

Development of a Company Profile Website Using Wordpress CMS as a Promotional Tool at PT AMD Academy Indonesia

Sean Priantoni

Marketing Management Department Study Program
State Polytechnic of Malang
Malang, Indonesia
seanprto@gmail.com

Fatkhur Rochman

Marketing Management Department Study Program
State Polytechnic of Malang
Malang, Indonesia
fatkhurRch@polinema.ac.id

Abstract—The formulation of this research problem includes the development of a website tailored to the company's needs and characteristics, the assessment of its quality, and the evaluation of its effectiveness as a promotional tool. The objective of this research is to develop, evaluate the quality, and measure the effectiveness of a website as a promotional tool. The research employed the R&D (Research & Development) method using the waterfall model, which encompassed the stages of analysis, design, implementation, testing, and maintenance. The test results revealed that the company profile website of PT AMD Academy Indonesia Malang featured an attractive, responsive, and user-friendly design. It was rated highly in terms of usability, information quality, and service interaction. Furthermore, this website proved to be an effective promotional tool.

Keywords: *Website Company Profile, WordPress CMS, Promotional Media*

I. INTRODUCTION

A. Background

Marketing activities play a crucial role in business, not only in selling products or services but also in fostering strong relationships with customers, understanding their wants and needs, and delivering value that satisfies them. According to [1], marketing aims to create, communicate, and deliver value to consumers. One of the key elements in the marketing mix is promotion, which aims to enhance brand awareness, generate interest, drive sales, and foster consumer loyalty. According to [2], promotion involves efforts to communicate the benefits and value inherent in a product, ultimately boosting sales volume and company profits. According to [3] promotion encompasses two concepts: first, price promotions, such as coupons, and trade promotions; and second, promotion as communication, which includes advertising, public relations, social media, and *personal selling*.

The internet has become a highly effective promotional tool. Data from [4] indicates that the number of internet users in the country reached 221 million by 2024. The internet enables companies to better explain their business, offer improved customer service, enhance efficiency, and expand their market reach. *Websites* are a crucial promotional tool, enabling companies to provide relevant and up-to-date information to users while fostering strong relationships with customers through direct interaction.

PT AMD Academy Indonesia Malang faced a challenge with an outdated *company profile website* that was ineffective in attracting customers. The main issue was the website's unappealing design and its lack of *SEO-friendliness*. To address this issue, the researchers updated the *website* with a modern design and more relevant, targeted content. This research is titled "Development of a *Company Profile Website* Based on WordPress CMS as a Promotional Tool at PT AMD Academy Indonesia," with the aim of optimizing the website's use as an effective promotional medium, improving its structure and design, and enhancing the visibility and readability of information to achieve successful promotion through the website.

B. Problem Formulation

How to develop and improve the quality and effectiveness of the company profile as a promotional medium at PT AMD Academy Indonesia Malang.

II. LITERATURE REVIEW

A. Theory Review

1) Definition of Marketing

[5] define marketing as "a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others".

2) Definition of Marketing Mix

According to [5] the marketing mix is "a set of marketing tools that work together to engage customers, satisfy customer needs, and build customer relationships".

3) Definition of Promotion

According to [6] promotion is "a type of communication that provides an explanation to convince potential customers about goods and services".

4) Definition of Promotion Mix

[3] explains that "the promotion mix is the marketer's bag of tools for engaging and communicating with customers and other stakeholders. To deliver a clear and compelling message, each tool must be carefully coordinated under the concept of integrated marketing communications (IMC)".

5) Definition of Website

[7] states that "a website is a collection of web pages, which are usually grouped under a domain or subdomain and located on the World Wide web (WWW) via the internet".

6) Definition of Company Profile Website

According to [8] a company profile is an overview of a company that aims to conduct a series of integrated promotions through a book or other media.

