I'mweb', which are particularly popular with online shopping mall operators due to the linkage of various payment services and marketing tools. In particular, 'I'mweb', a startup that provides website and shopping mall production solutions, announced on the 13th that the total transaction amount of its service-based shopping malls in April increased 93% compared to January. It is believed that the 'untact' effect caused by the spread of COVID-19 had an effect [9].

'SixShop' is a service that allows anyone to easily create shopping malls and homepages in just 6 minutes, and has strengths in website design and mobile optimization, which have a big impact on shopping mall sales. By simply modifying customized templates for various industries, you can create a shopping mall with a stylish image that is optimized for both mobile and desktop. The biggest strength of Six Shop is that it responds quickly to market trends and customer needs. Six Shop supports a variety of sophisticated templates that can be easily modified to suit their preferences [10].

'godo' provides various free skins, various banners, and product linkages as an administrator, so even beginners who are not familiar with the design can easily build it, and it is possible to set up a domain easily, so it is possible to launch the branding of its own mall. In addition, it is possible to sign up for a membership and establish a shopping mall for a startup even if there is no immediate business operator and a mail order business. Unlike general shopping mall pop-up windows, the pop-up window of Godo Mall 5 can respond to various situations such as event products and announcements by posting links or configurations through html coding, and can be easily used because it can be composed of photos and basic text [11].

Company	Characteristic
<p data-bbox="225 1234 438 1294">Wix (<a href="https://ko.wix.com/">https://ko.wix.com/</a>)</p> 	<ul style="list-style-type: none"> <li>- Cloud-based web production platform</li> <li>- Web hosting service provided</li> <li>- WYSIWYG-based website construction function provided (pixel unit adjustment)</li> <li>- Automatically complete design after simple Q&amp;A using WIX ADI</li> <li>- Responsive web function provided</li> <li>- Slow loading speed</li> <li>- Difficulty in establishing a Korean bulletin board and payment system</li> </ul>
<p data-bbox="193 1451 472 1512">Cafe24 (<a href="https://www.cafe24.com/">https://www.cafe24.com/</a>)</p> 	<ul style="list-style-type: none"> <li>- E-commerce platform providing shopping mall construction and operation service</li> <li>- To build a web, you need to be familiar with basic HTML-related contents</li> <li>- Web/server hosting service provided</li> <li>- Provide domain management service</li> <li>- Providing various payment systems such as PG</li> <li>- No. 1 market share</li> </ul>
<p data-bbox="229 1664 435 1724">I'mweb (<a href="https://imweb.me/">https://imweb.me/</a>)</p> 	<ul style="list-style-type: none"> <li>- Internet website builder and shopping mall production service</li> <li>- Provides WYSIWYG-based website building function</li> <li>- Providing various payment systems such as PG</li> <li>- Provides necessary bulletin boards and member management functions in Korea</li> <li>- Provide Q&amp;A service through manager when building web</li> <li>- Responsive web function is provided, but PC and mobile compatibility is not smooth.</li> </ul>

<p>SIXSHOP (<a href="https://www.sixshop.com/">https://www.sixshop.com/</a>)</p> 	<ul style="list-style-type: none"> <li>- Internet website builder and shopping mall production service</li> <li>- Provides WYSIWYG-based website building function</li> <li>- Lack of shopping mall functions compared to Cafe24 or Godo Mall</li> <li>- Providing various payment systems such as PG</li> <li>- Lack of providing detailed functions related to homepage production</li> <li>- Responsive web function provided</li> </ul>
<p>godo (<a href="https://www.godo.co.kr/">https://www.godo.co.kr/</a>)</p> 	<ul style="list-style-type: none"> <li>- Providing shopping mall production and operation solutions</li> <li>- Providing various payment systems such as PG</li> <li>- Customer center business processing is quick</li> <li>- Insufficient product review writing function</li> </ul>

