COMPANY PROFILE WEBSITE DEVELOPMENT USING PROTOTYPING METHOD (STUDY CASE: PT. CIPTA INDAH BANGUN PERTIWI)

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Abstract
Fabrication is a field that is much needed in the industry now due to the increasing industrial sector, one of the companies working in this sector is PT Cipta Indah Bangun Pertwi. Even though it has been operating for more than 1 decade, it still does not have a website that helps them to reach more customers. For this reason, the author wants to help in achieving sales targets for partners by forming a website that is created as a medium to show the company profile of Cipta Indah Bangun Pertwi that consists of, detailed information related to company history, contacts, addresses and services provided. This website is designed using couple of programming languages, such as Javascript, and HTML5. The development method used in this study are prototyping method with the data collection method are qualitative and analysis method using SWOT. This research is expected to help CIBP with this website, making it easier for readers to know the background profile and can increase potential customers.

Keywords: Fabrication, Company Profile, Website Development

Introduction
In modern times, there are many uses of technology in everyday life such as the process of buying and selling goods, teaching, and learning processes, communication and so on. The process is carried out using an application or website. A website is a combination of web pages contained in a domain that contain information and are interconnected from one web page to another (Kuryanti & Indriani, 2018). A website is a collection of related network web resources, such as web pages, multimedia content which are typically identified with a common domain name and hosted through web server (Purushotham & Sreedhar, 2021). A website consists of several interrelated pages under a domain name, usually containing content such as text, video, images, audio, and so on. There are 2 websites, namely dynamic websites, and static websites. A static website is a website that cannot change or is constant usually, this website is designed using the HTML5 code and displays the same information to each visitor, usually this website shows basic information as well as contacts and addresses. And a dynamic website is a website where users can interact with the website.

Fabrication is an operational process in the manufacturing industry that makes goods from raw materials or semi-finished materials (Mondragon et al., 2018).
most common and easy example is steel. Steel will go through the fabrication process first before becoming a tool with new functions such as being a steel frame. Cipta Indah bangun Pertawi is a company located in Batam, Riau Islands. This company is engaged in the formation of materials such as building materials, industrial and other materials. Cipta Indah Bangun Pertini established since 1995 started with a specialization in electronic installations as well as renovation and mechanical. The project implemented by Cipta Indah Bangun Pertini is located in the Batam, Lagoi and Lobam areas. In 2008 Cipta Indah Bangun Pertini changed their employment sector to a sector for fabrication.

There are also efforts made by the company to solve the document problems faced, one of which is the achievement of new consumers is to use applications such as Instagram and Facebook to advertise their companies. Social media is increasingly finding a place for itself in all aspects of our lives. Customers are accordingly more behaviourally and perceptually engaged with the major social media platforms such as Facebook, Google+, Snapchat, YouTube, and Twitter (Park et al., 2019). This effort raises other problems, such as who will manage their Instagram account, secondly even though they already use Instagram and Facebook, not all the services offered can be explained.

The goal of this project is to create a company profile to help Cipta Indah Bangun Pertini. Company profile is a product of PR partition writing that contains an overview of the company where the company can choose the points that it wants to convey openly to the public. Company profile can also be used as a promotional medium to attract customers (Oliver Honarto et al., 2021). A company profile is an asset of an institution or company that can be used to improve information or company image in establishing cooperative relations with other companies, institutions, customers, and various other assets. In the previous study by (Kridoyono & Sudaryanto, 2021) the method used in development is prototyping method, the study is conducted in 2021 to create a profile company website for Priyandra Knarya Cipta. While author created a profile company website for Cipta Indah Bangun Pertini.

The purpose of the study is to provide Cipta Indah Bangun Pertini with a Company Profile website to help them advertise the company.

**Method**

Exact method used in this project are Prototyping Methods, with the data collection method using qualitative method which is interview method and analysis using SWOT (Strength, Weakness, Oppoturnity, and Threats). Designing a company profile website Cipta Indah Bangun Pertini using several methods, namely:

1. Data collection methods:
   Data collection of methods used by the author uses qualitative methods in which data is obtained or obtained by conducting interviews about what is needed in the completion of this website.

