



Designing a Company Profile as Promotional Media at Zaeni Convection Using WordPress

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 <https://doi.org/10.37339/e-komtek.v7i1.1101>

Published by Politeknik Piksi Ganesha Indonesia

Artikel Info

Submitted:

14-02-2023

Revised:

28-03-2023

Accepted:

28-03-2023

Online first :

28-06-2023

Abstract

In this digital era, business actors need to digitize their companies. One way to digitize is by creating a company profile website that could improve communication between clients and business actors. This research aim is to make a company profile website design at Zaeni Convection using WordPress. Zaeni Convection is a company engaged in the clothing industry. From the older research, Zaeni Convection needs a platform as a promotional medium for their company. In this study, the authors used the SDLC or Software Development Lifecycle method as a design to build a company profile website. In this study, 21 people filled out a questionnaire resulting that with the company profile website, promotional media became more efficient. The results of this study are a company profile website that can help companies promote their products and company profiles as well as company services.

Keywords: *Company Profile, Website, WordPress*

Abstrak

Di era yang serba digital pelaku usaha dituntut untuk mendigitalisasi perusahaannya agar dapat bersaing. Salah satu cara untuk digitalisasi yaitu dengan cara membuat website company profile yang mana dapat meningkatkan komunikasi antara client dan pelaku usaha. Penelitian ini ditujukan untuk membuat sebuah rancangan website company profile di Zaeni Konveksi menggunakan Wordpress. Zaeni Konveksi merupakan perusahaan yang bergerak dibidang industry pakaian. Dari penelitian yang telah dilakukan, Zaeni Konveksi membutuhkan platform sebagai media promosi perusahaannya. Dalam penelitian ini penulis menggunakan metode SDLC atau Software Development Lifecycle sebagai rancangan dalam membangun website company profile. Dalam penelitian ini telah dilakukan survey menggunakan berupa kuisisioner terhadap 21 orang dengan hasil menunjukkan bahwa dengan adanya website company profile media promosi menjadi lebih efisien. Hasil dari penelitian ini adalah sebuah website company profile yang dapat membantu perusahaan dalam mempromosikan produk dan profil perusahaan serta layanan jasa perusahaan.

Kata-kata kunci: *Profil Perusahaan, Website, WordPress*



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1. Introduction

Zaeni Convection is a company moving into the clothing industry in 2013 located in Bandung. So far, Zaeni Convection has only used social media like Facebook and other media such as business cards as a medium to promote its services and products. Zaeni convection wants to add promotional media to develop and reach a broader target market.

According to the previous research conducted by [1] with the title "Design and Development of Web-Based Company Profile at Byzen Stores", showing the result that having a company profile website can improve and more efficiently disseminate information and can make the company's image better. The researcher builds the website using HTML, CSS, PHP, and MySQL.

Because of that, underlies the design of the company profile at Zaeni Convection as a marketing strategy to build a better company. Designing and building a website requires an understanding of programming. The company profile website will be built using a CMS system, while previous studies used a system architecture consisting of PHP and MySQL. Given that not all people can understand programming. WordPress is one of the most popular CMS among website developers.

A company profile website is usually intended for media promotion and company introduction so that the public widely knows it. On the other hand, the company profile website has significant value in maintaining the credibility and existence of a company developing its business.

A company profile or company profile is a written product of business practitioners that describes a general description of the company. A complete, detailed, and comprehensive company profile description is optional in this situation [2]. Company profile is an asset belonging to a company, agency, or institution generally intended as an identification and business indicator with other close people outside the company environment [3]. Website is a page of information presented through the internet anyone around the world can access with the condition of being connected to the internet. A website has components consisting of images, text, sound, and various animations that make the website attractive to visit [4]. Website is a set of web pages with headers that are interconnected between pages, which are usually hosted or placed on a web server that can be accessed via the internet or a local network [5] [6]. WordPress is one of the content management systems (CMS) that can be used to build and manage a website or a blog. The system on WordPress runs using PHP programming language and MySQL

database. WordPress is the most popular CMS today handling more than 42% of websites worldwide. By using a CMS, users can build, manage and publish content without the need to master programming languages because there are plugins and themes [7].

