DESIGNING A WEBSITE MOCKUP FOR PT. XYZ COMPANY PROFILE

Ghea Paulina Suri*[1], Nofri Yudi Arifin [2], Larisang[3]
[1,2,3]Fakultas Teknik, Universitas Ibnu Sina Batam, Indonesia
Lubuk Baja Kota, Kec. Lubuk Baja, Kota Batam, Kepulauan Riau 29444, Indonesia
e-mail: ***[1]ghea@uis.ac.id** , [2]nofri.yudi@uis.ac.id , [3]larisang@uis.ac.id

Abstract

The advancement of digital technology has placed greater emphasis on a company's online presence, particularly through a company profile website. This research aims to design a mockup for PT XYZ's company profile website by utilizing a combined approach of primary and secondary data. Primary data will be obtained through interviews with the company management to understand the company's values, communication objectives, and desired design preferences. Meanwhile, secondary data will be used to gain insights into current design trends and best practices in website design. This research method combines qualitative and descriptive approaches, with initial steps focusing on identifying PT XYZ's needs and communication objectives.

Based on the interview results, initial design concepts will be developed that reflect the company's identity and consider user needs. By integrating primary and secondary data, this research is expected to produce a mockup design for the company profile website that meets PT XYZ's communication and representation needs, while aligning with current web design standards. The findings of this research are expected to provide practical guidance for PT XYZ in enhancing the company's image through effective and engaging digital media.

Kata kunci— Mockup, Design, Company Profile

PRELIMINARY

The development of digital technology has become a trigger for business change. The development of science and technology has triggered a revolution in world civilization [1]. Information can be conveyed through a portal called a website [2]. In the rapidly developing digital era like today, the existence of a website as the digital face of a company is becoming increasingly important. Company profile is one of the media that functions as a company identity [3]. A company profile website is not just a tool for introducing information about the company to the public, but is also a key element in building a professional and attractive company image. Designing a mockup design for a company profile website is crucial in ensuring that the company message is conveyed clearly and effectively to the intended audience.

This research aims to design a company profile website mockup design for PT XYZ. This design is expected to be able to present the company's identity well, clarify communication between the company and its audience, and increase the visual appeal of the website as an online representation of PT XYZ.

From several observations of the company's company profile, it was found that on average the content contained a description of the company profile, company facilities, and information on the company's work results [4]. The research will use primary and secondary data. Primary data will be obtained through interviews with related parties of PT Meanwhile, secondary data will be obtained from literature studies on the latest trends in web design, best practices in usability, and similar website analysis.

This research method combines qualitative and descriptive approaches. The initial step will involve identifying PT XYZ's communication needs and objectives through interviews with company management. Next, based on the results of the interview, an initial design concept will be created that reflects the company's identity and takes into account user needs and preferences. Secondary data will be used to enrich the design concept with the latest trends in web design and best practices in usability.

By combining primary and secondary data, this research is expected to be able to produce a company profile website mockup design that meets PT XYZ's communication and representation needs, and is in accordance with the latest web design standards. It is hoped that the results of this research can provide practical guidance for PT XYZ in improving the company's image through effective and attractive digital media.

Theoretical basis

Definition of Design
Design can generally be interpreted as a planning or design activity before creating an object, system, component or structure. The purpose of this planning or design is to ensure that the object or system created has value and functions that are beneficial to the user. Design involves creative and technical thought processes to create effective and aesthetic solutions according to established needs and goals. Thus, design is an important first step in producing a product or system that meets quality standards and user satisfaction.[5] [6]

Definition of Company Profile
Company Profile is a documentation that details the company's vision, mission, advantages and products both verbally and visually. This document aims to improve the company's image and the value of the products offered, as well as to attract public interest in using the products or services provided by the company. In other words, the Company Profile functions as a tool to communicate the company's identity and convey relevant information to external parties, such as potential clients, business partners or investors. Through the Company Profile, companies can highlight their advantages and attract the attention of potential target markets.[7] [8]

RESEARCH METHODS

Primary Data Collection:
- Interview: Conducted with related parties at PT XYZ. This interview aims to understand the company's goals, values and identity, as well as user needs and preferences regarding website design.
- Questionnaire: Distributed to a sample of potential users to collect data about design preferences, information needs, and user experience expectations of the company's website.

Secondary data collection:
- Related Literature: Conduct literature studies related to website design, branding, and user experience to gain an in-depth understanding of the latest trends and best practices in company profile website design.
- Case Study: Analyze websites of similar companies or competitors to learn effective design strategies and find inspiration for PT XYZ mockup designs.