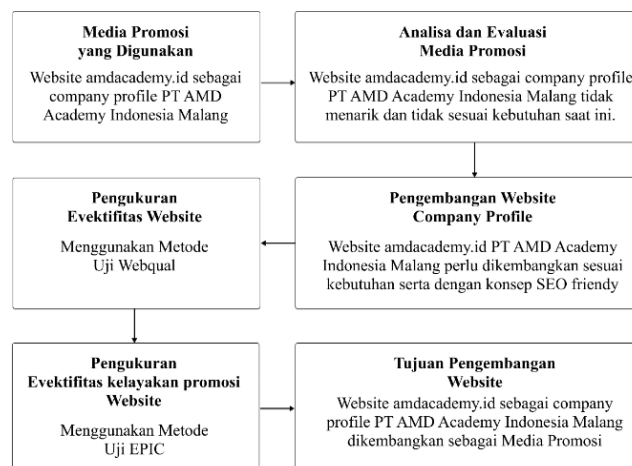
7) Content Management System (CMS)

[9] explains that "a content management system (CMS) is a software package that provides some level of automation for the tasks required to effectively manage content".

8) WordPress Content Management System

[10] defines WordPress as "an open-source content management system. Open-source means that the source code of the system is made available with a license that grants the copyright holder the rights to study, change, and distribute the software to anyone and for any purpose".

B. Conceptual Research



Source: Data Processed (2024)

Fig. 1. Conceptual Research

III. RESEARCH METHODS

A. Type of Research

The type of research conducted by the researchers is the R&D (Research and Development) method of the SDLC (Software Development Life Cycle) model. According to [11] "The waterfall SDLC model is a sequential software development process in which progress is regarded as flowing downward (similar to a waterfall) through a list of phases that must be executed in order to successfully build computer software".

B. Unit of Analysis

The unit of analysis in this research involves 19 individuals, divided into 4 s groups, as follows:

- For the Marketing Expert, the goal is to assess the feasibility and effectiveness of the *website* as a promotional tool. To achieve this, feedback will be obtained from two marketing experts, with a total of 2 respondents.
- The goal of the Website Experts is to assess the quality of the *website* from an expert perspective. For this assessment, feedback will be gathered from two respondents.
- The aim for the owner is to assess whether the *website* created aligns with the company's desires and characteristics. The number of respondents is one.
- The goal for employees and consumers is to assess the *website* from the perspective of those who will use and interact with it. A total of 15 consumers will be involved as respondents.

C. Data Analysis Method

1) Likert Scale

Table 1. Answer Criteria Score

Answer Criteria	Description	Score
SS	Strongly Agree	5
S	Agree	4
N	Neutral	3
TS	Disagree	2
STS	Strongly Disagree	1

Source: (Sugiyono, 2016)

2) WebQual Model Analysis

Furthermore, to calculate the respondent's score, the ideal score must be used to determine the *rating scale* and the total number of responses. By calculating the average score based on the ratings given by each respondent, the interval data can be analyzed according to the predetermined score scale as follows:

$$Score = T \times Pn$$

Description:

T : Number who voted

Pn : Likert Score

After calculating the ideal score, the approval percentage is then determined by calculating the number of responses from respondents using the following formula:

$$Index = \frac{Total\ Score}{y} \times 100\%$$

Description:

Total Score : Frequency of each answer

y' : Highest Score x total respondents

After calculating the ideal score and index, the interval calculation must be performed to categorize the respondents' answers. The formula for calculating the interval of each response is as follows:

$$Interval = \frac{100\%}{answer\ option}$$

Based on the information above, the response range can be determined as follows:

$$\text{Range} = 100\% / 5 = 20\%$$

So from this formula, we can determine the *range* pattern as follows:

- 0% - 20% = Very Poor
- 21% - 40% = Less Good
- 41% - 60% = Fairly Good
- 61% - 80% = Good
- 81% - 100% = Very Good

3) EPIC Model Analysis

- Simple Tabulation Analysis

According to [12] in conducting a simple tabulation analysis, the obtained data is processed using the following formula:

$$P = fi (\sum fi) \times 100\%$$

Description:

- P : Percentage of the number of respondents who chose a particular category
- fi : Number of respondents selecting a specific category
- $\sum fi$: The total number of respondents