**Figure 1. Features comparison of major web production platforms**

In addition, on the Internet, companies that produce homepages for free are successful, but if you look at the facts, most of the places that charge for web hosting and domain costs are about 30,000 to 40,000 won per month in a three- and five-year contract. Web planning experts, design and programming experts jointly produce media, which can be said to be essential for online promotion, to create a homepage optimized for the online market and provide it at low cost. This is what differentiates them from free website makers and general website makers. If there is no specialized knowledge, when creating a homepage, a trusted company is used as an agent, but it is true that there are many complaints after the homepage is produced. This is because there are many cases in which one's name and name are included in the frames that were commonly seen while surfing the web. The cost of creating a homepage consists of low-cost prices such as basic, general, high-end, and planned types, as well as a rather high cost price that combines luxury, and it is common to adjust the amount according to the environment and desired requirements of each company [12].

**2.2. Concept and Status of Non-profit Associations**

**2.2.1. The Concept of Non-profit Associations**

Non-profit corporations are aimed at academic, religious, charity, arts, social, and other non-profit businesses (Article 32 of the Civil Code), and there are non-profit corporations and non-profit foundations. Profit refers to pursuing business profits and distributing the profits to members to seek economic benefits. Therefore, it is permissible to engage in profitable activities that do not deviate from the essence in order to achieve the purpose of a non-profit business unless profits are distributed to members[13]. As such, the establishment of non-profit corporations and associations has been very active in the establishment of non-profit corporations and associations, as the principle of licensing is adopted for the establishment of non-profit corporations.

**2.2.2. Current Status of Domestic Nonprofit Associations**

According to data released by the Ministry of Public Administration and Security, the number of non-profit private organizations in Korea was 10,889 in 2012, but increased by more than 30% in 7 years to 14,404 in the first quarter of 2019. During this period, over 500 new non-profit organizations were established each year. This also means that the civil society in Korea has grown and the social influence of non-profit organizations has increased as much [14]. These non-profit associations are social, economic and cultural. The voluntary participation of experts and citizens from all walks of life, such as art, is contributing to the promotion of public interest activities and the development of a democratic society that the state and companies cannot satisfy. Therefore, the state or local governments are providing various support to organizations with conditions under the “Non-profit Private Organization Support Act”.

### **3. ESTABLISHED THE INTERNET HOMEPAGE OF THE ASSOCIATION OF NON-PROFIT ASSOCIATION**

#### **3.1. The Purpose of Establishing The Korea Textile and Fashion Industry-Academic**

The textile and fashion industry has played a pivotal role in the economic growth of our society, but has experienced great challenges and changes due to rapid changes in the global economic environment since the 1990s. In order to overcome this reality and re-grow the textile and fashion industry in Korea, efforts are being made in many fields to gain global design competitiveness. In particular, The Korea Textile and Fashion Industry-Academic aims to enhance the weak design planning power of the domestic industry, cultivate highly sensitive creative design professionals, and to create domestic and international demand and market competitiveness by securing the quality and differentiation of design products. Was established in years. In particular, this institution is establishing a close network with academics, research institutes, industry companies, and specialized institutions for various activities in various fields. It is also playing a role in the advancement of the Korean textile and fashion industry, improvement of competitiveness, and implementation of fashion design management strategies [15].

#### **3.2. Necessity of Building an Internet Homepage**







Since corporate activities using the Internet homepage are used as a strategic means of companies, the types of information technology to improve existing public relations activities can be broadly classified as follows. There are three reasons why integrated public relations activities become important on corporate homepages. First, technological advancement has enabled integration itself and reduced the cost burden required for it. Second, as the cost of traditional communication increases, a new communication medium that is possible at a lower cost has been found. Third, by utilizing the interactive communication function that supports multimedia, which is the biggest advantage of the corporate homepage, for public relations activities, in a rapidly changing information society, products and services of each company are individually delivered to the world in a faster and more economical cyberspace It can be promoted as [16].