RESULTS AND DISCUSSION

Interface Design
Interface design or interface design for the system to be built is differentiated according to the type of user, namely admin and user. The interface design and navigation of PT Xyz's company profile information system can be seen in the following image:
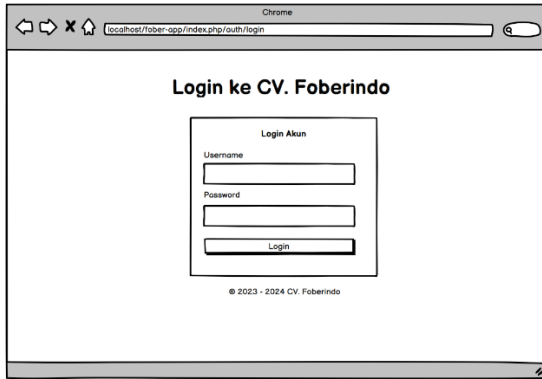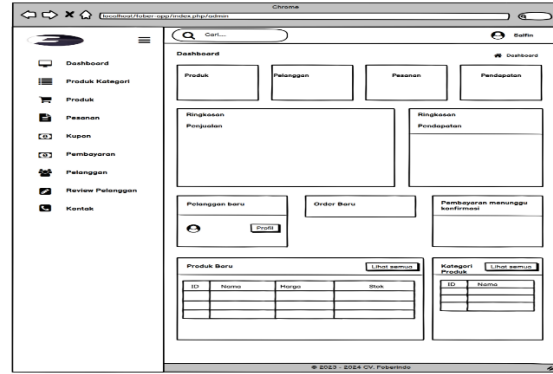

Figure 1. Login page
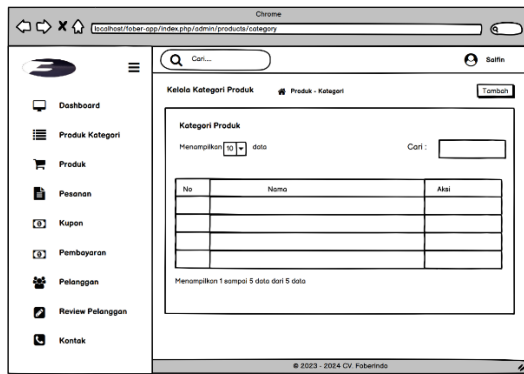

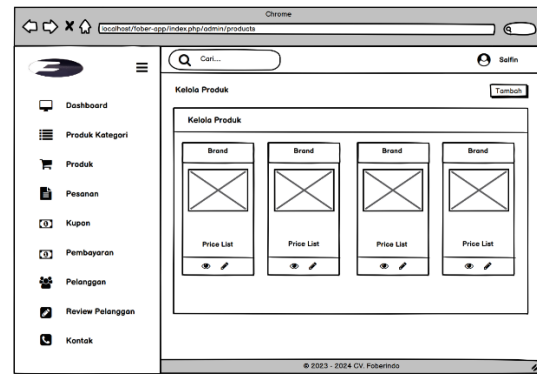Figure 2. Dashboard page

Figure 3. Product Category Page

Figure 4. Product Page
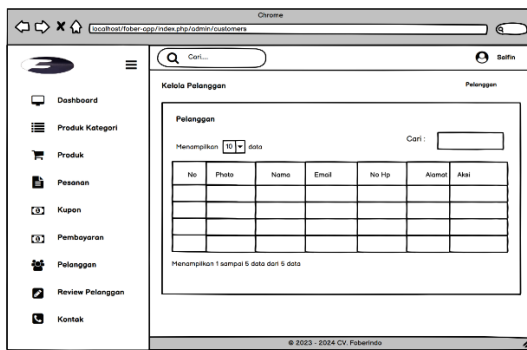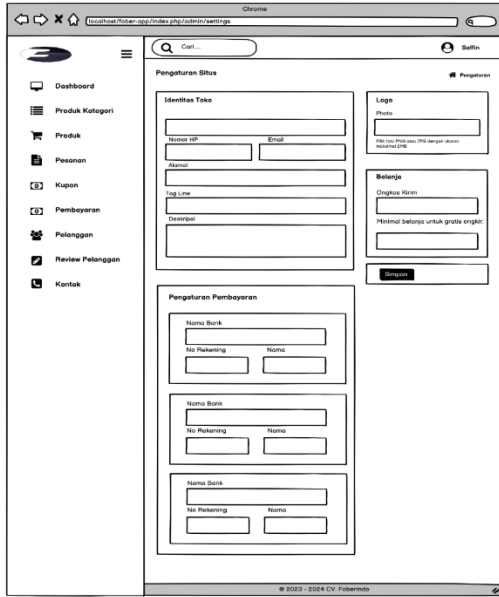