2. Method

In this study, the author used the SDLC (Software Development Life Cycle) Waterfall model method in this study. This model is commonly referred to as the life cycle model, which begins with communication, planning, modeling, construction, and deployment and ends with the support of software completion [8]. The waterfall method has several phases or stages in the waterfall method according to the pressman, as in **Figure 1**.

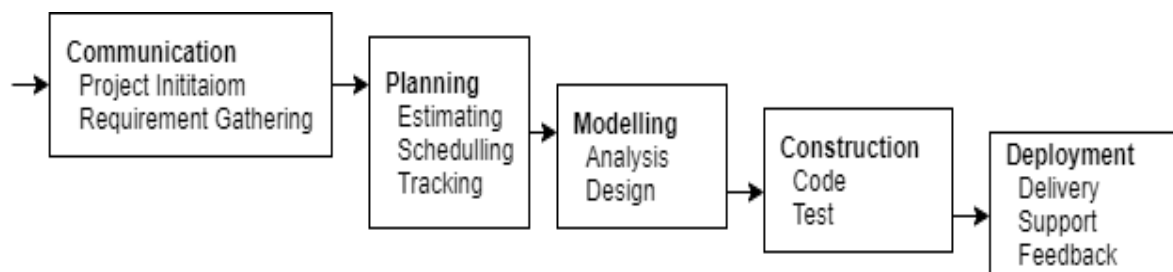


Figure 1. Waterfall Method

The explanation of the waterfall research method is described below.

a. Communication

The first stage is communication, which analyses the need for software. At this stage, the author collects information by asking the owner of Zaeni Convection directly.

b. Planning

After the data is collected, at this stage, determine the ideas and concepts in website design at Zaeni Convection. Like what will be displayed on the website and what is needed to build a website.

c. Modeling

This stage is the process of creating an interface on the website. At this stage, the author discusses with the owner Zaeni Convection the website's interface design.

d. Construction

The construction stage is the stage of creating a company profile website. At this stage, the author looks for themes and plugins that suit the wishes of the owner Zaeni Convection and replicates them on the company profile website.

e. Deployment

The deployment stage is the last after the company profile website is designed to run well and has been following the owner's request from Zaeni Convection. Then the company profile website will be implemented by hosting.

3. Results and Discussion

3.1 Analysis of System Requirements

Before the stage of making a website, the first stage, the author analyzes the needs of the interface that will later appear on the website page. Based on data from interviews and observations that have been conducted, it is known that Zaeni Convection promotional media now only uses Whatsapp, Facebook, and business cards. This causes the slow dissemination of information related to Zaeni Convection. Based on these problems, a platform is needed to improve the dissemination process. It can help companies in promoting their products and services. In addition, the limitations of human resources at Zaeni Convection in managing the system make it challenging for Zaeni Convection to budget finances to manage the system. The solution in this study is to build a company profile website using one of the CMS, namely WordPress, where Zaeni Convection does not need expert employees to be able to manage or manage the website [8] [9].

3.2 System Design

System design is a functional description of a system. The following is the system design on the company profile website at Zaeni Convection in the form of a use case diagram and flowchart.

a. Use Case Diagram

Below is a picture of the use case diagram on the company profile website system in Zaeni Convection. Use case diagram can be seen **Figure 2**.

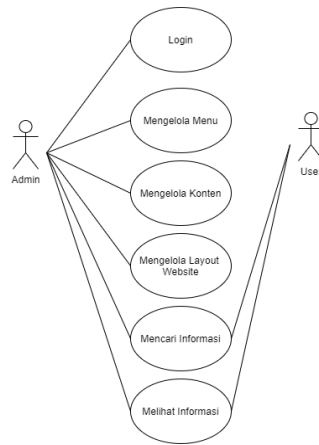


Figure 2. Use Case Diagram

The explanation of the use case in the picture above explains that the admin can log in, manage menus, content, and layouts, find information and see information contained on the website. In contrast, users can only search for information and see the information.

b. Flowchart Login

The admin login process is shown in **Figure 3**.

