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Creating a website-based company profile using wordpress cms at bumn house bandung

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ABSTRAK

Rumah BUMN Bandung merupakan rumah bagi pengembangan UMKM seluruh pelaku usaha di Bandung Raya. Sesuai dengan kebutuhan saat ini setiap pelaku usaha dan masyarakat sudah mulai melek dengan kebutuhan teknologi informasi. Proyek ini bermaksud untuk menghasilkan pembuatan website. Metode perancangan proyek dilakukan dengan bantuan Content Management System (CMS) WordPress agar website Rumah BUMN Bandung dapat digunakan sebagai media informasi profil perusahaan. Tahapan pelaksanaan proyek juga dilakukan secara bertahap; mulai dari perencanaan, perancangan, pengembangan, pengujian, Responsive Web Design (RWD) dan deployment. Tahap terakhir yaitu pasca implementasi dilakukan dengan meninjau dampak proyek melalui wawancara akhir dan penyebaran kuesioner. Hasil review dampak proyek melalui kuesioner diperoleh hasil rata-rata untuk setiap variabel; kualitas website, kualitas informasi, dan kualitas interaksi, termasuk dalam kriteria sangat baik dan juga didukung oleh hasil pengujian performa website yang termasuk dalam kriteria optimal.

Kata kunci: Industri, Profil Perusahaan, Situs web

ABSTRACT

Rumah BUMN Bandung is the home for the development of MSMEs in all business actors in Bandung Raya. According to the current needs of every business actor and community, they have started to be literate with the needs of information technology. This project intends to produce website creation. The project design method is carried out with the help of the WordPress Content Management System (CMS) so that the Rumah BUMN Bandung website can be used as an information medium for company profiles. The stages of project implementation are also carried out in stages; starting from planning, design, development, testing, Responsive Web Design (RWD) and deploying. The final stage, namely post- implementation, is carried out by reviewing the impact of the project through final interviews anddistributing questionnaires. The results of reviewing the impact of the project through a questionnaire obtained the mean results for each variable; website quality, information quality, and interaction quality, are included in the very good criteria and are also supported by the results of website performance testingwhich are included in the optimal criteria.

Keywords: *Manufacture, Company Profile, Website*

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1. INTRODUCTION

Currently, the world is entering a new era called the Industrial Revolution 5.0 and is being discussed around the world. Along with the industrial revolution, human needs for information and technology are also growing rapidly. In general, information dissemination can be in the form of images, text, sound or video. Currently, one of the media for disseminating information very quickly is the internet (Chandra, 2020).

The digital era opens up all activities to be interconnected. Including the opening of opportunities for all business people and companies.

The openness of this digital era makes competition among all companies very tight. Therefore, every company must adapt to technology and adequate internet needs in order to introduce the company further by reaching out to the entire community to get to know the company further. One of the advantages of using the internet in introducing the company to outgoing parties is the minimal need for funds, efficiency and not limited by space, distance and time. Good internet usage is used is website for profile Company.

Sumarwan (2022) states that nowadays a lot of people look for information through websites. Because, websites can be relied on in terms of fast and accurate information needs. Everyone who will use the website joins based on different needs according to underlying factors ranging from gender, age and others. The utilization of the website at this time is very much used by many people to facilitate the path of information obtained easily. The use of the website will be more easily accessed by people who want to know information about the company. The company is introduced through the internet with a website that can be known by the wider community which contains information about the company's overview or company profile, products and various broader information matters.

Company profile is the production of PR (Public Relations) writing of a company that contains an overview of a company, where the contents of the company profile adjust the points of the company's needs that will be displayed to the audience (Oliver, 2021). Company profile is a picture used by companies as an introduction tool to outsiders in detail. Usually, the company profile also contains the company's overall activities as well as company branding that must be owned by every company when it is operating to run the company's wheels. Because, with a website, the company easily enters a digital platform that is integrated with the internet. By creating a website-based company profile, companies can establish active communication with customers, outside parties or collaborations that are easy and efficient to view detailed company information through the website that has been provided. Therefore, companies should use a website- based company profile.