Figure 5. Customer Page
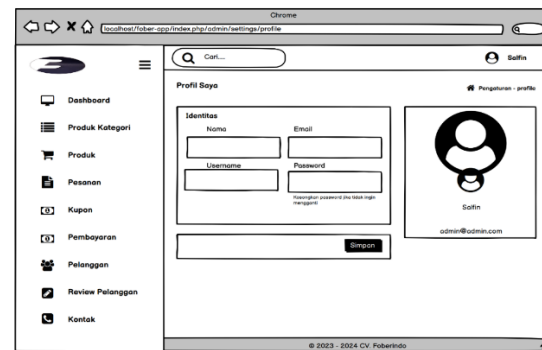
Figure 6. Admin Profile Page

Figure 7. Website Settings Page
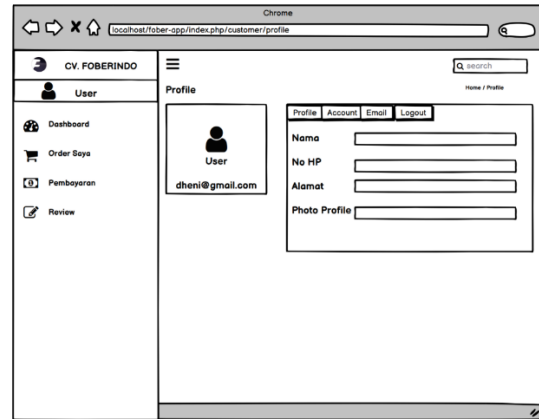
Figure 8. Member Dashboard page
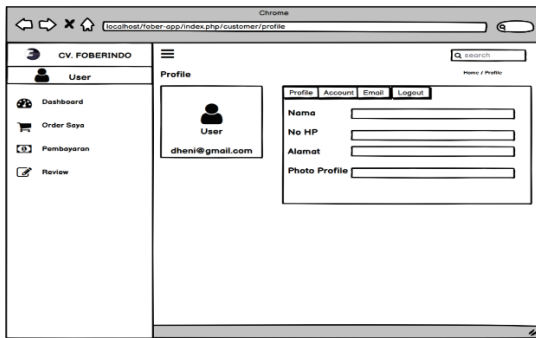
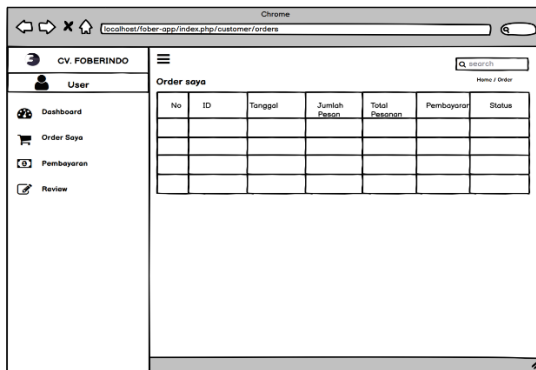Figure 9. Member Profile Page
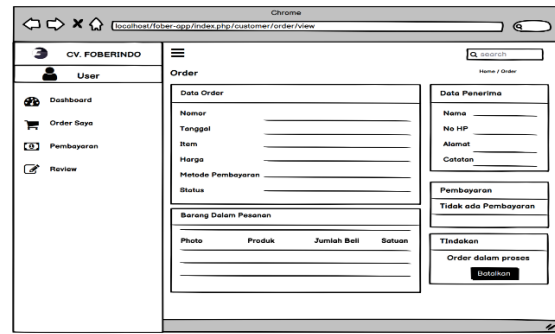
Figure 10. Member Order Page