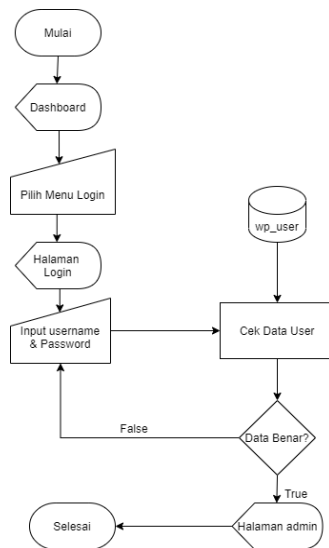


Figure 3. Flowchart Login

Figure 3 above describes the flow when the admin wants to log in. First, the admin enters the WordPress dashboard and then selects the login menu. After entering the login menu, the admin inputs the username and password. The system will check whether the username and password are correct. If correct, the admin will enter the admin page, and if wrong will return to the login menu page.

c. Flowchart to Add Content

Figure 4 shows the process of adding content to Zaeni Convection's company profile website.

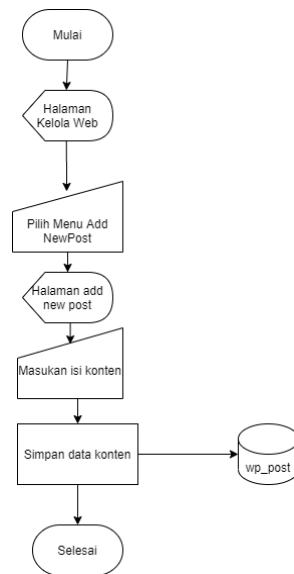


Figure 4. Flowchart to Add Content

Figure 4 describes the process of adding content. When the admin has logged in, the admin selects the manage website page and then selects the add new post menu. The admin then enters the content, then when finished entering the content, selects save or update content. Updated content is stored in a database.

d. Flowchart to Show Content

The process of displaying content is displayed with a flowchart in Figure 5.

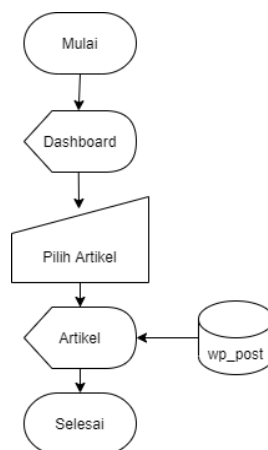


Figure 5. Flowchart Menampilkan Konten

The flowchart in Figure 5 above describes the flow when the user wants to display content. After entering the website dashboard, the user selects the article, and the database will display the article selected by the user.

e. Interface Design

In the interface design, there is the Zaeni Convection logo which is the company's identity. The navigation has a home, about, service, portfolio, and contact menus. In the slide section, there is a section that displays the advantages of the company. Furthermore, the section contains general information about the company. On the content page, there are pictures about services at Zaeni Convection. Finally, the footer contains additional information about the company [9]. Interface design can be seen in **Figure 6**.

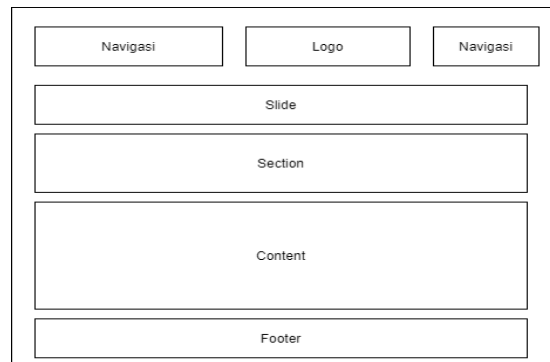


Figure 6. Interface Design

3.3 Implementation

From the research that has been done, the results are a Website Company Profile Zaeni Convection shown in **Figure 7**.



Figure 7. Dashboard Page

The dashboard page contains information about Zaeni Convection and navigation for switching pages. The navigation is in the form of an about us page containing Zaeni Convection's biodata, a service page containing what services are provided by Zaeni Convection, then a portfolio page containing what projects have been completed by Zaeni Convection and finally, a contact page containing Zaeni Convection's contacts. About as page can be seen in Figure 8.