Rumah BUMN Bandung is a program created by the Ministry of BUMN to accommodate the empowerment of Micro, Small and Medium Enterprises (MSMEs). Rumah BUMN Bandung is designed to prepare and train MSMEs to progress in running a good business in the future. Rumah BUMN Bandung already has more than 100+ MSME partners who have joined. Rumah BUMN Bandung also has varied training, a large database of MSMEs, intensive training partners and a lot of documents. Rumah BUMN Bandung has a lot of very diverse information ranging from the needs of MSMEs, training needs and supporting data to help sustain information from Rumah BUMN Bandung.

Information that is not centralized, makes every communication and information that is intertwined become a miss. Information in general is only in the form of Instagram and activities carried out without having one door information. The use of the internet website at the Bandung BUMN House is still very minimal and rare. Because, the management that is only carried out by 2 people makes the company profile very well accessible. In fact, company profile information needed by business training partners and MSMEs can be used for collaboration and training activities that support more optimal cooperation. This company profile will be the spearhead of information from Rumah BUMN Bandung to explain to the public that this company exists.

Rumah BUMN Bandung does not yet have information in the form of a company profile needed by MSMEs or the community. Every MSME and community that wants to develop their business must go through social media provided by the Bandung BUMN House, all of which are stored in links that are less effective and the existence of a company profile is not yet owned by the Bandung BUMN House. One information doors provided do not cover all that is needed by MSMEs and the community.

The Bandung BUMN House website is needed to utilize the company profile website. As a communication channel and all data and activities carried out by the Bandung BUMN House can be accessed by one company profile website that covers all the needs of the Bandung BUMN House itself or the external needs itself. This website-based company profile will help sustain the internal activities of the Bandung BUMN house starting from introductions, MSME registration, training

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activities, databases and documents, and training partners. Based on this description, the title of this project is "**Creation of a Website-Based Company Profile Using WordPress CMS at the Bandung BUMN House**."

2. LITERATURE REVIEW

a. Definition of Website

According to Soejono (2020), a website is one of the facilities provided by the internet. The website can be applied by all those who have just entered the digital world. The website consists of pages that have interrelated information content and can contain various kinds of information, usually in the form of images, videos and files. The website contains a collection of pages that display various information in it in the form of images, text, animations or a combination of all of them.

b. Website Elements

According to Chandra (2020), the elements in the website include:

1) Domain
   Domain or URL is an address forinternet users to search and access websites online, usually the domain will end with extensions such as .com, .co.id, .id, .org, .net, and so on.
2) Hosting
   Hosting is a place that is provided for the website to store all data/documents/files needed by the website so that it can be accessed byusers on the internet.
3) Platform
   A platform is a tool used to create a website. This platform can usually use programming languages such as Joomla, WordPress, or website builders.
4) Programming Language
   Script Program or programming language is a language needed in making a website, which is to help internet users access and use it.
5) Website Design
   Website design is the key in a website to attract the attention of internet users. This website design aims as the identity of the website so that it can remember tointernet users. A good website design isa design that is trending and eye catching to be seen by users.
6) SEO
   Search Engine Optimization or SEO is a way for a website to be found on Google search results when internet users searchfor it so that many websites visit it.

c. Stages of Website Development

According to Ryan (2014), in website development, there are a number of main stages that generally consist of:

1) Planning: Setting web goals, analyzing competitors determining the target market, determining how customers can find the web, and mapping out a schedule.
2) Design: Determines the look and feel of the websites such as colors, graphics, information structure, navigation, etc.
3) Development: Putting it all together, taking the agreed design and building the actual website pages, structuring the content, links and navigation hierarchy.
4) Testing: Making sure everything works properly before publishing.
5) Responsive web design (RWD): Designing a display that is proportional to all screen sizes, such as smartphone screens.
6) Deployment: The website is ready to be published and accessible to all internet users.

d. WordPress

WordPress is part of a CMS or Content Management System that is open source, but there is also a paid nature. WordPress is used because it is easy to understand and makes it easy to create websites and content in it for ordinary people who do not really understand how to process it (Feta, 2021).

e. WordPress Features

In Purwanto's book (2017), WordPress has many features that are very helpful in creating and managing websites. Here are some of themain features of WordPress:

1) Dashboard
   The WordPress dashboard is the main view that displays various information related to the website, such as the number of visitors, recent posts, and other statistics. Users can manage website content and access WordPress features from this dashboard.
2) Theme
   A WordPress theme is a template that is used to determine the visual appearance of a website. There are many free and paid themes available in the WordPress market.
3) Plugin
   WordPress plugins are programs that can add features and functionality to a website. There are many free and paid plugins available in the WordPress market.
4) Media Library
   Media Library is a storage place for website media files, such as images, videos, and

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audio. Users can upload and manage media files in the Media Library.