2. Data Analysis Method:
   the data obtained by the author after making interviews are directly analyze using SWOT analysis, which is:
   
   A. **Strength:**
   
   Cipta Indah Bangun Pertini is already an experienced company and have many satisfied customers.

   B. **Weakness:**
   
   While the company already established for a more than a decade, the company still only uses a traditional method of advertising.
C. Opportunirty:
With the creation of Cipta Indah Bangun Pertiwi Profile company can be used to attract more potential customers.

D. Threat:
Fabrication is already big in the industries, so there are going to be a lot more competition against Cipta Indah Bangun Pertiwi.

3. Development Methods
In this stage, the author uses the prototyping development method. Prototyping is one approach in software engineering that directly demonstrates how a software or software components will work in its environment before the actual construction stage is carried out. The prototype model is used as an indicator of the picture that will be made in the future and distinguishes the two functions of exploration and demonstration.

This method is used in the creation of the CIBP website. The stages used are:
1. Analysis
Defining the needs that will be used in forming a website by conducting direct interviews using an online video call. at this stage the author conducts an interview regarding the requirements needed in forming a website profile for Cipta Indah Bangun Pertiwi.

After finishing the interview author analysis, the interview using SWOT.

2. Quick design
The second stage is carried out after the completion of the first stage where it will carry out a quick design in accordance with the results of the needs analysis. In this stage, the author forms a simple design regarding the website structure that is formed according to the results of the first stage which will then be shown to the partner (Yanuarti et al., 2017). Website design refers to all elements of the customer experience related to the website, including information quality, website aesthetics, purchase process, website convenience, product selection, price offerings, website personalization, and system availability (Rita et al., 2019) after it is completed, it will proceed to the 3rd stage.

3. Building the Prototype
Forming a prototype in accordance with the design resulting from the second stage where the author carries out the prototype building process using the Figma application to form a website prototype that matches the input of partners in the 2nd stage. Figma is a cloud-based design application and prototyping tool for digital projects. Figma was created to help its users collaborate on projects and work in teams on the go. After completion, proceed to stage 4.

4. Initial user evaluation
After the completion of the third stage, the prototype formed will be presented or shown directly to the person concerned from this stage will get ideas or input from partners regarding the results of the prototype.

5. Refining prototype
At this stage the prototype will be adjusted to the needs of the person concerned

6. implementation and Maintenance
After finishing with the refining of the 6th stage of the prototype, it is an implementation and maintenance process where the implementation process that is carried out is to find a domain and hosting to host the website to the internet. The implementation of this website is carried out using the HTML5 language, JavaScript with the Bootstrap framework. Here's what it means according to the expert.

Bootstrap is the popular HTML, CSS, and JavaScript framework for developing a responsive and mobile friendly website. Bootstrap is the most popular HTML, CSS, and JavaScript framework for developing a responsive and mobile friendly website. It is free to download and use. It is a front-end framework used for easier and faster web development. It includes HTML and CSS based design templates for typography, forms, buttons, tables, navigation, modals, image carousels and many others. It can also use JavaScript plug-ins. It facilitates you to
Hypertext Markup Language (HTML) is the standard markup language for creating web pages and web applications. With Cascading Style Sheets (CSS) and JavaScript it forms a triad of cornerstone technologies for the World Wide Web. HTML is a descriptive structural language, HTML requires no compiler, simply a good programming text editor, many of which are open-source free downloads. HTML was originally designed as a simple way of presenting information, with the aesthetics of a web page being far less important than the content (and largely being left up to the web browser) (Gaikwad & Adkar, 2019).

HTML5 is the latest version of HTML, and is the new standard for HTML, XHTML, and HTML DOM. HTML5 itself is still being developed and most modern browsers can support HTML5. There are several rules applied to HTML5, such as, new features must be based on HTML, CSS, DOM, and JavaScript, reducing the need for external plugins, for example flash, better error handling, additional markup to replace scripting, HTML5 must be accessible from any device or device independent, the development process must be visible to the public (Masinambow & Nasrani, 2021). CSS stands for Cascading Style Sheets. CSS describes how HTML elements are to be displayed on screen, paper, or in other media. CSS saves a lot of work. It can control the layout of multiple web pages all at once. CSS serves as a decoration as well as a layout style organizer so that it can look attractive and elegant (Lee et al., 2019). Using CSS, you can control the colour of the text, the style of fonts, the spacing between paragraphs, how columns are sized and laid out, what background images or colours are used, layout designs, variations in display for different devices and screen sizes as well as a variety of other effects (Gaikwad & Adkar, 2019).

