

UI/UX REVERSE ENGINEERING

Visual Anatomy & UI Component Dictionary

Studi Kasus Bedah UI Elemen & Tech Stack Website Great Giant Foods (GGF)

Materi Pembelajaran UI Engineering:

- Identifikasi Elemen: Navbar, Hero, Pill Filters, Bento Grid, Steppers, Vector Maps, Mega Footers.
- Tech Stack: Next.js (App Router) + React + Tailwind CSS + SCSS Modules + Headless CMS.
- Terminologi Industri & Padanan Kode Frontend.

Transparent Sticky Header & Top Navigation

Elemen & Terminologi UI:

- **Transparent Navbar:** Header melayang transparan di atas hero, berubah solid saat di-scroll.
- **Brand Wordmark Logo:** Logo SVG 2 varian (putih saat hero gelap, warna saat background putih).
- **Desktop Nav Links:** Tautan menu navigasi utama (About Us, Sustainability, Careers, dll).
- **Flyout Dropdown:** Menu turunan yang muncul saat hover di kategori Our Business.
- **Locale Switcher:** Segmented toggle [EN | ID] untuk pergantian bahasa instan.
- **Hamburger Button:** Icon toggle menu drawer untuk tampilan mobile/tablet.

Implementasi Frontend (GGF):

HTML: header.header_header__nzcJB

Tailwind: fixed top-0 w-full z-50 transition-colors backdrop-blur-sm

Hero Section & Main Value Call-to-Action



Elemen & Terminologi UI:

- **Hero Viewport Container:** Kontainer layar pertama 100vh (min-h-screen) menarik impresi utama.
- **Video Backdrop Loop:** Video kebun nanas ambient tanpa suara (autoplay, muted, loop).
- **Hero Headline (H1):** Tipografi display besar penegasan proposisi nilai merek.
- **Lead Paragraph:** Deskripsi ringkas 1-2 kalimat pendukung judul utama.
- **Primary CTA Button:** Tombol aksi utama Learn About Our Business kontras tinggi.
- **Scroll Cue Indicator:** Icon panah bawah penanda visual bahwa halaman dapat digulir.

Implementasi Frontend (GGF):

HTML: section.home-hero_hero__Dfboa

Tailwind: flex flex-col justify-center items-start px-8 md:px-16 text-white

Manifesto & Value Proposition Section

Elemen & Terminologi UI:

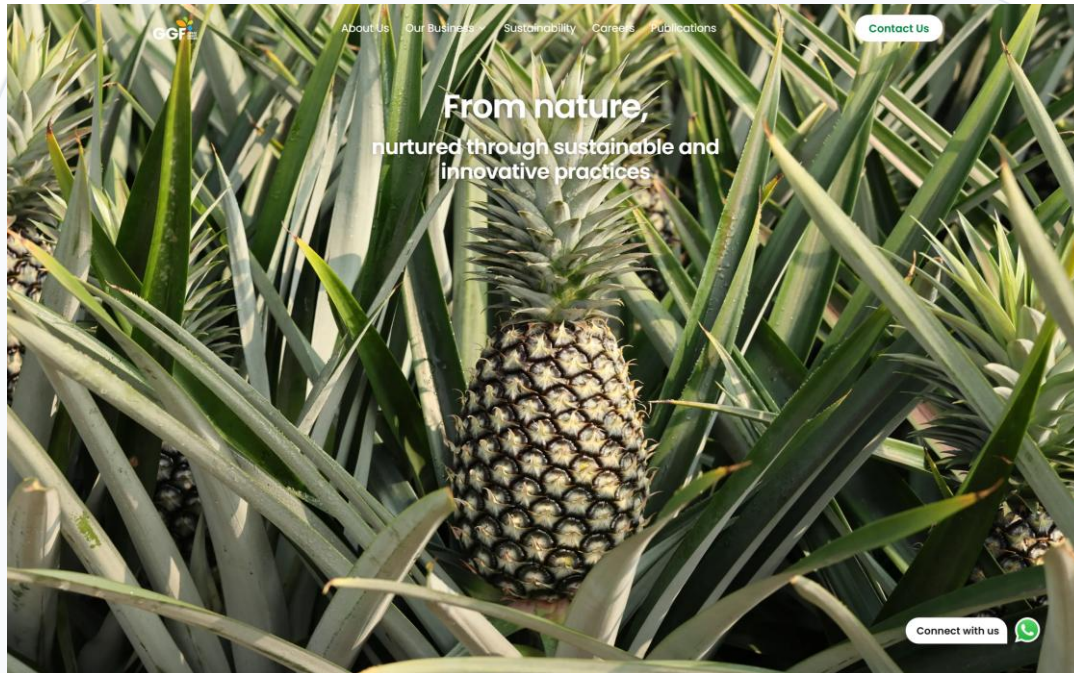
- **Eyeblink / Kicker Text:** Teks kecil di atas judul (From nature,) pemandu konteks baca.
- **Serif Display Heading:** Judul berkarakter kuat menggunakan font sans/serif elegan.
- **Narrative Statement:** Paragraf narasi filosofi bisnis berkelanjutan dan inovasi pangan.
- **Whitespace / Padding:** Spasi vertikal lapang (py-20/py-24) untuk kenyamanan membaca.