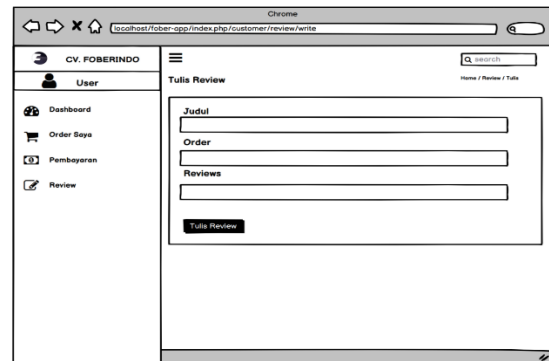Figure 11 . Member Order Details

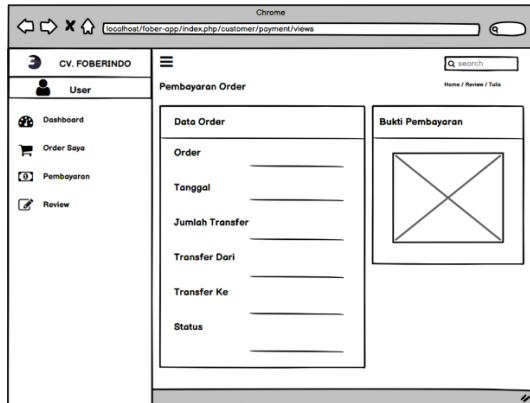Figure 12. Member Review Page
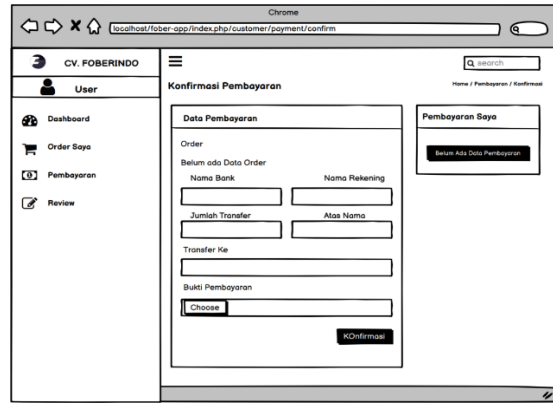
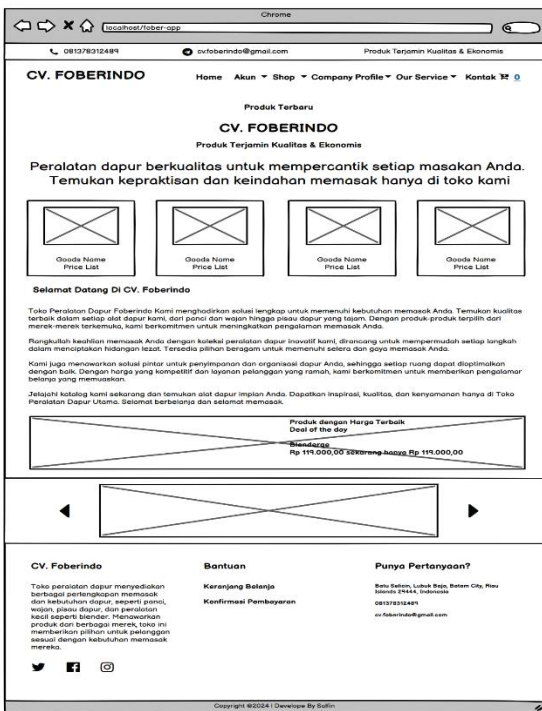Figure 13. Order Payment