JavaScript is a scripting language that is used to add interactivity and behaviours to web pages. JavaScript is used to manipulate the elements on the web page, the styles applied to them, or even the browser itself. There are other web scripting languages, but JavaScript (also called EcmaScript) is the standard and most ubiquitous. JavaScript is the most encountered client-side computer language for two key reasons. First, it provides a rich interactive experience to web users by supporting browser provided methods to manipulate the web page’s Document Object Model (DOM). Secondly, HTML provides the ability to easily include scripts from arbitrary internet locations. This helps developers reuse existing JavaScript code.

4. Implement the results of the company’s profile website design and ask for evaluation from business partners so that the system can be developed according to the needs of the staff.
5. Create a guide for the website
6. Submission of the website to CIBP
7. Research location is at the company Cipta Indah Bangun Pertiwi from October 17, 2022, to December 19, 2022.
8. Website Implemented on December 20, 2022.

Table 1. Project Schedule

<table>
<thead>
<tr>
<th>No</th>
<th>Date</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>October 15th, 2022</td>
<td>In search of a project partner entity</td>
</tr>
<tr>
<td>2</td>
<td>October 30th, 2022</td>
<td>Conduct interviews and observations</td>
</tr>
<tr>
<td>3</td>
<td>November 9th, 2022</td>
<td>Preparing of proposals, memorandum of understanding (MoU), and memorandum of agreement (MoA)</td>
</tr>
<tr>
<td>4</td>
<td>November 19th, 2022</td>
<td>Obtaining information about the partners</td>
</tr>
<tr>
<td>5</td>
<td>November</td>
<td>Consultation with</td>
</tr>
</tbody>
</table>
Result And Discussion

The output of this project is to increase the awareness of people about Cipta Indah Bangun pertiwi by developing a profile company website using prototyping method, the stages are explained below:

1. Analysis
   In the first stage the author starts by interviewing the company’s staff about what is the company about, the history of company, what service they offer, and what is the requirement for the website after that from the interview author analysis the data using SWOT analysis.

2. Quick design
   The second stage is stated after finishing the first stage by creating a simple design on what kind of website they want using the data collected in the first stage.

3. Building the Prototype
   Forming a prototype in accordance with the design resulting from the second stage where the author carries out the prototype building process using Figma.

4. Initial user evaluation
   After the completion of the third stage, the prototype formed is shown directly to the person concerned from this stage the author got the ideas or input from partners regarding the results of the prototype.

5. Refining prototype
   At this stage the prototype is adjusted using the input by the partner.

6. Implementation and Maintenance
   After finishing with the refining of the 6th stage of the prototype, the website is implemented using rumahweb as the hosting.

Figure 2.
Project Homepage
Source: Author (2022)

This main page displays banners with information from the company profile and navigation to the display of each banner.

Figure 3.
Project Homepage
Source: Author (2022)

Continuing from the same page, this next display provides background...
information from the company profile of Cipta Indah Bangun Pertiwi.

**Figure 4. Project About Us**
Source: Author (2022)

About Us is a page used to explain more deeply what a company is, its history, the services offered and the vision as well as the mission of the company. The primary purpose of an about us page is to inform the reader about the company and its operations.

**Figure 5. Project Product Page**
Source: Author (2022)

Product page used to show products produced by the cipta indah bangun pertiwi. This product page is a page on a website that describes a particular product or service.

**Figure 6.**

The advantage of a website that has been designed by the author is that it can increase the company's achievements to potential customers, making it easier for potential customers to find out what this company is and the services or products offered.

The disadvantage of this website is that not all information is shown on the website such as the price of the services offered. To find out this, you must contact directly with the contact information available on the website.

**Conclusion**
At the end of the day, the website creation project that has been carried out by the author and with cooperation by CIBP as a partner in forming the website project and the website is positively accepted by the partner. The method used in forming a website is to use the prototype method. The website is formed using HTML, CSS, JavaScript, and Using the Website Bootstrap Framework. The website is formed to help Cipta Indah Bangun Pertiwi promote.
Bibliography