Implementasi Frontend (GGF):

HTML: section.home-source_source__e110e

Tailwind: max-w-5xl mx-auto py-24 px-6 text-center md:text-left

Interactive Tabbed Showcase & Bento Cards



Elemen & Terminologi UI:

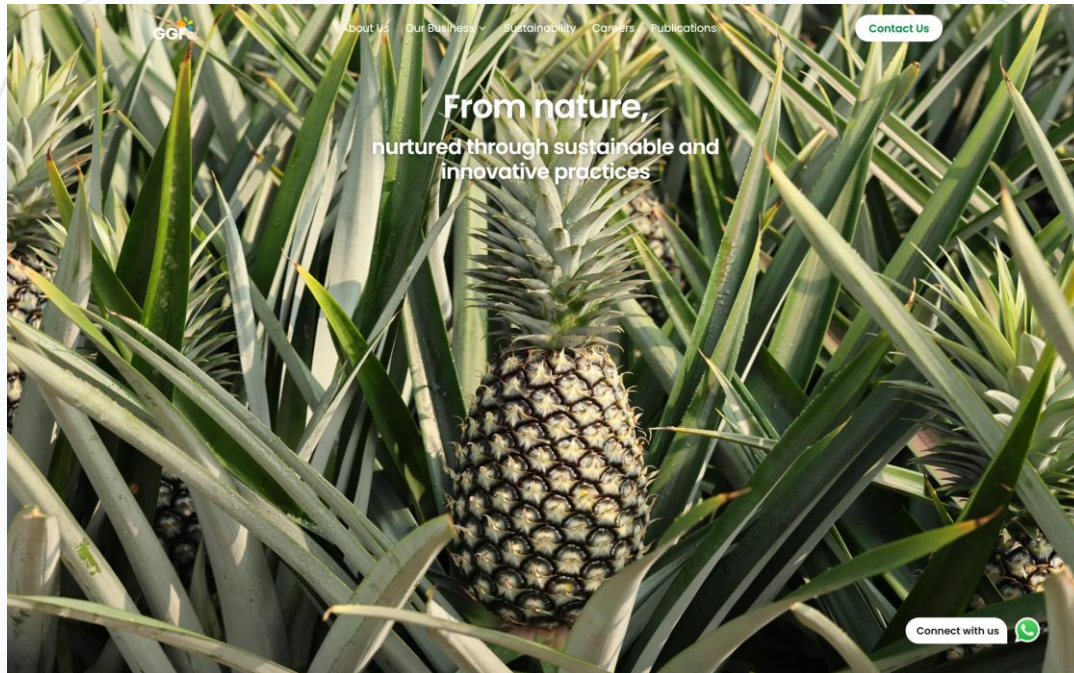
- **Segmented Pill Filter:** Tombol tab lonjong untuk switch kategori produk tanpa reload.
- **Card Grid / Bento Grid:** Susunan kartu responsif 3 kolom (Processed Pineapple, Fresh Fruit, dll).
- **Feature / Product Card:** Card kontainer ber-border halus dengan thumbnail & overlay logo.
- **Pill Badges / Tags:** Label penanda kategori dan unit bisnis (Sunpride, GGP, Hometown).
- **Hover Micro-interaction:** Animasi zoom foto & card lift saat mouse diarahkan ke kartu.

