

Design of a Web-Based Company Profile Information System for PT Kohen Medika Laboratories

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Abstract

Background - The advancement of digital technology encourages companies to establish a professional company profile to effectively showcase their products, services, vision, and mission. A company profile website serves as a critical tool for enhancing credibility, expanding market reach, and fostering relationships with customers and business partners. PT. Kohen Medika Laboratories, a company specializing in healthcare products and laboratory services, previously utilized a CMS-based website developed using OpenCart. While OpenCart is primarily designed for e-commerce, the company used it to present its profile. However, the platform has become outdated and limited in functionality, lacking the flexibility and features required to support the company's current and future needs. In addition to presenting company information, products, and services, the website also serves as a platform to share updates on job openings. This feature is crucial for attracting qualified talent and facilitating recruitment processes. The outdated design, poor user experience, and inability to seamlessly integrate job vacancy information made OpenCart unsuitable for these purposes. To address these challenges, the company requires a more modern, responsive, and tailored website that not only represents its professional branding and services but also provides an efficient channel for disseminating job vacancy information and supporting its talent acquisition strategies.

Purpose - This research aims to design a company profile website using the Laravel Framework. The website is intended to professionally introduce the company, facilitate information access, and strengthen the company's image, ultimately enhancing its branding and communication with stakeholders.

methodology - The study adopts the Research and Development (R&D) method with the Waterfall model. The development process includes requirements analysis, system design, implementation, testing, and evaluation. The website is designed to be responsive, user-friendly, and optimized for maximum performance. SEO strategies are also integrated to improve visibility on search engines.

Findings - The resulting website presents a company profile that includes comprehensive information about the company, its products, services, and contact details. The use of the Laravel Framework enables sustainable content management. The website is expected to strengthen PT. Kohen Medika Laboratories' image as a professional company, enhance its branding, and improve communication with customers and business partners.

Originality - This study contributes to PT. Kohen Medika Laboratories' efforts to have an effective digital-based company profile. It highlights the implementation of the Laravel Framework and SEO strategies to create a professional and reliable company identity.

Keywords: Website Company Profile, Laravel Framework, Laravel Filament, Tailwind CSS, Website Development, Information System, SEO, Digitalization, Content Management, PT. Kohen Medika Laboratories, Digital Branding, Waterfall, Website Testing, Web Technology, Responsive Design, Search Engine Optimization, Website Content, Digital Communication, Visibility Improvement, Information Accessibility, Admin Panel, Modern Interface Design, Website Management, User Experience, Content Management System.
