Company Profile Website Design Based On Wordpress CMS For PT Rekayasa Industri

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Article Info	ABSTRACT
	This study presents the design and development of a company profile website for PT Rekayasa Industri using the WordPress Content Management System (CMS). The main objective is to enhance the company's digital presence and improve communication with stakeholders through an accessible, professional, and cost-effective online platform. WordPress was selected due to its user-friendly features and ability to manage content without requiring advanced technical skills. The development process followed the Waterfall methodology, covering five sequential stages: requirement analysis, design, implementation, testing, and maintenance. The result is a responsive and informative website that showcases the company's profile, services, project portfolio, and contact information. The use of WordPress significantly streamlined the development process and enabled easy content updates by internal staff. This approach offers a practical digital solution for companies aiming to build credibility and visibility in the online environment. The website is expected to support the company's branding strategy and serve as a reliable information channel for the public.

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INTRODUCTION

The advancement of digital technology has transformed the way companies manage communication strategies and brand image. In today's competitive business environment, a company's ability to deliver information accurately, in a structured manner, and accessible through digital platforms is no longer optional, it is a necessity. One of the most effective platforms for this purpose is a company profile website, which serves as an official channel for conveying information, showcasing services, and enhancing the company's image professionally.

PT Rekayasa Industri is a national company engaged in Engineering, Procurement, and Construction (EPC), with a proven track record in large-scale strategic projects. Despite having strong operational capabilities, the company's information outreach remains limited due to the absence of an optimized digital platform. The lack of an official digital medium results in company information not being communicated comprehensively and consistently to external parties, including business partners, clients, and the general public. This poses a challenge in building transparency, increasing credibility, and effectively communicating the company's identity and capabilities.

This research aims to design and develop a company profile website for PT Rekayasa Industri using the WordPress Content Management System (CMS). WordPress was chosen because it is an open-

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source platform that is flexible, user-friendly, and equipped with various plugins and themes that support website development without requiring advanced programming skills. With WordPress, the company can manage and update content independently, making it more time and cost-efficient.

Relevant literature shows that the presence of a website plays a crucial role in supporting corporate communication and enhancing brand image. Several studies highlight that digital platforms can broaden information outreach, increase public trust, and serve as strategic tools for business development and branding. WordPress as a CMS is also widely discussed in the literature as an effective solution for organizations seeking to transition to digital platforms without significant technology investments.

The novelty of this research lies in the application of a practical, efficient, and affordable digital solution to enhance the digital presence and professionalism of the company. While many large companies opt for professional web development services, this study demonstrates that CMS platforms like WordPress can be a reliable alternative—especially for companies with specific needs but limited technical expertise or budget. The final result of this research is a functional and responsive company profile website, which is expected to strengthen PT Rekayasa Industri's image and improve public access to company information.

LITERATURE REVIEW

2.1 Company Profile

According to Natasya et al. (2023), a company profile is an essential tool for every business or organization, serving as an information source to enhance its existence and visibility. In addition, a company profile is also known as a summary of the company that can be utilized to establish partnerships with various related parties.

Siregar et al. (2021) state that a company profile is a valuable asset that can enhance the company's image and help build partnerships with various stakeholders. Hendri & Haeruddin (2021) further add that a company profile also serves as an identity that facilitates communication and collaboration, both internally and externally.

Based on these various explanations, it can be concluded that a company profile is a strategic tool that functions as both an identity and a key source of information for a business or organization. In addition to enhancing visibility and corporate image, a company profile also plays a role in building trust and establishing partnerships with both internal and external parties. Therefore, the company profile becomes an essential communication asset in supporting business growth and relationships.

2.2 Website

A website is a collection of web pages that can be accessed through a particular domain and contains information that can be used as a medium for promotion, communication, transactions, entertainment, and learning without space and time restrictions (Anggita, 2021). According to Wati and Erkamim (2022), a website is a tool on the internet that contains various types of digital media such as text, images, audio, and other multimedia documents, and is accessed using the Hypertext Transfer Protocol (HTTP) protocol.

It can be concluded from these two explanations that a website is an internet-based digital media consisting of pages of information that can be accessed through a specific domain and protocol (HTTP). Websites not only display various types of content such as text, images, audio, and other multimedia, but also function as a versatile means for promotion, communication, transactions, entertainment, and

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education widely and without space and time restrictions. Wibowo (2015) classifies websites into three main types, namely: Static, Dynamic, and Interactive.