Figure 14. Payment Confirmation
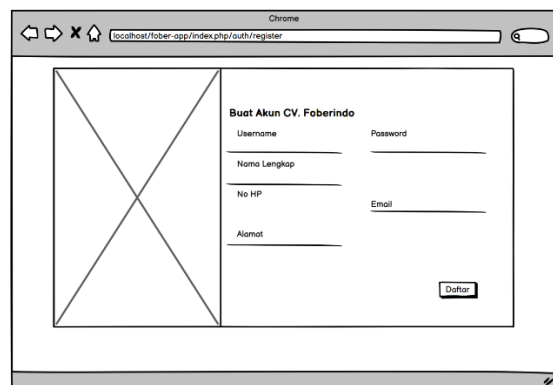

Figure 15. Home page

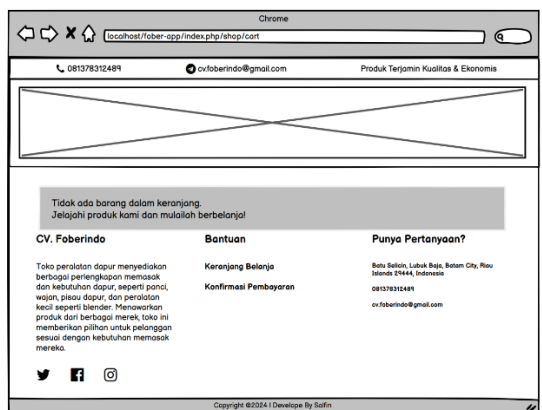

Figure 16. User Registration
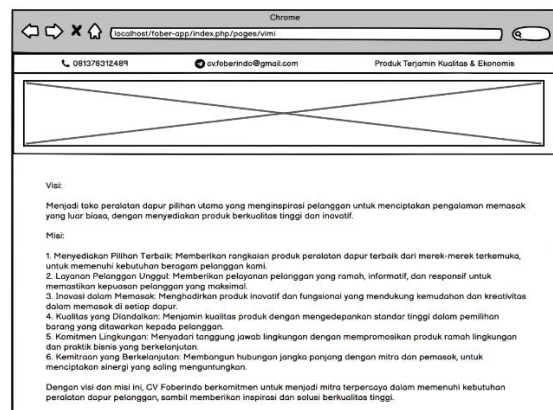

Figure 17. User Orders

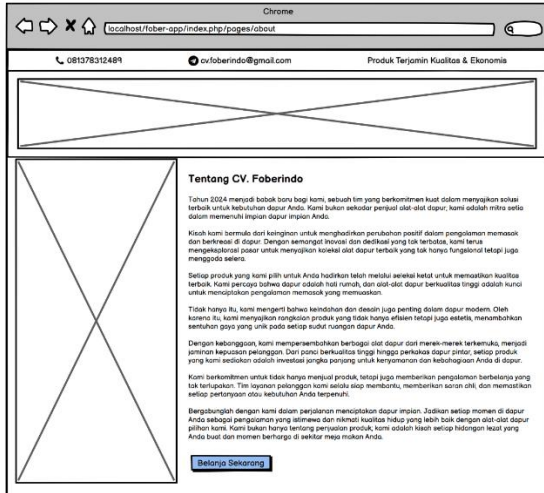Figure 18. Company Vision and Mission
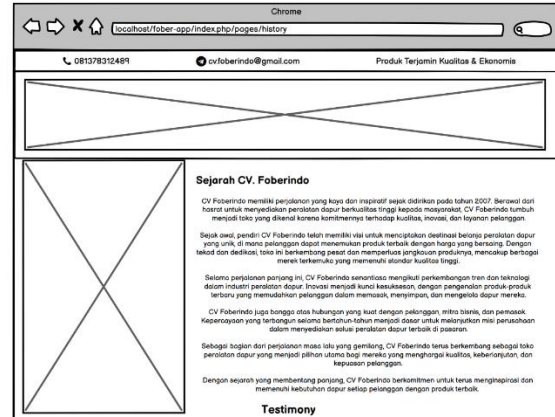
Figure 19. Information about the Company
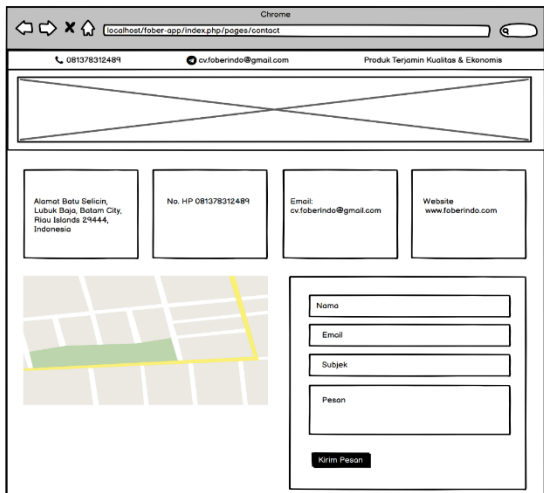

Figure 20. Company History

Figure 21. Contact page

CONCLUSION

This research aims to design a company profile website mockup design for PT XYZ using a combined primary and secondary data approach. Primary data was obtained through interviews with company management to understand company values, communication goals, and desired design preferences. Meanwhile, secondary data is used to gain insight into the latest design trends and best practices in website design.

Through the process of data analysis and interpretation, we succeeded in developing a mockup design that reflects PT XYZ's corporate identity and takes into account user needs. This design is expected to clarify communication between the company and its audience, as well as increase the visual appeal of the website as an online representation of PT XYZ. By combining primary and secondary data, this research produces a company profile website mockup design that meets PT XYZ's communication and representation needs, and is in accordance with the latest web design standards. The results of this research provide practical guidance for PT XYZ in improving the company's image through effective and attractive digital media.

SUGGESTION

Research suggestions that can be proposed based on the results of this research are:

1. Conduct further studies to measure the effectiveness of the mockup design that has been developed in increasing user engagement and conversions on the PT XYZ company profile website. This can be done through the use of metrics such as user engagement rates, on-page dwell time, and conversion rates.

2. Compare mockup designs with company profile website designs from competitors or similar companies to evaluate the strengths and weaknesses of the designs that have been developed. This can provide additional insight to improve the design and competitiveness of the PT XYZ website in the market.

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