Designing a Web-Based Company Profile as a Marketing Facility at PT KLS

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ABSTRACT

The increasing need for an effective digital presence has driven the optimization of the Company profile site at PT. KLS. This study aims to analyze and improve the usability of the website using the Research Flow method in the marketing and promotion process. The research began with a comprehensive needs analysis, followed by prototype testing, and concluded with implementation and evaluation. A user survey was conducted involving 100 respondents to assess navigation ease, design appeal, and information clarity. The results show that 82% of users find this website more effective than previous marketing methods, with a usability score of 4.3 out of 5. The main improvements include optimized responsiveness and better content organization. This study contributes to the development of a structured website design methodology that enhances user engagement and business credibility.

Kata Kunci *: Company Profile, Travel, Online Marketing, Website, Marketing*

I. INTRODUCTION

PT KLS is a company engaged in the travel sector. Along with the development of information technology, the use of websites as a means of marketing has become a common thing for companies. Websites provide advantages for companies in terms of increasing brand awareness, connecting with customers, and providing complete information about the products or services offered. However, currently PT KLS does not have an adequate website as a means of marketing.

Therefore, it is necessary to design a company profile website as a means of marketing at PT KLS. Related to this, the author wants to raise the topic of designing a web-based company profile as a marketing tool at PT KLS. The author believes that a well-designed website can help PT KLS in increasing brand awareness, increasing marketing effectiveness, and making it easier for customers to get information about the products or services offered.

In designing a company profile website, the author will use web-based technology that allows PT KLS to provide accurate, complete, and up-to-date information about the products or services offered. In addition, the author will also pay attention to factors such as user needs, attractive appearance, and easy-to-use website functionality to ensure that the website can provide a good experience for visitors.

It is hoped that the results of the design of this company profile website can help PT KLS in increasing marketing effectiveness and developing its business further. In addition, it is hoped that this research can also make a positive contribution to the development of information systems used by companies in general.

II. THEORETICAL FOUNDATIONS

2.1 Database

A database is a collection of data that is logically interconnected and designed to obtain the data needed by an organization [2]. Database definitions contain specifications for the data types, data structures, and constraints on which data is subsequently stored. It can be concluded that a database is a place to store data in bulk that can store various data.

2.2 Website

A website is a collection of pages that contain data to display text information, images,
Static or motion, animation, sound, and or a combination of all of them, websites can be static or dynamic which can be connected to network pages [3].

2.3 HTML

HTML (Hypertext Markup Language) is a programming language used to display website pages [4]. HTML is also a flexible programming language and can be merged with several other programming languages such as PHP, ASP, JSP, and JavaScript. Multiple tags in an HTML document can specify how the text will be used.

2.4 CSS

CSS functions to make the display neater and more attractive [4]. CSS (Cascading Style Sheets) is a collection of commands to make your website better, such as making the text bigger and better, the colors for the background more attractive, and making the website look comfortable to use.

2.5 Laravel

Laravel is an open-source PHP framework used to develop web applications. Laravel is designed to simplify the web application development process.

2.6 UML

UML is a technique to develop a system by using a graphical language as a tool for documentation and being able to perform specifications on the system [6].

2.7 Bootsrap

Bootstrap is a CSS framework used to create the appearance of a website. Bootstrap can provide ready-to-use classes and components [7].

2.8 PHP

In creating websites, the majority of developers use PHP which is used for the development of a website using one scripting language. [4].

## III. RESEARCH METHODS

3.1 Research Flow

The Research Flow Method can be defined as a research flowchart that illustrates the steps to be followed in a study. This method is also one of the methods that is very easy to understand in the design of an application. Generally, this method applies a workflow in the form of a diagram, using standard symbols to indicate an activity, design conditions that refine the flow with many design steps.