Figure 8. About Us Page

The about us page contains information about the background, motto and vision, and mission of Zaeni Convection. This page also explains the advantages of Zaeni Convection. Service page presented on Figure 9.

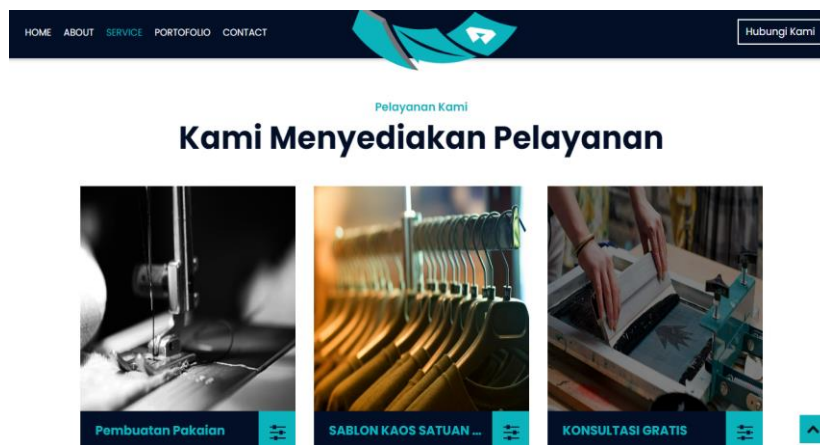


Figure 9. Service Page

The Service page contains information about the services contained in Zaeni Convection, such as clothing manufacturing and bloating services. On this page, some FAQs or questions are often asked by clients. Portfolio page is presented in Figure 10.

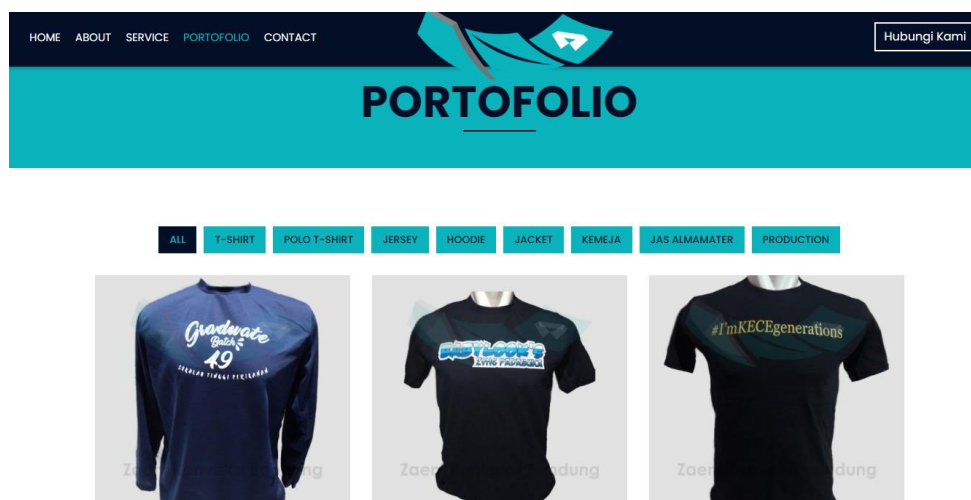


Figure 10. Portfolio Page

The portfolio page contains information about what Zaeni Convection has completed projects. This page displays images of products that Zaeni Convection has completed. Contact page is presented in [Figure 11](#).