- Average Score

Each respondent's answer to the questionnaire statement is assigned a weight. According to [12] the average score is calculated as follows:

$$X = fi \times wi / \sum fi$$

Description:

- X : Weighted average
- fi : Frequency
- wi : Weight

4) EPIC Rate

After obtaining the results of the simple tabulation analysis and average scores, additional calculations are required to assess the effectiveness of the promotional media through the *website*, based on respondents' perceptions. These calculations will determine the position of the feasibility level of the promotional media. The data will be used in calculations employing the *EPIC rate* formula, which serves to measure and evaluate the effectiveness of the promotional media. The *EPIC rate* formula is as follows:

$$\text{EPIC Rate} = X_{\text{Emphaty}} + X_{\text{Persuation}} + X_{\text{Impact}} + X_{\text{Communication}} / 4$$

A range of effectiveness measurement scales based on the EPIC model is as follows:

STE	TE	CE	E	SE
1	1,8	2,6	3,4	4,2
				5

Source: (Sugiyono, 2016)

Fig. 2. Effectiveness Scale Range of The Epic Rate

Description:

- 1 - 1,8 : Very ineffective
- 1,9 - 2,6 : Ineffective
- 2,7 - 3,4 : Moderately effective
- 3,5 - 4,2 : Effective
- 4,3 - 5 : Very Effective

IV. RESEARCH IMPLEMENTATION AND DATA PRESENTATION

A. Company Overview

PT AMD Academy Indonesia is the successor to CV Alfa Media Digital, which was founded in 2021 by four lecturers from Malang State Polytechnic: Fauziah, S.E., M.M.; Ayu Febrianti, S.E., M.M., M.B.A.; Suci Nurfauziah, S.Kom., M.Kom.; and Nurul Hidayatunnisa', S.E., M.M., CMA, CH. The change in legal form to a limited liability company (PT) was officially made on April 18, 2023. PT AMD Academy is an innovative and creative information technology service provider company that emphasizes the concept of multi-disciplinary coordination and integrity, by involving professional experts in their fields.

B. Implementation

1) Document Preparation (Analysis)

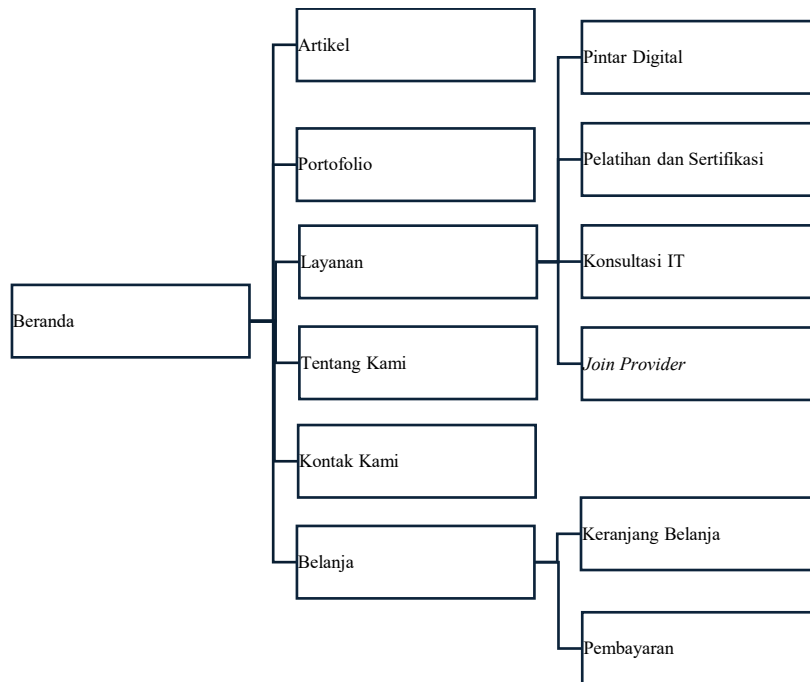
- Determination of user characteristics
 - a. Demographic Segmentation: AMD Academy users are generally individuals aged 18 to 35, with diverse educational backgrounds ranging from students to professionals.
 - b. Geographic Segmentation: AMD Academy targets users throughout Indonesia, particularly in major cities and regions with reliable internet access.
 - c. Behavioral Segmentation: AMD Academy users typically exhibit high engagement on social media and show a strong interest in personal development through online courses.
 - d. Psychographic Segmentation: AMD Academy users are characterized by a strong interest in technology and personal development, and they value the accessibility and flexibility offered by online learning.
- Functionality and non-functionality specifications
 - a. Functionality:
 - Home Page
 - Training Programs Page
 - About Us page
 - News and Articles page
 - Contact Page
 - Search Functionality
 - Shopping Cart & Online Registration Form
 - (Frequently Asked Questions)
 - Content Sharing Feature (Social Sharing)
 - Social Media Integration
 - Privacy Policy and Terms page
 - b. Non-functionality:
 - Performance
 - Availability
 - Resilience
 - Scalability