In the development of a company profile website design, the Research Flow approach becomes an effective method to ensure that the resulting design is not only visually appealing but also functional and aligned with user needs. The first stage in this method is needs identification, where in-depth research is conducted on the company's identity, target audience, and competitors. Data collected through interviews with stakeholders and industry trend analysis are used as the basis for determining the key elements that must be included in the website. At this stage, branding aspects such as colors, typography, and visual elements are established to align with the company's identity.

The final stage in the Research Flow method is implementation and evaluation. After the final design is approved, developers begin coding the website using technologies such as HTML, CSS, JavaScript, and modern frameworks like React or Laravel, depending on the project's needs. The completed website is then retested to ensure performance, speed, and security before it is finally launched. Periodic evaluations are also necessary to ensure the website remains relevant and aligned with business developments and user needs. With this Research Flow method, the process of designing a company profile website becomes more systematic and data-driven, resulting in a professional, informative, and user-friendly website.

After the website's needs and characteristics are determined, the next step is prototyping and testing. In this stage, wireframe sketches and prototypes are created using design tools such as Figma or Adobe XD. This design is then tested through usability testing methods with potential users to identify weaknesses and improve the user experience (UX). Aspects of navigation, responsiveness, and accessibility became the main focus to ensure that the website can be easily used on various devices and by all demographics.

The results of this testing are analyzed and used to iterate the design to make the website more optimal before it is fully developed. The following is an explanation of the flow of stages in system research with flowcharts:
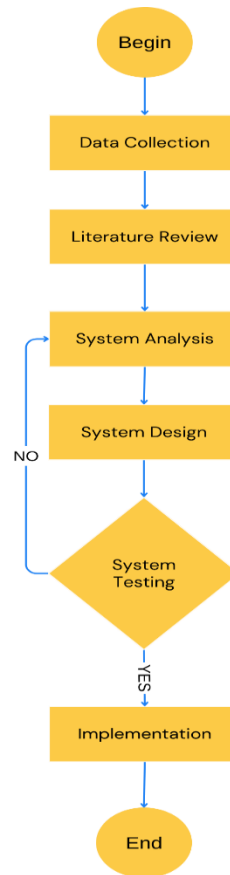
Image 1. Flowchart Algorithm

The following is the research flow that will be carried out to create a website company profile at PT KLS

1. Data Collection
   This data collection activity conducts direct observation of employees at PT KLS company for 1 (one) month through intensive interviews.
2. Literature Review
   It is used to collect data from various types of literature, including papers, journals, theses, research textbooks, and online documents related to pre-existing research.
3. System Analysis
   It is done by identifying problems in the work system that are still running and will be further processed during the design stage.
4. System Planning
   It is done to make decisions about eliminating problem areas identified during the system analysis phase as well as creating a UML (Unified Modeling Language) which includes Use Case Diagrams, Activity Diagrams, Sequence Diagrams, and User Interface Design.
5. Coding
   The application system code is written in a text editor application using Visual Studio Code, MySQL as a database and Codeigniter as a framework for creating a website-based company profile application for KLS.
6. System Testing
   Black box testing is carried out to identify errors and weaknesses in a running system. The test results can then be used to link to system improvements.

7. Implementation

   Implementation is carried out by hosting the company profile website, then documenting the system by creating a manual book as a guide for admins in operating the website system.

3.2 Literature Review

The researcher searches for sources, theories, and related concepts regarding the research to be carried out. The source of literature review comes from books, journals and previous research theses that are still related to this study.

3.3 Data Collection

It is done using a company profile that already exists but is not yet in the form of a website, and also cooperation between the developer and the company regarding updated data from the previous company profile.

3.4 System Analysis

In order to increase its competitiveness, PT KLS needed a way to introduce its company to potential customers more easily. Therefore, a company profile website is needed that can help Cura Indonesia. Currently, PT KLS already has a company profile website, but the website has many incomplete parts and has never been updated since 2015.

3.5 System Planning

It is carried out to create solutions in overcoming problems that have been identified at the system analysis stage. The system design uses UML (Unified Modeling Language).