5) Customizer
WordPress Customizer is a tool used to customize the appearance and settings of a website. With Customizer, users can change colors, fonts, logos, and other features on the website.

f. Definition of Company Profile

According to Resty (2019), company profile is a tool to differentiate between companies and as a means of communication and collaboration in the company's internaland external processes. While according to Muhammad (2018) states that company profile is a way to send messagesfrom a company to other companies, where companies can show their existence, function and social role in society.

g. Company Profile Role

Company profile has an important rolefor the company, by having a company profile the company looks professional and has a goodimage. The content includes, company overview, vision and mission, products or services provided (Nathan 2016). In a company, the company profile has a role in helping manage relationships with customers, strengthening company branding, raising good image to the wider community, becoming amarketing tool and providing outline company information (Adieb 2021).

3. DISCUSSION

The project of making a company profile website for the Bandung BUMN House was made as company information to provideinformation that can be provided to the community and MSMEs as well as informationmedia for the introduction of activities in the company. In making the company profile website of the Bandung BUMN House, several things need to be done starting from planning, design, development, testing, responsive web design and deployment (Ryan, 2014). From these several stages, a company profile websitewas created which contains information in the form of a home page which contains general information about the company. About contains information on history, vision, mission, functions and organizational structure. Information contains information on MSMEs, training and programs and registration as a member of Rumah BUMN Bandung. Gallery contains MSME products that have been successful and registration of MSME products that want to be displayed in the Bandung BUMN House product display. TeamManagement contains information about the manager of Rumah BUMN Bandung and business partner collaboration. Contact contains contact information for address, email,and company location.

To find out about the quality of thecompany profile website of the Bandung BUMN House, a measurement method called the Webqual method is carried out. Thismethod is a reference for assessing what is perceived by website users from the dimensions that have been made. In thismethod there are 4 dimensions, namely user quality, information quality, interaction quality and there are 14 indicators. The table of dimensions and indicators can be seen in Table 1.

Table 1 Webqual Dimensions and Indicators

Dimensions	Indicator
Quality Website	1. Website is easy to find
	2. Website is easy to access
	3. Website is easy to navigate
	4. The website has an attractive appearance
	5. Website works well
	6. Website according to site type
Information Quality	7. Fulfill information needs
	8. Presents information that is easy to understand
	9. Presenting reliable and up-to-date information
	10. Provide information in accordance withformat Company profile
	11. Provides sufficient information and images
Quality of Interaction	12. Presenting information in an appropriate way
	13. Increase interest in signingup consumers to join
	14. Make it easy forconsumers to communicate with BUMN House Bandung

Source: Author, 2023

In testing the Bandung BUMN House company profile website project, it was carried out through distributing google form questionnaires. There are 3 sections consisting of the respondent's identity section, website link, and 16 statements. As according to (Sugiyono, 2017), suggests that the minimum size of a feasible sample is 30 respondents. From this theory, the author makes a reference to be able to collect respondents and to collect 30 respondents. The measurement scale used is a Likert Scalewith details as in Table 2.

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Table 2 Likert Scale

Scale	Description
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

Source: Sugiyono,

The questionnaires that have been distributed are then processed and analyzed using descriptive analysis methods, namely describing and interpreting the research object as it is in accordance with the results of the research. The results of descriptive analysis such as mean and std deviation. And the following is a class interpretation to assess the mean results obtained according to (Samsu, 2021) which can be seen in Table 3.

Table 3 Class Interpretation

Mean Score	Interpretation
4,20 - 5,00	Very good
3,40 - 4,19	Good
2,60 - 3,39	Medium
1,80 - 2,59	Bad
1,00 - 1,79	Very Bad

Source: Samsu, 2021

The results of website quality testing can be seen in Table 4.