Implementasi Frontend (GGF):

HTML: section.our-business_section__vZE6Y

Tailwind: grid grid-cols-1 md:grid-cols-2 lg:grid-cols-3 gap-8

Interactive Stepper & Circular Flow Infographic



Elemen & Terminologi UI:

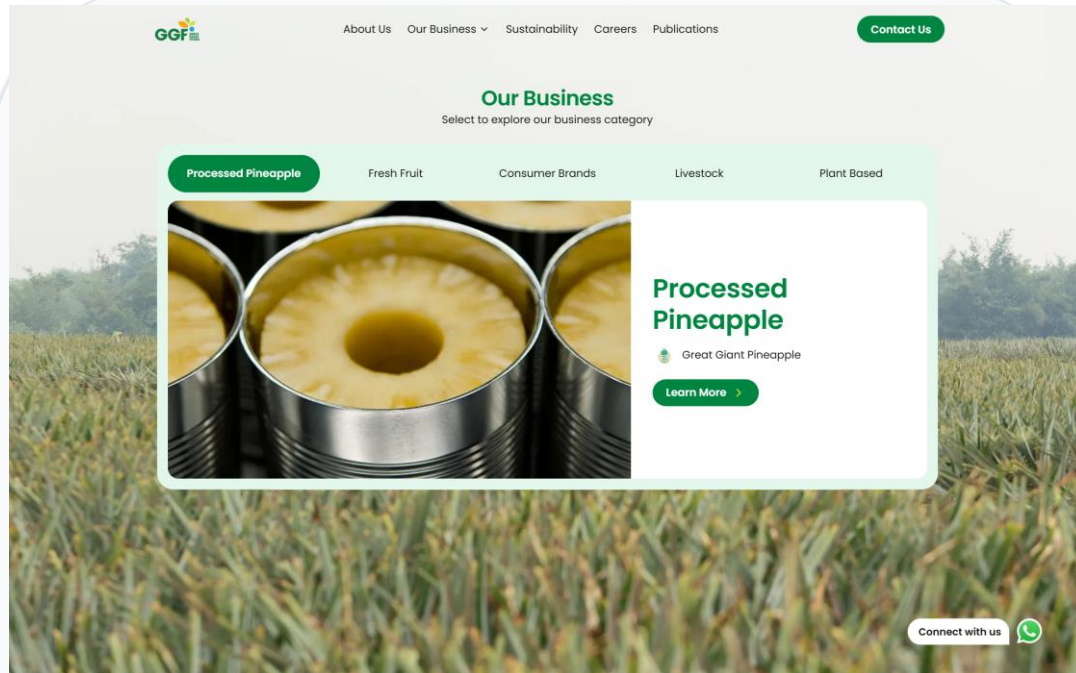
- **Numeric Stepper Badges:** Indikator bulat angka (1 s/d 7) penanda siklus zero-waste.
- **Node Connector Lines:** Garis penghubung antar tahapan proses bisnis terintegrasi.
- **Split-Screen Layout:** Sisi kiri diagram interaktif, sisi kanan kartu penjelasan detail.
- **Action CTA Link:** Tautan Learn More – Circular Economy dengan panah dinamis.