3.6 System Testing

System Testing is carried out using 2 (two) methods, namely using black box testing and white box testing. Black Box Testing, a system testing method that is carried out only on the outside of the system does not enter the program and is only tested in the front-end aspect, whether each feature has run according to its function or not. White Box Testing, a method that is carried out by checking the entire system in front-end and back-end aspects, whether it works according to its function or not.

IV.   ANALYSIS AND DESIGN RESULTS

4.1 Research Methode

A company profile is a homework practitioner's writing product that contains an overview of the company. This picture is not completely complete, detailed and in-depth (Kriyantono, 2008). According to Kriyantono (2008), the functions of the Company Profile are as follows:

a) Company representation. A company profile is an overview of the company. It can also be considered to represent the company so that the public does not have to bother looking for information about the company. It can also be used as a tool to build an image so that various pressure groups in the community have a correct understanding of the company.
b) Save transaction time. Other parties related to the company's business do not need to ask in detail about the company, products, market, vision, mission, financial position and others. This can be learned through company profiles, before and after meetings.
c) Building corporate identity and image. The company profile is packaged attractively, detailed, clear and luxurious, reflecting the face of the company in the eyes of the public as a large and bona fide company.
d) It can be used to complement oral communication for the sake of mutual understanding.

According to Ricky W. Griffin, Ronald J. Ebert (2016), marketing is one of the important aspects of running a business. The marketing concept consists of several elements, including market segmentation, targeting, positioning, and marketing mix.

According to Yuhefizar & Hidayat (2009) A website is the entire web page contained in a domain that contains information. A website is usually built on many web pages that are interconnected. In addition, a website can also be used as a promotional tool, but not as the first promotional tool. According to Arief, B. (2017), the web has functions that can be distinguished into several aspects, including the following:

a) Information: The web can function as a medium for conveying information to users. The information conveyed can be in the form of news, articles, reports, and so on. In the context of a company, the web can be used as a means to convey information about products, services, and company profiles to potential customers.

b) Communication: The web can also be used as a medium of communication between companies and customers, business partners, and employees. In this context, the web can be integrated with various communication applications such as email, chat, and video conferencing.
c) Transactions: The web can be used as a medium to conduct business transactions, such as purchasing products or services, paying bills, and so on. In the context of companies, the web can be integrated with management information systems to facilitate the business transaction process.
d) Marketing: The web can be used as a marketing medium for products or services. Companies can use the web to do promotions, advertising, and branding. In this context, the web can also be integrated with various digital marketing platforms such as social media and search engines

Based on the opinions of these experts, the author designed the Proposed Activity as an alternative to the Running Activity in the company's current marketing process. With the activity system design system runs as follows:
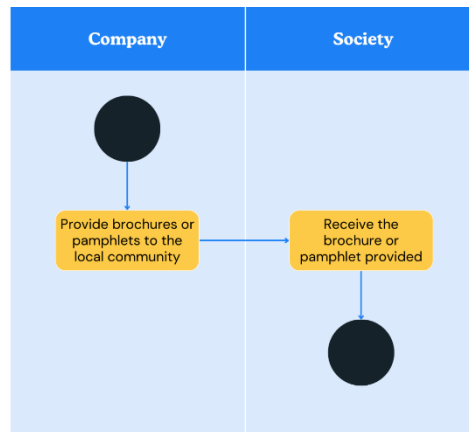
Image 2. Running Activiy Diagram.

Evaluating the effectiveness of the company profile website in enhancing user experience and comparing its impact with previous marketing methods.

1. Respondents: 100 users (clients, potential customers, and business partners)
2. Data Collection Method: Online questionnaire (Google Forms) and structured interviews
3. Survey Duration: 2 weeks
4. Measurement Parameters: User satisfaction, ease of navigation, access speed, design appeal, and marketing effectiveness

Based on this survey, the company profile website is considered effective in enhancing user experience and company marketing. However, some improvements such as enhancing the search feature, optimizing speed, and adding interactive content can further enhance the website's performance. This data can be used as a basis for decision-making for further development as well as evidence of the effectiveness of the company's marketing digitization.

