



Company Profile Application System at PT. Powerkerto Wahyu Keprabon Using Scrum Method

Andriawan Firmansyah¹, Bitu Parga Zen^{*2}

^{1,2} Program Studi Teknik Informatika, Institut Teknologi Telkom Purwokerto, Purwokerto, Jawa Tengah

email:¹ 19102065@itttelkom-pwt.ac.id, ^{*2} bita@itttelkom-pwt.ac.id

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ABSTRACT

Company Profile is a document that serves to introduce a company in written form, containing information about the company's history, vision and mission, values, business objectives, and the products or services provided. PT. Powerkerto Wahyu Keprabon, located in Purwokerto, currently does not have a company profile website, causing difficulties for the public in finding or obtaining information about the company's profile and activities. This has become one of the factors hindering the company's expansion of its target market. The researcher implemented the Agile Scrum method in developing the Company Profile application for PT. Powerkerto Wahyu Keprabon based on a website platform. The website for the company profile of PT. Powerkerto Wahyu Keprabon includes several features such as login/register, news/article section, job application for users, company profile, and a gallery showcasing company activities. The implementation of the website for PT. Powerkerto Wahyu Keprabon's company profile will make it easier for the public to get to know the company and learn about its services or products.

1. INTRODUCTION

Technology has rapidly advanced in its time, especially in the modern era, where it has become an integral part of human life, used in various aspects of life, including information transmission [1]. The field of information technology serves as a bridge for information transmission. Its rapid development has brought significant benefits and positive impacts to society. The use of information technology is not limited to the general public but also extends to government agencies and organizations, becoming an essential requirement, particularly for presenting a company to the public and supporting product marketing efforts [2]. One tool that companies can utilize to communicate information is by creating a company profile website. A company profile is a specific type of public relations (PR) product that provides standardized information about a company, enabling businesses to choose the information they wish to openly and honestly convey to the public [3].

PT. Powerkerto Wahyu Keprabon is a company engaged in the digital marketing ecosystem, serving both domestic and international markets and customers from around the world. PT. Powerkerto Wahyu Keprabon provides various services and products such as consulting services, website and application development, and many other services and products.

The company, PT. Powerkerto Wahyu Keprabon, has ambitions to continuously improve its performance and strive to expand its target market coverage. Currently, PT. Powerkerto Wahyu Keprabon, located in Purwokerto, does not have a company profile website, causing difficulties for the public in searching for and obtaining information about the company's profile and its activities. This has become one of the factors hindering the company's efforts to expand its target market coverage.

Based on the issues mentioned above, the researcher has prepared an internship report with the theme: Frontend Developer in the creation of the company profile website for PT. Powerkerto Wahyu Keprabon. This website will be used by the company to convey all relevant information about the company.

2. RESEARCH METHOD

In carrying out the design and development of the research on the company profile website for PT. Powerkerto Wahyu Keprabon, the researcher started the study by going through several processes and stages that needed to be carried out. These included creating a flow for each user, depicted through a user flowchart. The researcher also conducted a literature study on the Agile Scrum method to gain a better understanding of the design and project management process.

Next, the implementation process involved translating the website design into coding. In this process, the researcher utilized technology and supporting tools, including the use of a framework. A framework is a program structure that allows developers to easily build a website and facilitates changes to the website, making it reusable for similar applications or websites. The choice of the framework was based on specifications and requirements, selecting a technology that enables rapid application development with high-quality standards for large-scale applications.

The framework used by the researcher in developing the company profile website was Laravel 9, along with the Livewire library as a supporting tool for designing a reactive and dynamic user interface. The utilization of these frameworks and libraries facilitated the researcher in the design and development of the company profile website. With the presence of the company profile website, the company's challenge of expanding its target market coverage can be addressed, while also providing easier access for the general public to find information about PT. Powerkerto Wahyu Keprabon.

2.1. Agile Scrum Method

Tahapan penggunaan metode penelitian dalam suatu penelitian diperlukan agar tercapainya hasil sesuai yang diharapkan. Peneliti mengimplementasikan metode Agile Scrum dalam pembuatan aplikasi Company Profile PT. Powerkerto Wahyu Keprabon berbasis website. Metode Agile itu sendiri dalam prosesnya sering menggunakan model spiral dimana setiap prosesnya menerapkan serangkaian revisi dan iterasi.