Given these characteristics, MySQL serves as a reliable database solution for software that demands high performance, availability, robustness, and scalability. Therefore, the researcher selected MySQL as the database to be used in this study.

- User Interface Requirements
 - a. Accessibility
 - b. Visibility
 - c. Simplicity
 - d. Efficiency
 - e. Consistency
 - f. Predictability
 - g. Control and flexibility
 - h. Response to users
 - i. Clarity of meaning and purpose of each component forming the system
 - j. Clarity on the interconnectedness of the system as a whole
 - k. Pleasing to the eye
 - l. Trade-off

2) Design Stage

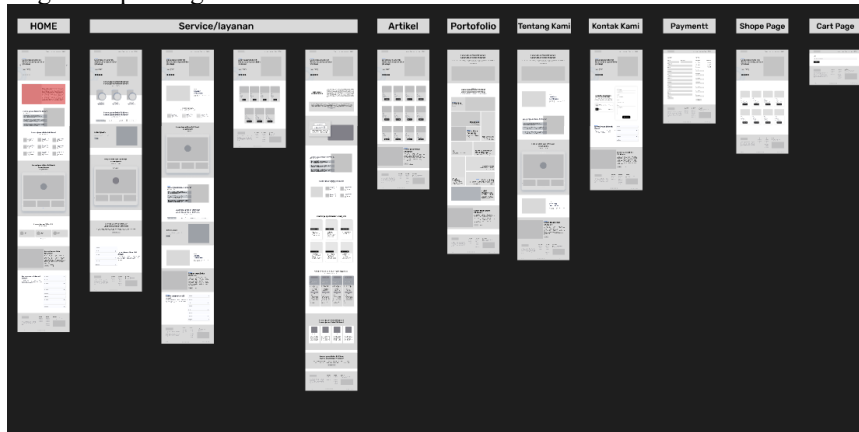
- System Navigation Design



Source: Data processed (2024)

Fig. 3. System Navigation Website AMD Academy

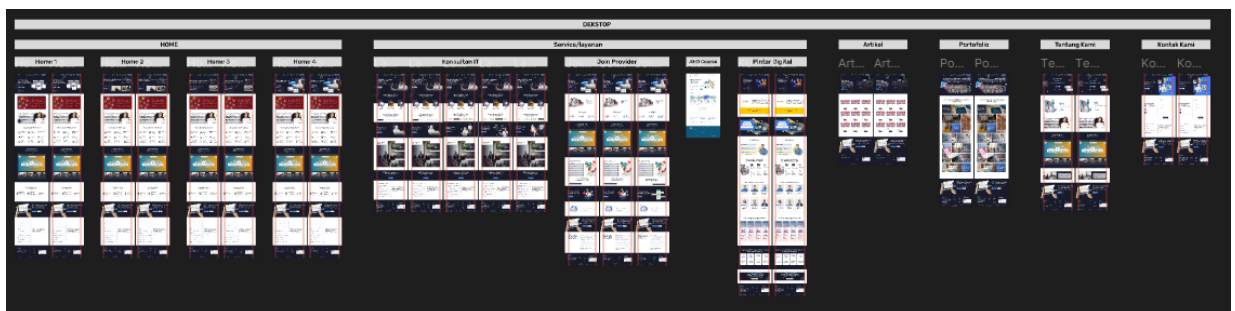
- Wireframing concept design



Source: Data processed (2024)