Table 2.1 User Survey Results

Assessment Aspects	Rating Scale (1-5)	Score
Navigation Facilities	1 (Very Bad) - 5 (Very Good)	4.3
Access Speed	1 (Very Slow) - 5 (Very Fast)	4.1
Design Appeal	1 (Not Interesting) - 5 (Very Interesting)	4.5
Completeness of Information	1 (Incomplete) - 5 (Very Complete)	4.2
Effectiveness compared to traditional marketing methods	1 (Less Effective) - 5 (Very Effective)	4.6

As many as 82% of respondents feel that websites are more effective compared to traditional marketing methods such as brochures or social media without a website. The website helps enhance the company's credibility and expand its customer reach.

After the system is running, there is a proposal system made by the designer, namely the proposal system. The proposed activity system is as follows:
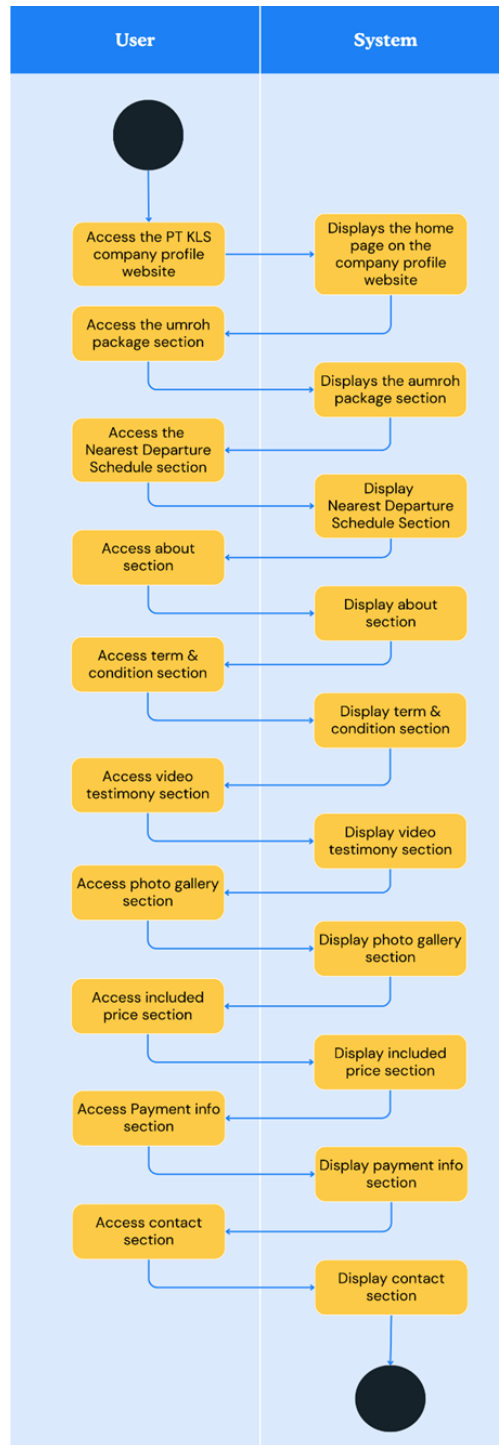
Image 3. Proposed Activiy Diagram.

Sebelum membangun sebuah situs web, penerapan Use Case Diagram sangat penting untuk memahami bagaimana pengguna akan berinteraksi dengan sistem. Use Case Diagram helps in identifying the main actors, such as administrators, customers, and visitors, as well as determining the main functions that must be available. For example, in the design of a company profile website, some main use cases include viewing company information, contacting customer service, and accessing the project portfolio. With this mapping, developers can design features that users truly need, making the website more functional and effective.

In addition, the Use Case Diagram also helps in anticipating technical requirements before the development phase begins. This diagram allows the team to see the relationships between features and avoid design errors from the outset. Misalnya, jika pengguna ingin menghubungi perusahaan melalui formulir kontak, sistem harus memastikan

bahwa data yang dikirim disimpan dengan benar dan diteruskan ke email admin. With this approach, each feature on the website has a clear purpose and can be tested gradually before full implementation, ensuring that the website optimally meets the needs of the business and users.