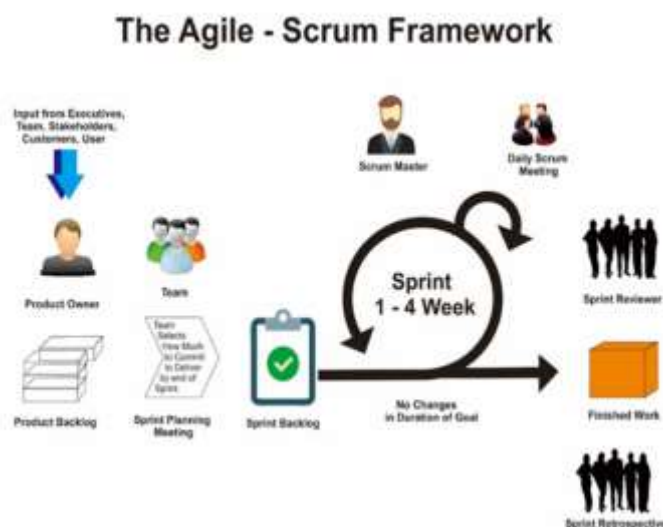


Figure 1. Agile Scrum Method

There are several stages carried out by researchers in developing a Company Profile website using the Agile Scrum method which can be seen in Figure 1 .

2.1.1. User Story

In this stage, an analysis of system requirements is conducted, which includes gathering the necessary data for software development, such as user names and the desired features of the system. Analyzing system requirements can be done through various methods, including client interviews, team

discussions, and more. During the User Story phase, the researcher engaged in discussions with the company, specifically with the company manager, to determine the functional requirements and user needs for developing the Company Profile website. Additionally, an analysis was performed on the previously gathered data.

2.1.2. Product Backlog

In the product backlog stage, the aim is to categorize the client's requirements and determine the goals of developing the system. This stage will result in several points derived from the analysis of system requirements gathered during the User Story phase, including user roles in the system, system processes, system activities, and the system's structure. To execute this stage, the researcher creates a list of various requirements that should be included in the Company Profile website. During the compilation of the requirement list, the researcher prioritizes which requirements are of utmost importance in website development. The prioritization is divided into two categories: "high priority," which represents requirements that must be implemented first, and "important priority," which signifies requirements to be addressed after the "high priority" ones have been completed. The sequence of requirements with high priority can be seen in Table 1.

Table 1. Product Backlog

No	Need	priorities
1	User general can log in and register	important priority
2	The user admin can log in	important priority
3	Displays the company profile on the general user page	important priority
4	Displays the company owner's profile on the general user page	high priority
5	Displays company employee profiles on the general user page	high priority
6	Displays products from the company on the general user page	important priority
7	Displays news on the general user page	high priority
8	Displays the company gallery on the general user page	high priority
9	Displays the company's carrier page on the general user page	important priority
10	General users can input data on the applying job page	important priority
11	Admin users can add company product data	high priority
12	Admin users can add news data	important priority
13	Admin users can add job vacancy data	important priority
14	Admin users can view data from applying for general user jobs	important priority

2.1.3. Sprint Backlog

The sprint backlog stage is carried out based on the analysis of requirements conducted in the product backlog phase. This stage is performed by the researcher to determine the duration of the website development process for the Company Profile. The aim is to ensure that the process is carried out quickly and accurately, in line with the previously arranged product backlog, so that the conceptual design can be created clearly. During the development process of the Company Profile website, the researcher has allocated a two-month timeframe provided by the company, with a daily working hours of 8 hours.

2.1.4. Sprint

At this stage, the work of creating a system with features according to the results of the sprint backlog stage is carried out with a maximum duration of one month [11]. In the implementation of the sprint stages, the researcher carried out 3 parts of the work namely:

1. Sprint planning meeting, where at this stage the researcher and the team gather to discuss and identify the tasks of each according to the features previously identified at the backlog stage.
2. Sprint, where the researcher designs the system according to the task given at the previous stage until it is finished.
3. Sprint review, This stage is performed after the completion of the first sprint. Here, the researcher will demonstrate the results of the tasks that have been completed.
4. Sprint retrospective. The sprint phase is carried out when the researcher has completed the sprint process or task execution process. In this phase, the researcher will present the results of their work and can also provide opinions or evaluations regarding the previous work process.