Table 4 Mean and Std Deviation

Indicator	Mean	Std Deviation
Website easy to find	4.167	0.820
Website easily accessible	4.367	0.752
Website easy to navigate	4.233	0.761
The website has the appearance of that interesting	4.200	0.792
Website workswell	4.300	0.781
Website according to site type	4.400	0.712
Indicator	**Mean**	**Std Deviation**
Meet the needs information required	4.233	0.667
Presenting information that easy to understand	4.367	0.706
Information that trusted and up-to-date	4.100	0.746
Provide Information in accordance with the Company profile format	4.233	0.803
Provide information and Image which is quite complete	4.167	0.734
Presenting information in anappropriate way	4.133	0.718
Increase interest in enrollment consumers to join	4.067	0.772
Make it easy for consumers to communicate with BUMN House Bandung	4.333	0.699
Average Mean	4.235	0.747
Minimum Value	4.067	0.667
Maximum Value	4.400	0.820

Data collection was done using questionnaires distributed to 30 respondents. It can be seen that the majority of respondents are female, have a type of F&B business, with an age range of 20-30 years, who live in Bandung City as students with an income of IDR 1,000,000-5,000,000, tend to agree with all statements in the questionnaire. This is evidenced by the average mean of all indicators on the questionnaire reaching a value of more than 4.00 which, according to (Samsu, 2021), is included in the excellent criteria, as well as with an even distribution of data (std. deviation value less than 1).

The indicators that are included in the excellent criteria with the highest mean value in each variable are the indicators "website is easy to access" and "presents information that is easy to understand" on the website quality variable with a mean value of 4.367. So, it can be concluded that the company profile website of the Bandung BUMN House is in accordance with the context that should be and become information for the company. Apart from the questionnaire, an interview was also conducted with Supriatna as the Coordinator of the Bandung BUMN House on May 26, 2023 itself regarding the results of the company profile website that had been created. From the results of the interview, it was stated that the overall website was good and in accordance with the wishes of the Coordinator of the Bandung BUMN House. This company profile website is also considered to be able to provide complete and reliable information about the BUMN House to visitors. Then it is also said that this website can also expand information to the public. However, there were also some notes submitted during the trial in this company profile website, for example, such as wanting photos and videos about activities at the Bandung BUMN House training and wanting the latest news about MSMEs to be published. The appearance of the company profile website of PT Bridge Marketing Indonesia can be

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seen in Figure 5.

Figure 5 Website Display



After that, an interview was conducted to see the success of the website with the project before and after the website was published to the company for customers and MSMEs in the city of Bandung to access the website. The interview projects after and before can be seen in table 6.

Table 6 Comparison of Before and After the Website

Before	After
Home BUMN Bandung does not yet have an official company profile	The website-based company profile already shows the official company profile for Rumah BUMN Bandung.
Information needed is still not centralized	Bandung BUMN House website becomes an integrated information center for the needs of the community and MSMEs
Information needs for training programs and activities at the Bandung BUMN House are still very limited	MSMEs and the community can easily find out training information and activities at Rumah BUMN Bandung
Registration of members and products at Rumah BUMN Bandung is difficult to reach by the available registration manuals	Through the Bandung BUMN House website, MSMEs and the public can register as members and register products at the Bandung BUMN House.

4. CONCLUSIONS

Based on the results of the project to create a website-based company profile using WordPress CMS at the Bandung BUMN House that has been carried out, in the initial condition of the company profile owned during the Bandung BUMN House was established during 2017 - until now it has not clearly had a company profile either in a book or e-book. In addition, company profiles are also needed by MSMEs and people who need information about the Bandung BUMN House. The stages of creating a company profile website are divided into 6 stages, namely planning, design, development, testing, Responsive Web Design (RWD), to deployment and supported by creating content on the website by paying attention to information needs. After being made, the Bandung BUMN House website has ideal performance with a score of 90 when tested on Google PageSpeed Insight. The results of website development are also supported by the results of trials through questionnaires with the majority of respondents being MSMEs located in the Greater Bandung location. The questionnaire results show that the average mean of each variable has a value above 4.235, which means that the quality of the website, product content, and service content on the website has met the needs of the majority of respondents, and is included in the excellent criteria with an even distribution of data.

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