Fig.4. Wireframe Design

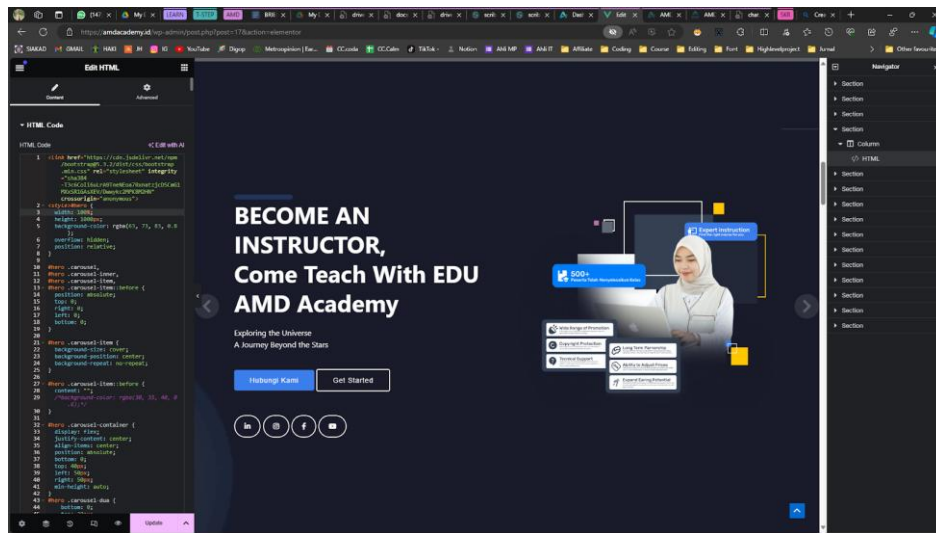
- UI/UX (Prototyping)



Source: Data processed (2024)

Fig. 5. UI/UX Design of PT AMD Academy Indonesia Website

3) Implementation



Source: Data processed (2024)

Fig. 6. Website Implementation Process

4) Testing

- Black Box Testing (Functional Test)

Table 2. Black Box Testing Of Company Profile Page

No.	Test Scenario	Test Case	Expected Result	Test Result
1	Checking the navigation on each page	Clicking navigation buttons or links on each page	When you click the navigation button, it will switch to the destination page.	Valid
2	Check all backlinks on every page	Clicking the backlink or link button on each page	When you click the navigation button, it will switch to the destination page.	Valid
3	Whether the contact form can correctly accept input and send data to the server.	Fill in the contact form and press the submit button	When you press the send button, it will say "Thank you for your message. We will get in touch with you shortly"	Valid
4	Whether all static content (text, images, videos) displays correctly across different devices and browsers.	View text and Images across different devices and browsers.	When viewed on various devices and browsers, text, images and videos can appear and match the layout.	Valid
5	Functional Features work well	Pressing features such as sliders and interactive elements.	When pressing or operating the feature, the feature will run properly.	Valid

Source: Data Processed (2024)

Table 3. Black Box Testing Of E- Commerce Page

No.	Test Scenario	Test Case	Expected Result	Test Result
1	Add products to shopping cart	Clicking the "Add to Cart" button on the product you wish to purchase	The system will accept, the product will go automatically to the shopping cart	Valid
2	Shopping Cart	Click view cart to view shopping details before checkout or can change the order by clicking the cross on the product if you do not want to buy the product	The system will accept and will redirect to the shopping details page before continuing the checkout.	Valid
3	Checkout Shopping	Fill in the checkout form according to personal data. Then click "Order" to continue the product checkout.	The system will accept the access and will proceed to the payment page for payment and get the order details.	Valid

Source: Data Processed (2024)