2.1.5. Daily Scrum

Daily activity checks will be conducted regularly to determine what tasks will be done and what tasks have been completed, as well as to identify any obstacles that arise during the software development process [12]. The researcher carries out this stage every day during the sprint phase with the aim of keeping the company informed about the progress of the researcher's work and identifying any challenges encountered during the system development process. Subsequently, the researcher receives evaluations and suggestions from the company to be implemented in the next development process.

2.2. User Flow Design

The initial process conducted by the researcher is the creation of user flows for each website user, which is done in the researcher's first sprint. With the user flow, the researcher can easily understand the flow of each role and comprehend the functions within the website. There are four roles that can utilize the company profile website of PT. Powerkerto Wahyu Keprabon, including:

2.2.1 General User Flow

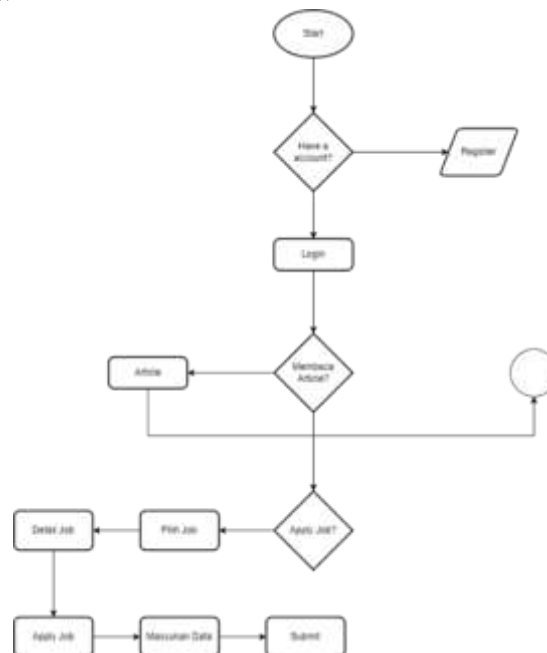


Figure 2. User Flow for General User

2.2.4 Super Admin User Flow

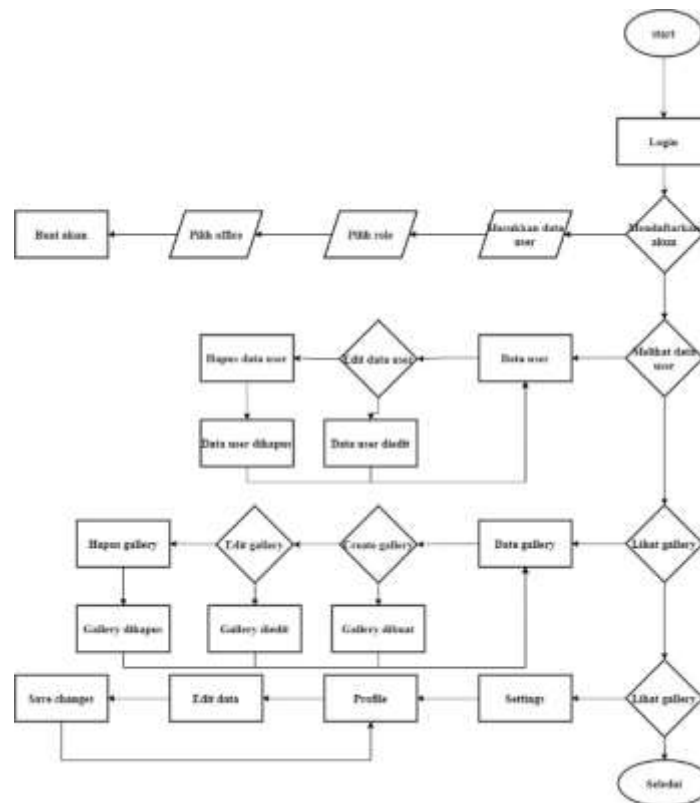


Figure 5. User Flow for Super Admin

2.3. Implementation of Coding

The process of implementing coding is carried out with the aim of transforming a process from a diagram representation into source code, ultimately forming a usable website. The implementation of coding is done using Laravel 9 framework as the main programming language for developing this website, and Visual Studio Code as the text editor used to write the source code based on the prototype design created by the UI/UX team.

