Design and Development of the Company Profile Website for LPK Teratai Gogakuin Indonesia as a Digital Marketing Information Platform

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ABSTRACT

The advancement of digital technology has driven institutions, including vocational training centers, to adapt by utilizing online platforms for information dissemination and promotion. This study aims to design and develop a company profile website for LPK Teratai Gogakuin Indonesia to serve as a digital marketing tool and enhance the accessibility of information for the public. Using a software engineering approach comprising the stages of Requirements Planning, Design Workshop, and Implementation, the website was developed with Laravel and the MVC architecture. Key features include a welcoming message, information on activities, recruitment procedures, staff profiles, and contact details. The site's design emphasizes responsiveness, user-friendly navigation, and visual consistency. Testing results indicate that all features function correctly, supporting the institution's goal of increasing visibility and engagement through a professional, easily accessible web presence. This website serves not only as an information portal but also as a strategic means to strengthen the institution's brand and reach prospective learners and partners more effectively.

Keywords: Website development, LPK Teratai Gogakuin, company profile, digital marketing, Laravel, information system

Abstract

Kemajuan teknologi digital telah mendorong lembaga, termasuk pusat pelatihan kejuruan, untuk beradaptasi dengan memanfaatkan platform daring untuk penyebaran informasi dan promosi. Penelitian ini bertujuan untuk merancang dan mengembangkan situs web profil perusahaan LPK Teratai Gogakuin Indonesia sebagai alat pemasaran digital dan meningkatkan aksesibilitas informasi bagi publik. Menggunakan pendekatan rekayasa perangkat lunak yang terdiri dari tahapan Perencanaan Persyaratan, Lokakarya Desain, dan Implementasi, situs web dikembangkan dengan Laravel dan arsitektur MVC. Fitur-fitur utama meliputi pesan sambutan, informasi tentang kegiatan, prosedur rekrutmen, profil staf, dan detail kontak. Desain situs menekankan pada responsivitas, navigasi yang ramah pengguna, dan konsistensi visual. Hasil pengujian menunjukkan bahwa semua fitur berfungsi dengan benar, mendukung tujuan lembaga untuk meningkatkan visibilitas dan keterlibatan melalui kehadiran web yang profesional dan mudah diakses. Situs web ini tidak hanya berfungsi sebagai portal informasi tetapi juga sebagai sarana strategis untuk memperkuat merek lembaga dan menjangkau calon peserta didik dan mitra secara lebih efektif.

INTRODUCTION

The rapid development of information technology has driven significant changes in various aspects of life, including education and marketing. Job Training Institutes (LPK) as institutions that provide vocational training are required to adapt to technological advancements in order to enhance their competitiveness and broaden the dissemination of information to the public. One form of such adaptation is the utilization of digital media as a means of promotion and information sharing (Melinda et al., 2021)

LPK Teratai Gogakuin Indonesia is a training institution that focuses on developing Japanese language and cultural skills for the Indonesian community. As an institution oriented toward preparing human resources to compete globally, LPK Teratai requires an effective and efficient information platform to introduce its profile, programs, and services to prospective students and potential partners (Dewa et al., 2021)

The creation of a company profile website serves as a strategic solution to support these needs. A website functions not only as an information medium but also as a digital marketing tool capable of reaching a broader audience without geographic and time limitations. Through an engaging and informative design, a website can enhance the institution's credibility and make it easier for the public to access information about the available training programs (Pradnyadevi et al., 2021). Therefore, this study aims to design and develop a company profile website for LPK Teratai Gogakuin Indonesia as a digital marketing information medium, with the hope of increasing the institution's visibility in the digital realm and providing ease of access to the information users need.

RESEARCH METHOD

The research method used in the development of the company profile website for LPK Teratai Gogakuin Indonesia refers to a software engineering approach consisting of three main stages: Requirements Planning, Design Workshop, and Implementation. The first stage, Requirements Planning, involves identifying and formulating user needs related to the company profile website. In this context, the primary requirements include providing information about the institution's profile, training programs, news and activity agendas, as well as communication channels between LPK and prospective participants or partners. Additionally, visual aspects and ease of navigation are key focuses to support the function of digital marketing. The results of this analysis are documented in the System Requirement Specification (SRS), which serves as the foundation for website development (Rohandi et al., 2020).

The second stage is the Design Workshop, which encompasses the modeling and design of the system based on the requirement analysis. In this phase, the system architecture is designed using the Model-View-Controller (MVC) pattern to ensure a clear separation between application logic, presentation, and data management. The user interface is designed using responsive design principles to ensure accessibility across various devices, both desktop and mobile. The Blade Template Engine in Laravel is utilized to optimize a visually appealing and consistent interface. Database design and user navigation flows are carefully crafted to ensure content management efficiency and optimal user experience. An initial website prototype is developed as a visual reference for validating the design before proceeding to the development stage.