With this activity, the designer also compiles a use case before creating a website:
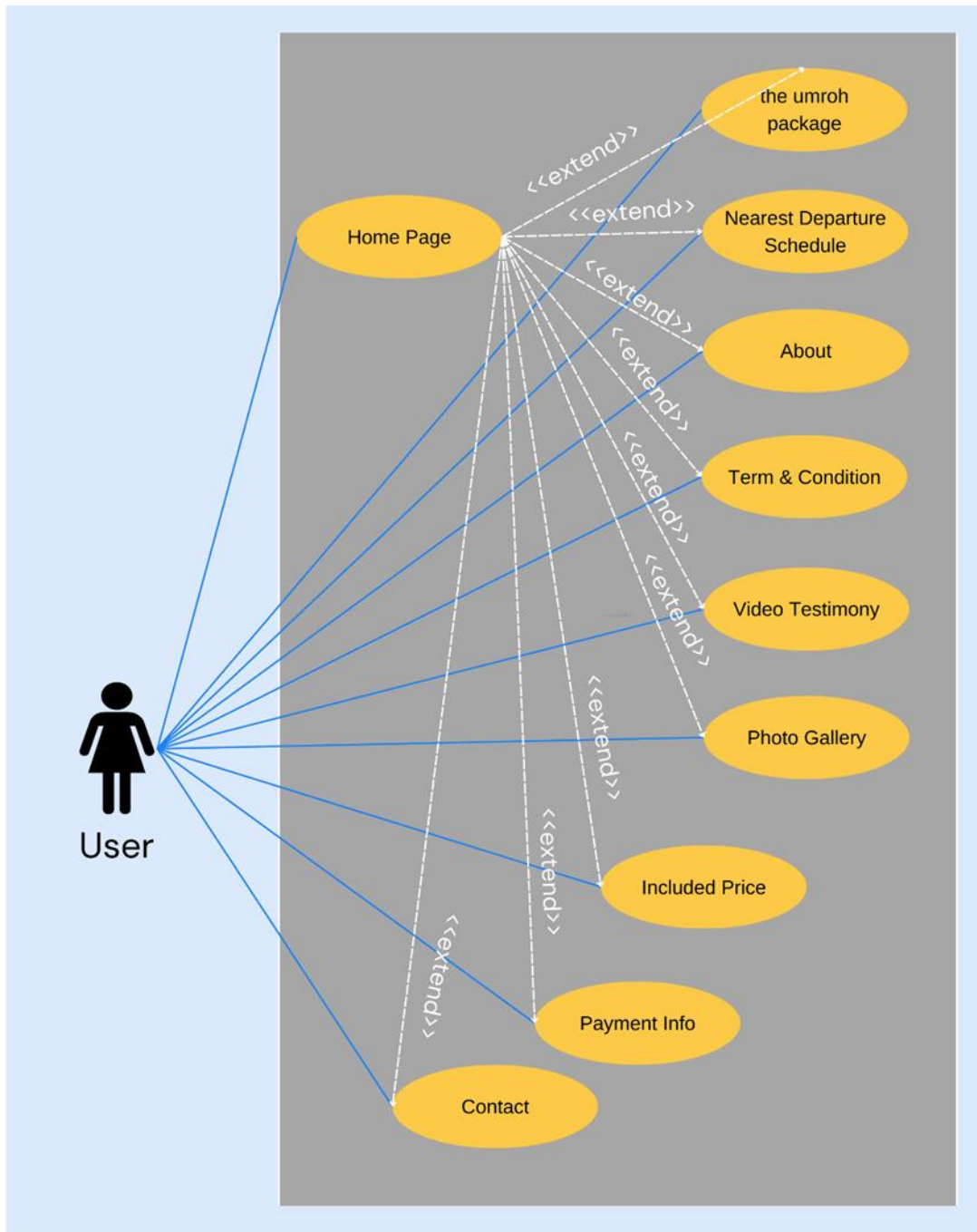

Image 4. Proposed Use Case Diagram.