The reason most companies open internet homepages is that they want to achieve the goal of creating profits by forming their own image to the advantage. However, the purpose of opening the homepage of a non-profit association is because of the advantage of building a human network and strengthening the position of domestic and international associations. In addition, it is possible to improve the image that fits the consistent management policy of the association, such as voluntary participation and communication of association members, and support for various activities.

For these reasons, the Korea Textile Fashion Industry-Academic Association, which was established in 2004 and is conducting various activities with 300 members from academia, research institutes, industries, and local governments, proceeded to establish the association's website in 2019. In particular, the establishment of a website was urgently carried out to manage new members and to conduct various events, and by establishing a website, it is actively utilized for various event announcements, association promotion, and information provision.

#### **3.3. Contents of the Internet Homepage of The Korea Textile & Fashion Industry Association**

While developing the Internet homepage, The Korea Textile and Fashion Industry-Academic produced it using a program provided by 'I'mweb', a free homepage maker, not a general homepage maker. The reason for choosing 'I'mweb' is that it is relatively easy and excellent for its low price, features, and difficulty. In particular, it is easy to use the layout and grid system provided by default, and there are widgets with various functions such as photo gallery, map, bulletin board, and schedule, so it has the advantage of being able to place it on a desired page or place. The composition of the homepage created using 'I'mweb' is shown in <Figure 2>.

Contents	Image	Characteristic	Contents	Image	Characteristic
Cover		Association image photo automatic change function. Association introduction, main business, community, participation section, contest, login, registration, my page, search menu check function	Community		Association news, member company introduction, member company trend, 4 items related to media promotion
Association Introduction		Greeting, purpose of establishment, history, organizational structure related 4 items check function	Participation Zone		Notice, data room, membership registration, Q&A-related 4 item content check function
Major Business		Textile and fashion business, educational support, contest, fashion show & contest related 4 items check function	Competition		3 items related to contest reception, gallery of winners, and contest FAQ

**Figure 2. Contents of Internet homepage**  
Source: <https://www.textilefashion.co.kr/>

#### 4. CONCLUSION

Our society has changed rapidly and is now living in the information age. And in the information age, qualitative growth and consumer-oriented diversity and creativity are emphasized in a huge amount of information [17].

Unlike general companies that use the homepage for commercial purposes, the homepage of non-profit associations is as follows. First, it is possible to build a human network and strengthen the position of domestic and international associations. Second, it is possible to improve the image that fits the consistent management policy of the association, such as voluntary participation and communication of association members, and support for various activities. Third, the role of the homepage as a two-way communication tool according to the development of Internet spread and use is increasing day by day.

The purpose of this study is to find a utilization method that can activate various activities by utilizing the homepage based on the case of the homepage of the Korean Nonprofit Association and the Korea Textile & Fashion Industry Association using the domestic homepage company 'Imweb'.

Established in 2004, The Korea Textile and Fashion Industry-Academic has been running until now without its own website, but recently established the association's website in 2019 to actively operate the association, promote international associations, organize personal networks, and conduct various events. In particular, it was determined that it was urgent to establish a website for the management of new members and various events. To open the website, several manufacturers were compared, and among them, the program provided by 'Imweb' was used.

The reasons for building a homepage using 'Imweb' are as follows. First, 'Imweb' provides a web builder solution that allows individuals to easily create web sites without program development, photoshop, coding, and other IT expertise. Second, it faithfully provides bulletin boards and member management functions necessary in Korea, such as Internet homepage builders and shopping mall production services. Third, it has the advantage that it is easy to use the Q&A service through the administrator when building the web, so that the homepage can be conveniently managed. However, it provides a responsive web function, but it is regrettable that the compatibility between PC and mobile is not smooth.

After the creation of the association's website, the new member registration is smooth, membership management and association promotion are used in a variety of ways, and it will play an even more important role as non-face-to-face activities due to the COVID-19 disease, which have recently become a problem worldwide, become a daily life. For this reason, as the role of the homepage in various organizations and associations is also important, it is believed that the positive effects and utilization of the homepage will increase in the future.

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