- WebQual Testing (Website Quality Testing by website experts)

Table 4. Likert Scale Calculation

Dimensi	Statement	Assessment Criteria (person)			Total Score		Index %	Dimension Index %	
		STS	TS	N	S	SS			
Usability Quality	Easy to learn				2		8	80	90%
	Easy to understand				2		10	100	
	Easy to navigate				2		8	80	
	Easy to use				1	1	9	90	
	Attractive look				2		10	100	
	Appropriate design				1	1	9	90	
	Creating a positive experience				1	1	9	90	
Information Quality	Accurate information				1	1	9	90	93,33%
	Reliable information				1	1	9	90	
	Relevant information					2	10	100	
	Information is easy to understand					2	10	100	
	Precise information details				1	1	9	90	
	Information format is appropriate				1	1	9	90	
Service Interaction Quality	Secure transactions				1	1	9	90	85,71%
	Secure personal information				1	1	9	90	
	Create a sense of personalization				1	1	9	90	
	Conveying a sense of community				2		8	80	
	Easy to communicate				1		7	70	
	Appropriate service				1	1	9	90	
	Attractive overall look				1	1	9	90	

Source: Data processed (2024)

- *EPIC Model Testing* (testing the effectiveness of the *website* as a promotional tool by marketing experts and potential users)

I	I ²	I ³	I ⁴	I ⁵	I ⁶
2,1E	1E	CE	E	2E	

Source: Data processed (2024)

Fig. 7. Marketing Expert *Epic Rate Scale*

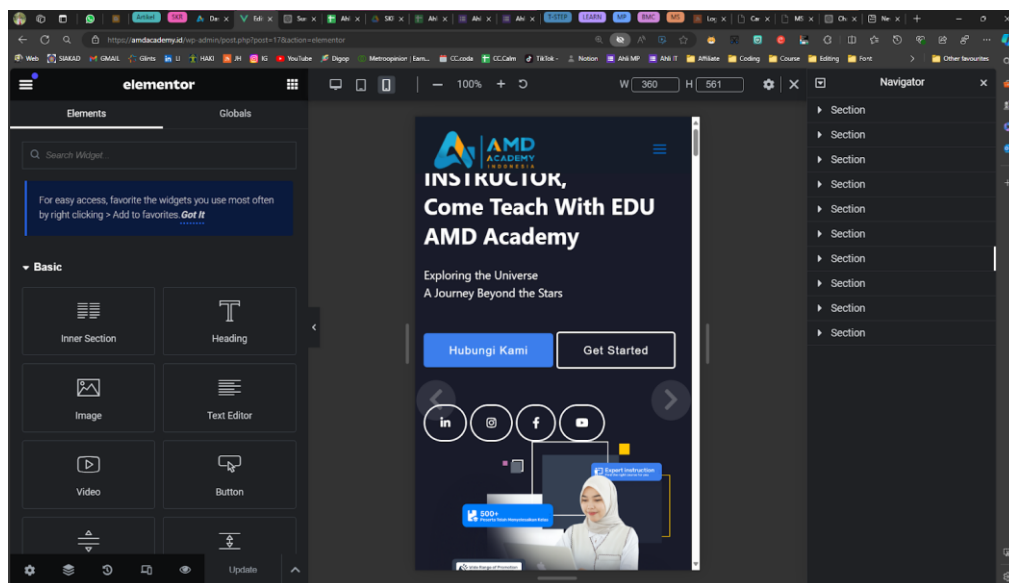
STE	TE	CE	E	SE
1	1,8	2,6	3,4	4,2

Source: Data Processed (2024)