2.3 CMS WordPress

Content Management System (CMS) is an application that functions to manage various types of digital content such as text, images, music, and documents so that they can be displayed through a website. One of the advantages of CMS is its ease of editing, publishing, and modifying content without requiring expertise in web programming. (Gaffar et al., 2021). Meanwhile, WordPress is an open-source based application that is used as a platform for building and managing websites. Its main focus is on managing the information that will be displayed on the site's pages, thus allowing users to create and organize content without having to have expertise in programming. (Susanto 2021).

So, it can be concluded that WordPress CMS is an open-source content management platform designed to make it easier for users to create, manage, and publish various types of digital content on the website without requiring technical skills in programming. WordPress offers a user-friendly, flexible, and customizable interface through various themes and plugins, making it very suitable for beginners and professionals to use in building websites for various purposes, such as blogs, online stores, portfolios, and company sites.

This conclusion is in line with that explained by Siregar et al. (2021), WordPress is an open-source website platform that is quite popular compared to other CMS. This platform allows users to build websites easily using various plugins available, without having to have knowledge of programming languages.

METHODS

This study adopts the Waterfall model as the development methodology for designing the company profile website. The Waterfall model is a part of the Software Development Life Cycle (SDLC) that emphasizes a linear and sequential approach to software development. This model is particularly suitable for projects with clearly defined requirements and minimal anticipated changes during the development process.

According to Wahid Abdul (2020), the Waterfall method provides a structured development flow where each phase must be completed before moving on to the next. Sasmito (2017) further supports this by stating that the Waterfall model follows systematic stages that are not interchangeable or overlapping.
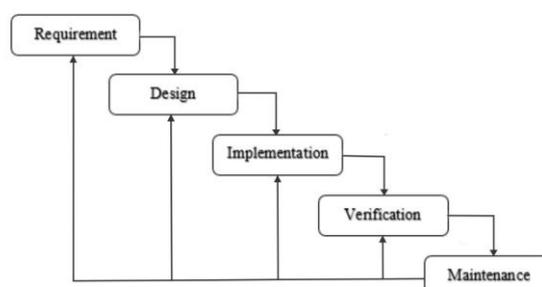

Figure 1. Stages of the waterfall method

The stages of the Waterfall method implemented in the development of this website are as follows:

1. Requirement Analysis

    In this phase, system requirements are identified. Data is collected through observation, interviews, and literature study to determine both functional and non-functional requirements of the company profile website.

2. System Design

    This stage aims to design the structure of the system, including user interface (UI) design, information architecture, and navigation structure. Tools such as wireframes, mockups, and flowcharts are used in this process.

3. Implementation
    After the design is completed, the next stage is implementing the website using the WordPress CMS. This includes installing WordPress, selecting and customizing a theme, and adding necessary plugins.

4. Testing
    The developed website is tested to ensure all functions run as expected. Testing includes checking for bugs, performance issues, and device compatibility.

5. Maintenance
    The final stage involves maintaining the system, including content updates, WordPress system updates, and adapting to changing user needs.

RESULTS AND DISCUSSIONS

4.1 Results

The final result of this study is a functional and responsive company profile website for PT Rekayasa Industri, developed using the WordPress Content Management System (CMS). The website includes several key features and sections designed to communicate the company's identity, services, and achievements, such as:

*   Homepage displaying company highlights and navigation menus

*   About Us section outlining the company's history, vision, and mission

*   Services section showcasing core business areas in Engineering, Procurement, and Construction (EPC)

*   Projects Portfolio featuring completed strategic projects with descriptions and images

*   Contact Page with a contact form, location map, and company contact information