After understanding the design, the researcher proceeds to prepare the supporting tools for the Laravel framework by installing the Livewire tools. Livewire is used to create a reactive and dynamic user interface for the website. In other words, Livewire allows the researcher to create components within Laravel, making it easier to implement coding and maintain well-organized code since these components are organized within the Livewire folder [13].

The researcher has a role in designing and developing the company profile website of PT. Powerkerto Wahyu Keprabon acts as a frontend developer, with their work located in the views and assets folders. In the views folder, the researcher further divides it into three sub-folders: the admin folder containing pages related to the admin, the Livewire folder which consists of components used on each page, and finally the pages folder which contains pages for general users. The folder structure of the PT. Powerkerto Wahyu Keprabon company profile website can be illustrated as follows:



Figure 6. The Structure of Company Profile Folder Website

3. RESULT AND DISCUSSION

An explanation of the results of the coding implementation is carried out with the aim of providing explanations as well as directions to users on how to use the web-based company profile application in accordance with the functions it performs. The explanation for using the company profile application between the Admin role and the General role is as follows :

3.1 Log in page

The Login page is a page that functions to be used as user authentication before continuing to enter the dashboard page according to the data registered on the registration page.



Figure 7. Display Results on User Login Page

3.2 HomePage

The HomePage page is the start page or front page of the company profile website where users can access the content on this page.



Figure 8. The Display of the Homepage

3.3 About Us Page

The About Us menu page provides information about the company regarding the company's vision and mission as well as the company's office address.



Figure 9. The Display of the About Us Page

3.4 Our People Page

On the Our People menu page, is a page that displays photos and divisions of each staff working at the company.



Figure 10. The Display of Our People Page

3.5 Commissionare & Director Page

Then on the Director page is a page that displays the profiles of the company's top officials.



Figure 11. The Display of Director Page

3.6 Services Page

On the Service page the company provides information about the services provided by the company.



Figure 12. The Display of Services Page

3.7 Products Page

The product page contains information about various products that have been made and developed by the company.



Figure 13. The Display of Product Page

3.8 News Page

The News page is a page where the company provides various kinds of news both from outside and from within the company. The news on this page is made directly by the company's own staff.

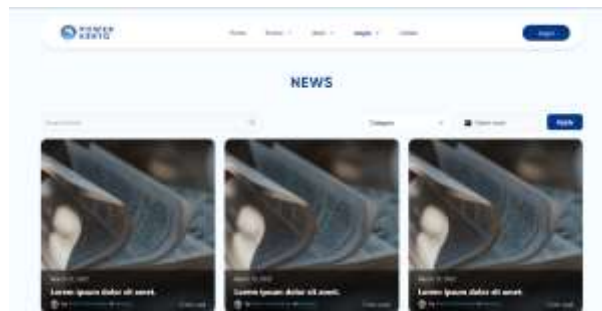


Figure 14. The Display of News Page

3.9 Gallery Page

On the Gallery page, the company displays the company's social media, namely Instagram and provides photos of company activities.



Figure 15. The Display of Galery Page

3.10 Career Page

The Career page is a page where general users can apply for jobs for job vacancies provided or needed by the company.



Figure 16. The Display of Career Page

3.11 Admin Dashboard Page

The page in the image above is the admin user dashboard page. Inside the admin page there is a sidebar with several menus in it, including:

- Dashboard
- Activity, including menu Statistic, Article, Approval, Event, Gallery, User
- Settings
- View as Public
- Logout

Admin users can also perform CRUD operations on articles and events held by the company.



Figure 17. The Display of Admin Dashboard Page

4. CONCLUSION

Based on the results of the analysis and discussion that have been described, the researcher draws the following conclusions. The company profile website design, PT. Powerkerto Wahyu Keprabon can make it easier for the public to get to know more about the company as well as to find out what services or products are provided by the company and the company profile website of PT. Powerkerto Wahyu Keprabon provides information services in the form of news about the company as well as external news, enabling the public to easily search for and obtain information. This website also offers a job application service at PT. Powerkerto Wahyu Keprabon, making it easier for job seekers to submit their job applications to the company. This facilitates time efficiency for both job applicants and the company in the job application verification process.

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