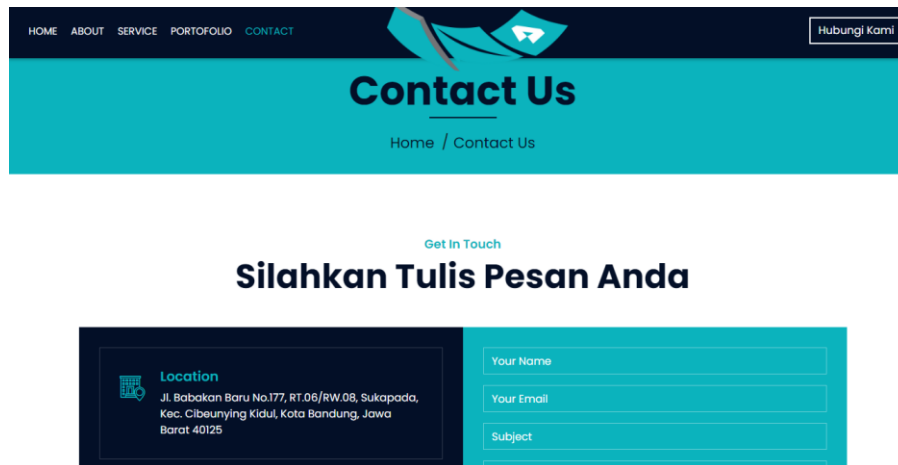


Figure 11. Contact Page

The portfolio page contains information about what Zaeni Convection has completed projects. This page displays images of products that Zaeni Convection has completed.

3.4 Testing

a. Blackbox Testing Method

In the testing stage, the author uses the black box testing method, which aims to test or test the function of the features on the company profile website at Zaeni Convection. The test results can be seen in [Table 1](#).

Table 1. Testing Table

No	Purpose	Input	Output	Status
1	Log in to the system as an admin using a username and password	Username:zaenistore Password: admin123	Login successfully and log in to the admin dashboard	Succeed
2	Add and change content	Pressing the edit button page, article content, and image.	Content and images successfully displayed on the website page	Succeed
3	Deleting Content	Press the edit page button, press the trash button	Content deleted and not showing on the website page	Succeed

b. Questionnaire test method

After the design and testing stage as data to review the efficiency of the company profile website as a promotional medium on Zaeni Convection, the questionnaire was made using Gform and spread through social media. Result Questionnaire of the company profile website on Zaeni Convection be an efficient promotional medium presented in **Figure 12**.

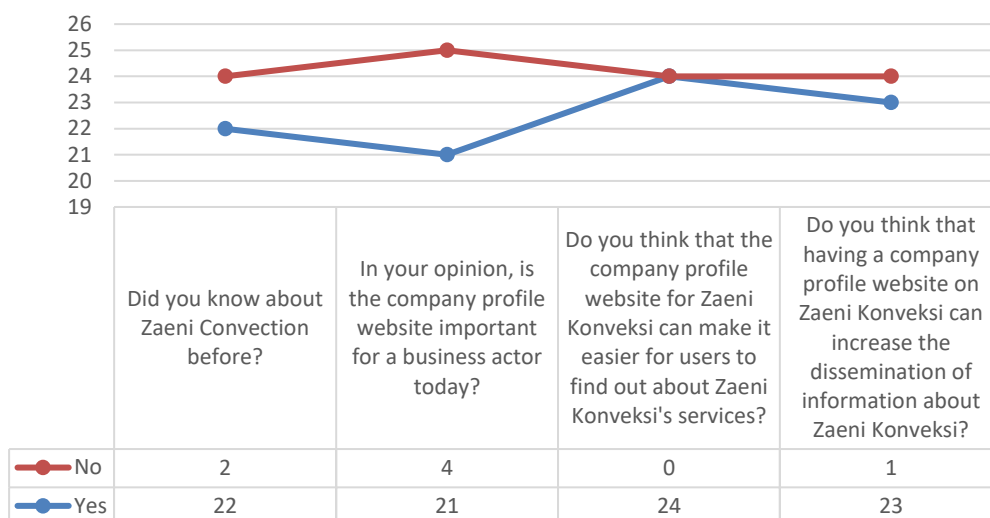


Figure 12. Diagram of Questionnaire Result

As in **Figure 12**, 21 respondents gave yes answers, and 4 respondents answered no, so it can be concluded that the company profile website can be an efficient promotional medium.

4. Conclusion

Based on research that has been done on the company profile website in Zaeni Convection using WordPress, it can be concluded that:

- a. Produce a company profile website that can be used as an advertising medium to promote the company and as a medium for delivering information about Zaeni Convection.
- b. Based on the questionnaire that has been carried out, it is found that the company profile website on Zaeni Convection can be an efficient promotional medium.

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