Implementasi Frontend (GGF):

HTML: section.circular-economy_circular__l8Cou

Tailwind: flex flex-col lg:flex-row items-center gap-12

Global Footprint & Interactive Map Locator



Elemen & Terminologi UI:

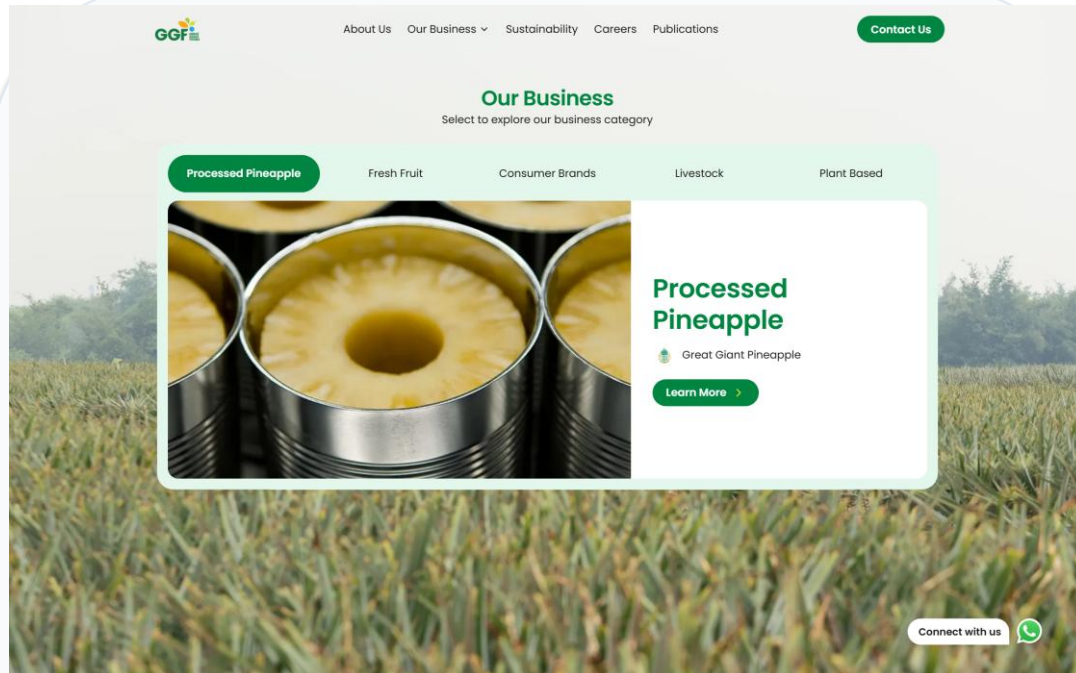
- **Interactive Vector Map:** Peta dunia berbasis SVG interaktif dengan titik koordinat kantor.
- **Geo Pin / Hotspot Markers:** Titik lokasi kantor representatif dengan efek radar/pulse.
- **Combobox / Dropdown Selector:** Menu dropdown untuk mencari kantor GGF di berbagai negara.
- **Location Detail Card:** Kartu pop-up/sidebar informasi alamat dan kontak kantor terpilih.

Implementasi Frontend (GGF):

HTML: section.home-office_office__M0vyt

Tailwind: relative w-full bg-slate-900 text-white rounded-3xl p-8

People & Corporate Culture Section



Elemen & Terminologi UI:

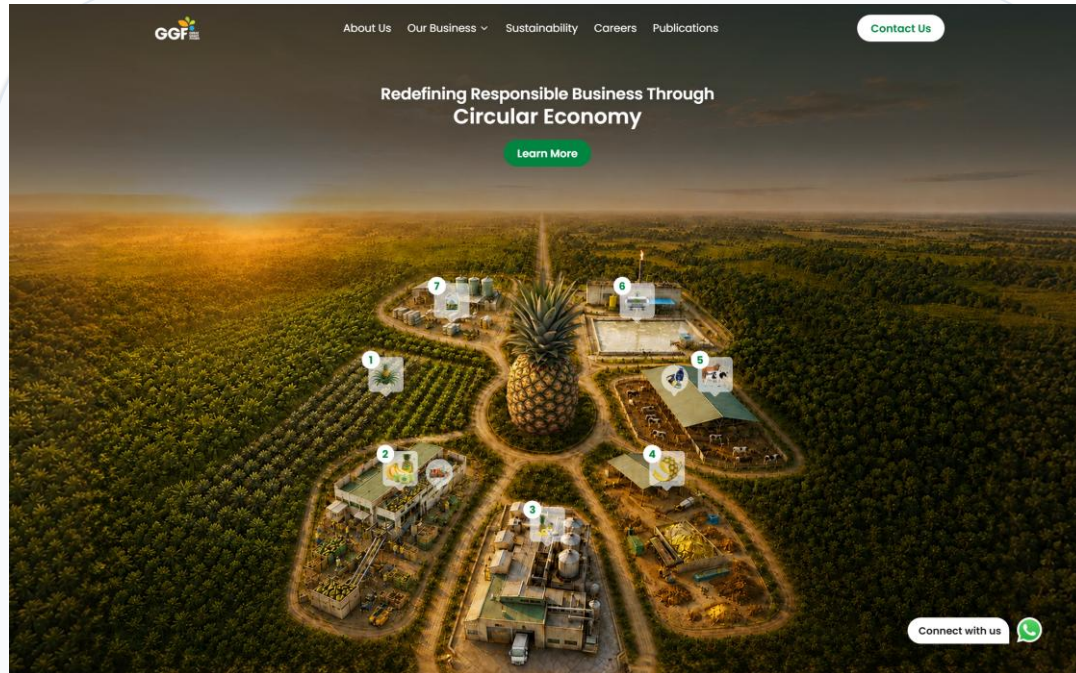
- **Section Headline & Badge:** Judul inspiratif Powered by Great People.
- **Media Mosaic / Gallery:** Kolase foto aktivitas karyawan dan tim agribisnis di lapangan.
- **Split Text Block:** Blok narasi komitmen pengembangan SDM dan keahlian lokal.
- **Careers CTA Button:** Tombol ajakan bergabung ke tim karir GGF.

Implementasi Frontend (GGF):

HTML: section.home-driven_driven__g_0jW

Tailwind: grid grid-cols-1 lg:grid-cols-2 items-center gap-10

Mega Footer & Sub-Footer Architecture



Elemen & Terminologi UI:

- **Mega Footer Layout:** Struktur kolom ganda untuk peta situs lengkap dan info perusahaan.
- **Sitemap Navigation Groups:** Pengelompokan tautan internal berdasarkan kanal informasi.
- **Social Media Icon Strip:** Icon buttons (LinkedIn, Instagram, YouTube) untuk kanal sosial.
- **Copyright Sub-Footer:** Baris penutup © 2026 GGF, Terms of Use, dan Privacy Policy.

Implementasi Frontend (GGF):

HTML: footer.home-footer_footer__hQ_Kz

Tailwind: bg-slate-950 text-slate-400 pt-16 pb-8 border-t border-slate-800

UI Developer Cheat Sheet: Padanan Tailwind & React

Elemen UI	Terminologi Resmi	Tailwind CSS Classes	State & Interaksi
Navbar Melayang	Sticky Transparent Nav	fixed top-0 w-full z-50 backdrop-blur-md	scroll event -> flip background
Banner Pertama	Hero Section (100vh)	relative min-h-screen flex items-center	autoplay video + overlay gradient
Filter Kategori	Segmented Pill Tabs	flex gap-2 rounded-full p-1 bg-slate-100	active state -> bg-emerald-600 text-white
Kartu Produk	Feature / Bento Card	rounded-2xl border shadow-sm hover:shadow-xl	hover:scale-[1.02] transition-all
Badge Kategori	Pill Tag / Chip	px-3 py-1 text-xs font-semibold rounded-full	bg-emerald-100 text-emerald-800
Indikator Angka	Numeric Stepper Node	w-10 h-10 rounded-full flex items-center justify-center	border-2 border-emerald-500
Footer Berkolom	Mega Footer	grid grid-cols-2 md:grid-cols-4 gap-8 py-12	hover:underline text-slate-400