The final stage is Implementation, where the website is developed based on the established design. The Laravel framework is first installed, followed by database configuration, project directory structure setup, and development of core modules such as profile pages, training programs, news, contact, and gallery sections. System security and efficiency are addressed through input validation, CSRF protection, and well-organized code structure. After all features are developed, functionality testing is carried out to ensure the website operates as intended. This testing involves debugging and evaluation using tools such as Laravel Debugbar. Finally, the website is deployed to a hosting server for online access, followed by final testing to validate the system's readiness in a production environment.

RESULTS AND DISCUSSION
System Analysis
1. Old System

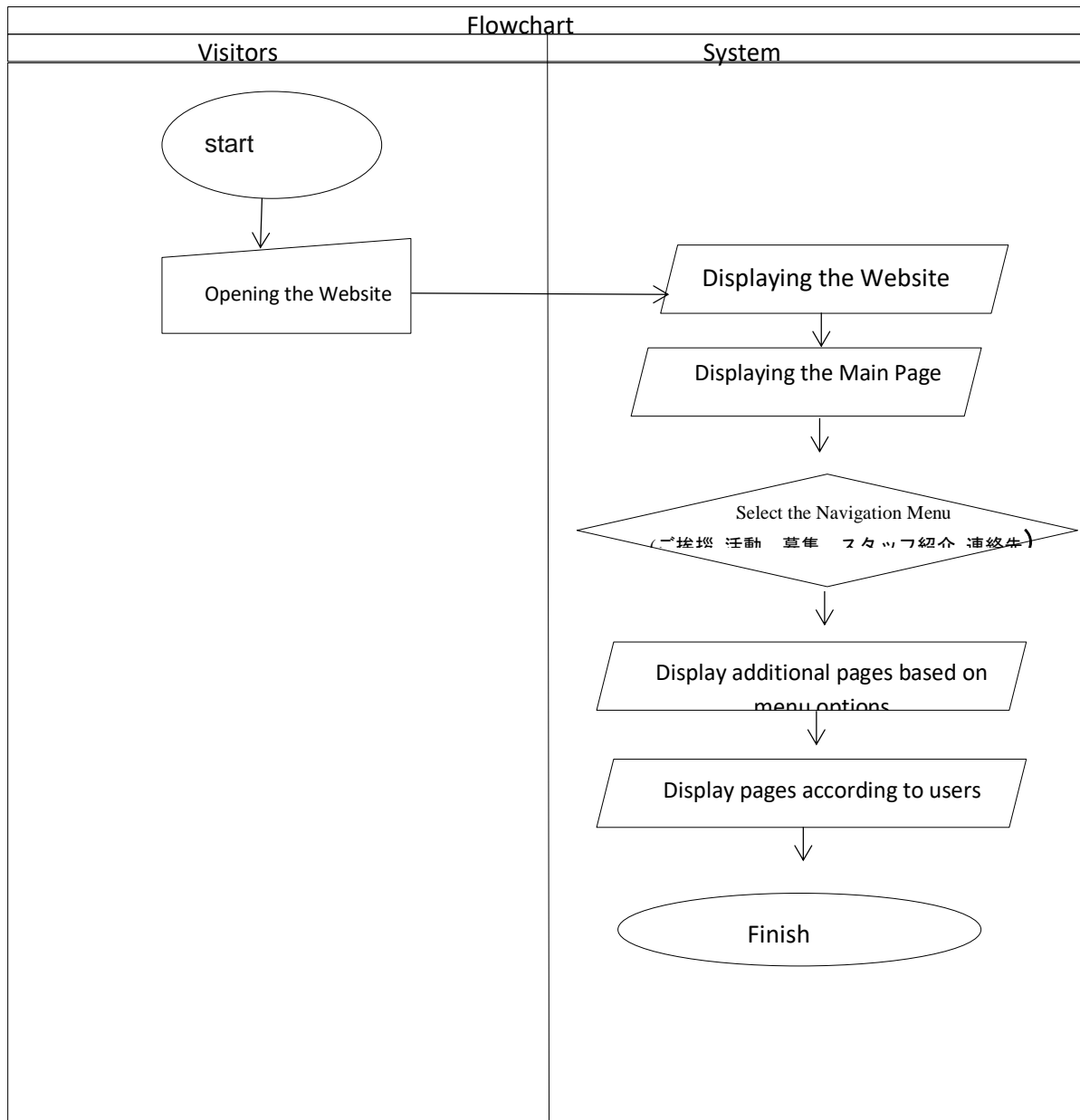Information about LPK and its training programs was disseminated only through word-of-mouth or printed media. It reached only the local community or individuals with direct connections to the institution. There was no official platform that provided complete and structured information about LPK Teratai Gogakuin. As a result, the institution's public image was less than optimal due to the absence of a representative digital presence.