Fig. 8. Potential Users' Epic Rate Scale Ranges

5) Maintenance

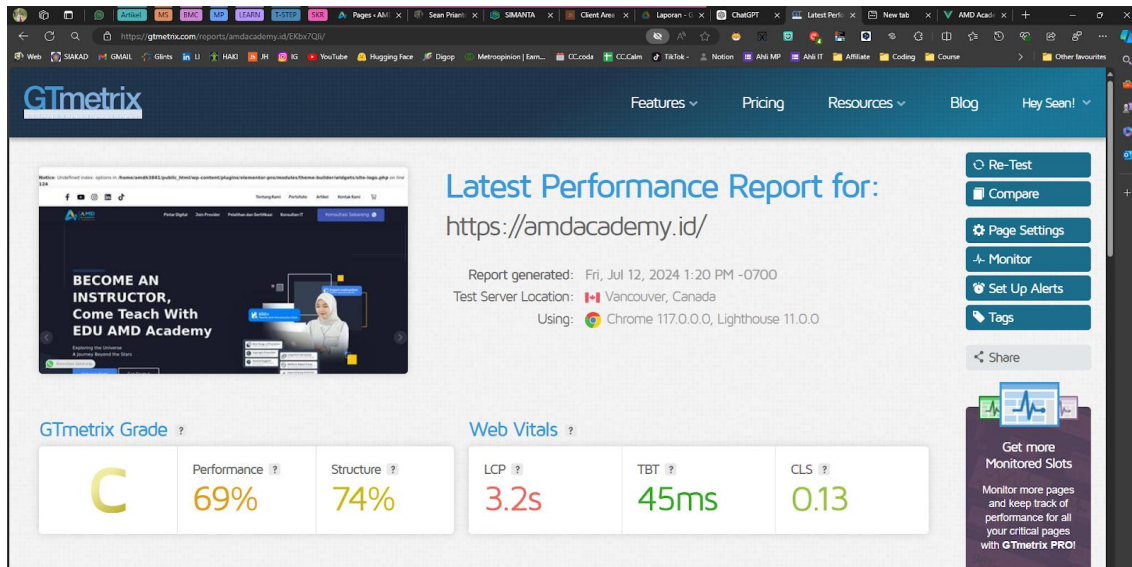
- Website Interactivity with *mobile devices*



Source: Data processed (2024)

Fig. 9. Adjustments to *Mobile Devices* and *Tablets*

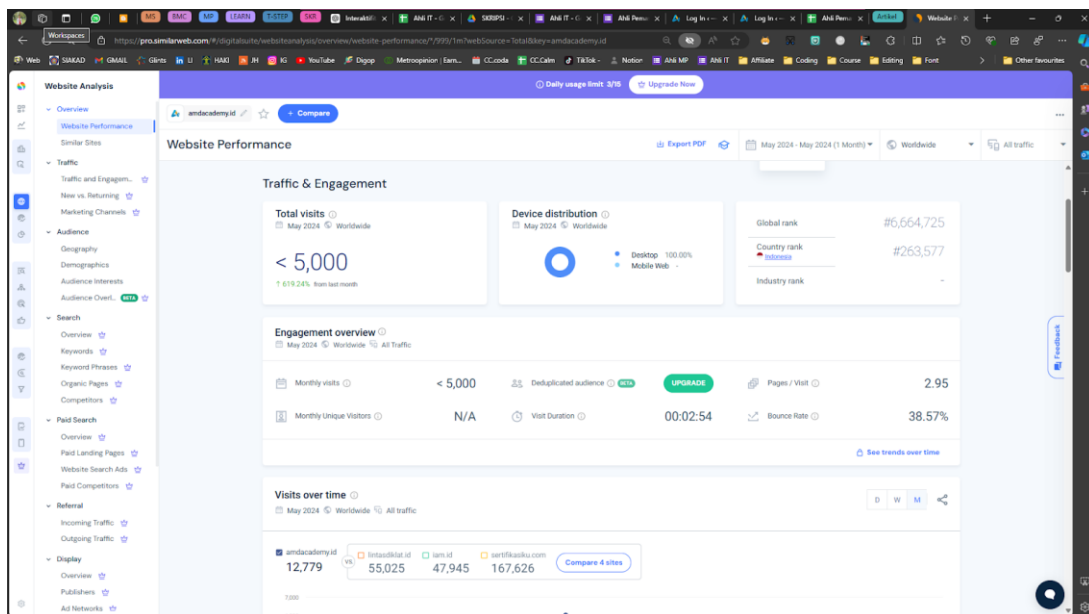
2. Website speed maintenance



Source: Latest Performance Report for: <https://amdacademy.id/> | GTmetrix (2024)