Based on the explanations of the experts above, the author has designed and implemented a website-based system that has been created and hosted, as seen in the results below.

a) Section Umroh Package and Nearest Departure Schedule

Image 5. Mobile view umroh package, nearest departure schedule

The purpose of the layer design in the Mobile view Umrah package, nearest departure schedule is to provide an attractive and informative display to users who access the website. The Mobile view Umrah package, nearest departure schedule page is the main page that is first seen by users, so it needs to be well arranged and interesting so that users are interested in seeing more on other pages. This aims to provide a clear picture of PT KLS to users, so that users can decide whether they want to buy an Umrah package or not.
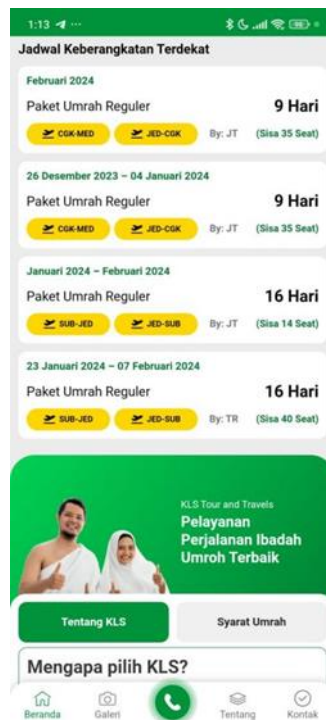

Image 6. About Section

The About page above serves to introduce what PT KLS is such as why you choose KLS.

Image 7. Term and Condition, Testimony Video and Photo Gallery Section

The Term and Condition, Testimony Video and Photo Gallery Section page explains the terms and conditions of using PT KLS's Umrah program, as well as the testimonial video aims to convince customers with positive feedback from customers who have subscribed to PT KLS, and the Photo Gallery Section displays photos and videos of Umrah activities of customers who have subscribed to PT KLS.
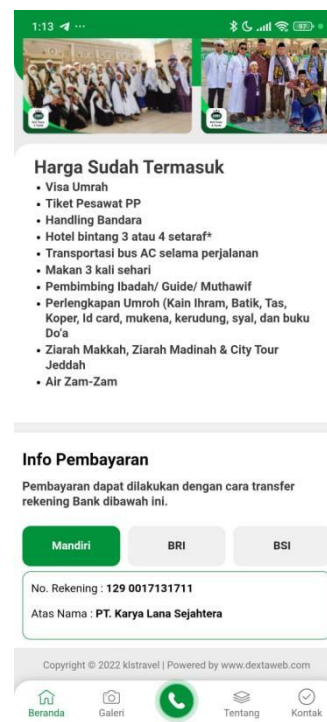
Image 8. Include Price and Payment Info Section

The price included page contains the facilities obtained including the payment of the Umrah package, payment info contains a choice of account number for your payment, contact contains a redirect link to the WA customer service number page.

V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the results of the discussion that has been described and during the design of a web-based company profile as a marketing tool at PT KLS, the author concludes:

a) With the design of a website-based company profile at PT KLS, it can make it easier for companies to do online marketing to introduce themselves and display their portfolios.

b) With the design of a website-based company profile at PT KLS, the company can also conduct wider marketing than through conventional media such as brochures or pamphlets.

And some suggestions for this system are as follows:

a) Improve the page design to attract the interest of visitors or clients, so that they feel comfortable browsing the website.

b) The application of this system should lead to gadget (mobile) devices, so that it is more convenient for visitors and clients to access it.

c) Implementing verification or confirmation methods such as captchas or other verification systems when receiving messages or notifications from visitors or clients is an important step to ensure the authenticity of messages and prevent messages originating from bots or automated programs from becoming spam.

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