The implementation process followed all stages of the Waterfall methodology. During the requirement analysis stage, stakeholders provided inputs on content needs and target users. The design phase resulted in UI mockups and a layout consistent with the company's branding. In the implementation phase, a WordPress theme was selected and customized using visual editors and plugins. The testing phase confirmed that the website was fully functional across major browsers and mobile devices. Finally, in the maintenance phase, documentation and user guidelines were created for internal staff to manage content updates independently.
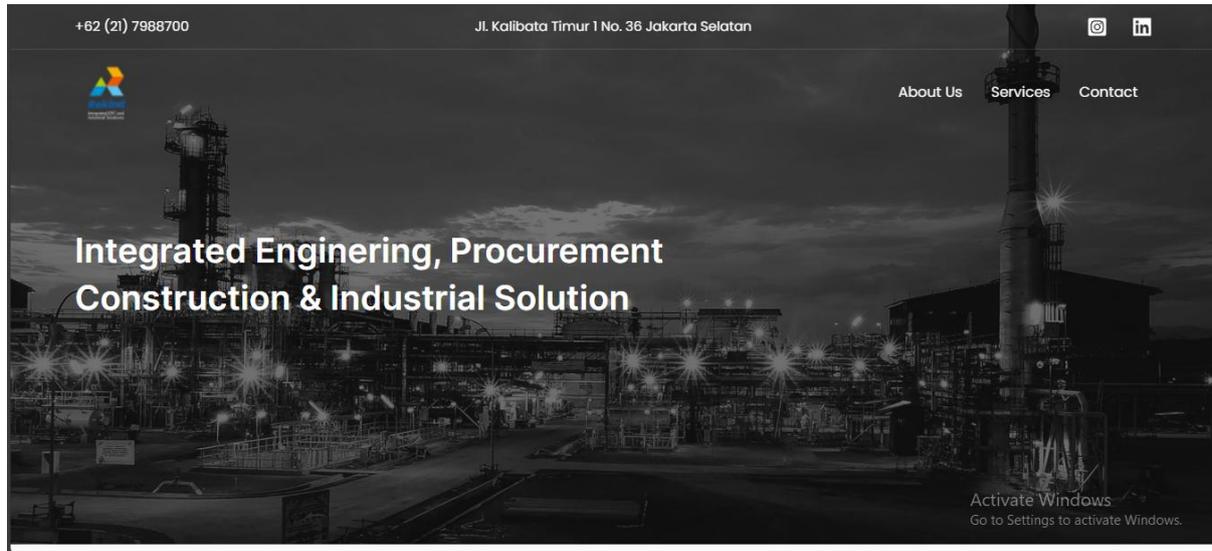
About Company

PT Rekayasa Industri (Rekind) adalah perusahaan rancang bangun industri atau dikenal juga dengan istilah Engineering, Procurement, & Construction (EPC) yang berkomitmen memberikan nilai tambah bagi seluruh pelanggannya melalui layanan EPC dan solusi industri terintegrasi yang menjungjung tinggi standar nilai Health, Safety, & Environment (HSE) kelas dunia. Selama lebih dari 40 tahun, Rekind telah menghadirkan berbagai industri moderen skala besar di bidang petrokimia, pupuk, migas (daratan dan lepas pantai), mineral/pertambangan, energi listrik (termasuk energi baru dan terbarukan), industri agro, infrastruktur industri lainnya, dan sebagainya, baik di Indonesia maupun luar negeri.

Selain itu Rekind juga turut memberdayakan perusahaan dan tenaga kerja lokal serta memajukan perekonomian nasional melalui proyek-proyeknya yang juga memenuhi syarat Tingkat Komponen Dalam Negeri (TKDN) dengan tetap mengutamakan kualitas.

4.2 Discussions

The development of the website aligns with the objectives of improving PT Rekayasa Industri's digital presence and professional image. The use of WordPress proved to be an efficient solution due to its user-friendly interface, wide availability of plugins, and flexibility in customization factors highlighted in prior studies (Gaffar et al., 2021; Susanto, 2021).

Compared to traditional web development approaches, the use of a CMS significantly reduced development time and eliminated the need for advanced programming skills, enabling easier post-deployment maintenance. This is particularly beneficial for companies with limited technical resources but a need for dynamic content management.

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Furthermore, the Waterfall methodology supported a structured development process with clear milestones and deliverables. However, one notable limitation was the inflexibility in accommodating requirement changes once the project entered the implementation phase—consistent with criticisms of the Waterfall model in literature (Sasmito, 2017). In future projects, incorporating more iterative methodologies such as Agile could allow for more adaptive development cycles.

Overall, the resulting website not only enhances the company's communication strategy but also positions it more competitively in the digital business environment. It serves as a centralized and accessible information hub for clients, stakeholders, and the general public, ultimately contributing to greater transparency and trust in the company's operations.

CONCLUSION

This study successfully demonstrates that designing a company profile website using the WordPress Content Management System (CMS) is a practical and effective solution for enhancing the digital presence of PT Rekayasa Industri. By following the structured stages of the Waterfall development model, the project resulted in a fully functional, responsive, and informative website that communicates the company's identity, services, and achievements to the public.

The use of WordPress CMS proved to be efficient in terms of time, cost, and ease of content management. It eliminated the need for advanced technical skills while still offering a professional outcome. This is especially beneficial for companies seeking to strengthen their online image without investing heavily in custom web development.

However, the study also faced limitations, particularly regarding the rigidity of the Waterfall model. Any changes or adjustments during the development phase were difficult to accommodate. Future research or projects may consider using Agile or other iterative methodologies that provide more flexibility and user feedback integration.

In conclusion, the implementation of a WordPress-based company profile website not only supports corporate communication goals but also serves as a strategic tool to build credibility, enhance transparency, and boost public trust in the digital era.

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