Fig.10. AMD Academy By GT Matrmatrix Website Speed Test

3. Website suggestions by users



Source: amdacademy.id Traffic Analytics, Ranking & Audience [May 2024] | Similarweb (2024)

Fig. 11. Website Visitor Traffic for The Last 3 Months

CONCLUSION

Based on the conducted research, the development of a *company profile website* using WordPress CMS for PT AMD Academy Indonesia Malang has yielded the following findings:

The development of the website using *WordPress CMS* has successfully resulted in a platform that meets the needs and characteristics of PT AMD Academy Indonesia Malang. The *website* effectively presents company information in a comprehensive and *user-friendly* manner, thereby supporting the company's promotional and communication objectives.

Website quality testing using the *WebQual* questionnaire yielded highly positive results. The index value of 89.5% encompassing the dimensions of usability (90%), *information quality* (93.33%), and *service interaction quality* (85.71%), indicates that the *website* excels in usability, information quality, and service interaction. However, there is still room for improvement in the service interaction quality dimension.

The test results using the *EPIC Model* indicate that this *website* is highly effective as a promotional tool. The assessment from 2 marketing experts and 13 prospective users yielded an EPIC Rate score of 4.68 from marketing experts and 4.67 from prospective users, demonstrating that the website effectively meets the company's promotional and communication needs.

Overall, the development of the *company profile website* using WordPress CMS for PT AMD Academy Indonesia Malang has successfully met the research objectives by creating a high-quality platform that is effective as a promotional tool and aligns with the company's needs.

REFERENCES

- [1] P. Kotler and Keller Kevin Lane, *Marketing Management (Global)*. Pearson Education Limited, 2016.
- [2] M. Maskan, *Pendekatan Baru Manajemen Pemasaran*, Cetakan 1. Polinema Press, 2019.
- [3] P. Kotler, *Marketing Management (Global)*. Pearson Education Limited, 2022. [Online]. Available: <https://drive.google.com/file/d/1zqeZ9oFB8-BkLPuApA-AHUInifCpMtXn/view?usp=sharing>
- [4] Indonesia, "Survei Internet APJII Indonesia," A. P. J. I. [Online]. Available: <https://survei.apjii.or.id/>
- [5] A. Gary and P. Kotler, *Marketing an Introduction*, Fifteenth. 2023. [Online]. Available: <https://drive.google.com/file/d/1aFkp95FX8TuPBGWieCsafg7Y5QyfhNlv/view?usp=sharing>
- [6] Alma and Buchari, *Manajemen Pemasaran dan Pemasaran*, Cetakan ke. Alfabeta, 2014.
- [7] R. Pamungkas, *Teori dan Implementasi Pemograman WEB*, vol. 11, no. 1. UNIPMA Press, 2018. [Online]. Available: http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI
- [8] Agustrijanto, *Copywriting: seni mengasah kreativitas dan memahami bahasa iklan*. Remaja Rosdakarya, 2001. [Online]. Available: <https://books.google.co.id/books?id=b8bDNwAACAAJ>
- [9] D. Barker, *Web Content management: System, Feature, and Best Practices*. O'Reilly Media, Inc, 2016.
- [10] K. Król, *WordPress Complete: A comprehensive guide to WordPress Development from Scratch*, Sixth Edit. Packt Publishing, 2017.
- [11] Y. Bassil, "A Simulation Model for the Spiral Software Development Life Cycle," *Int. J. Innov. Res. Comput. Commun. Eng.*, vol. 03, no. 05, pp. 3823–3830, 2015, doi: 10.15680/ijirce.2015.0305013.
- [12] D. Durianto, *Invasi Pasar Dengan Iklan Yang Efektif: strategi, program, dan teknik pengukuran*. Gramedia Pustaka Utama, 2003.
- [13] Sugiyono. (2016). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.