2. New System

Provides complete and official information about LPK Teratai Gogakuin online. The website can be accessed by anyone, anytime, without geographical limitations. It functions as a primary marketing tool to attract prospective students and partners. Administrators can independently and instantly update content such as training programs, news, and schedules. The responsive and informative design enhances the institution's credibility in the eyes of the public. Additionally, the website can be linked to social media platforms to expand information outreach.

Flowchart

Table 1 : Flowchart

Flowchart	
Visitors	System

start

Opening the Website

Displaying the Website

Displaying the Main Page

Select the Navigation Menu
(ご挨拶 活動 募集 スタッフ紹介 連絡先)

Display additional pages based on menu options

Display pages according to users

Finish

This flowchart illustrates the interaction flow between visitors and the LPK Teratai Gogakuin website system. The process begins when a visitor accesses the website, and the system displays the homepage. From there, the visitor selects a navigation menu option such as welcome message, activities, registration, staff profile, or contact. Based on the selected option, the system displays the corresponding page. The system then presents content according to the visitor's needs until the information search process is completed. This flowchart serves to represent the navigation process in a concise and systematic manner.

System Planning

1. Use Case Diagram

A use case diagram is a type of modeling used to illustrate the behavior of a

system, particularly in the context of interactions between users (actors) and the system itself. This diagram serves to describe how one or more actors interact with the various functions or features available within the system. Through a use case diagram, it becomes clear what functions are included in the system and who has the rights or authority to use those functions. Therefore, a use case diagram is highly useful in understanding the system requirements as a whole and in defining the roles of each actor in executing the system's functionalities (Putra et al., 2021).
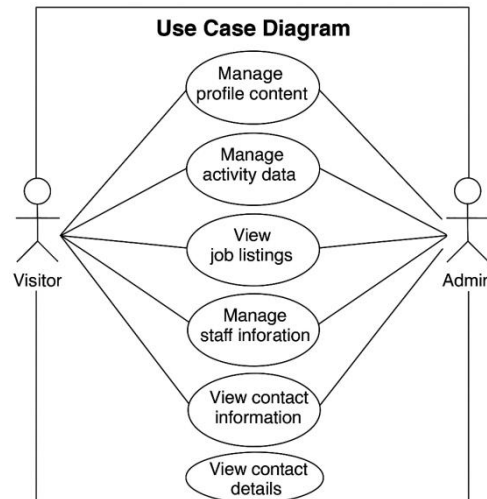

Picture 1 : Use Case Diagram

The use case diagram illustrates the interactions between two actors, namely Visitor and Admin, with the LPK Teratai Gogakuin website system. The Visitor has access to view information such as the profile, activities, job vacancies, staff, and contact details. Meanwhile, the Admin is responsible for managing all of this content, including updating and maintaining the data displayed on the website. This diagram helps to understand the roles of each user and the main functionalities of the system in a concise manner.

2. Activity Diagram

An activity diagram is a type of diagram in Unified Modeling Language (UML) used to represent the workflow or process of a system or object in a structured manner. This diagram shows the sequence of activities or steps performed in a process, starting from the initial point to the final point. Each activity in the diagram is represented by a rounded rectangle, while the relationships between the activities are shown by arrows indicating the flow of control. Additionally, important elements such as the start node, represented by a small black circle, and the end node, represented by a black circle with a white circle inside, signify the beginning and end of the activity flow, respectively (Prasetyo et al., 2022).
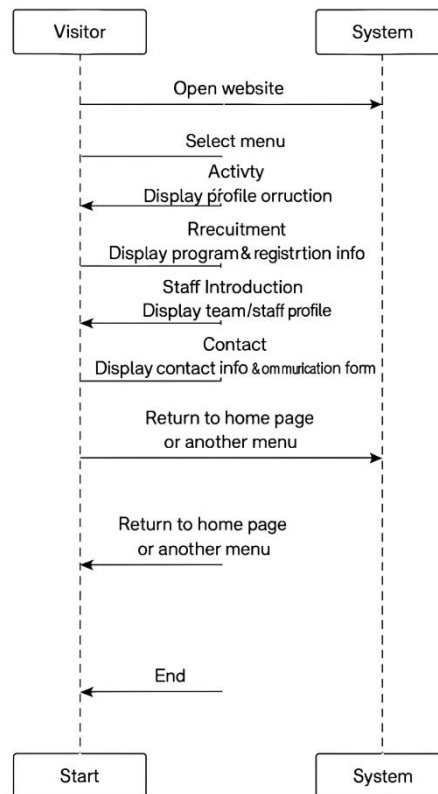
Table 2 : Activity Diagram
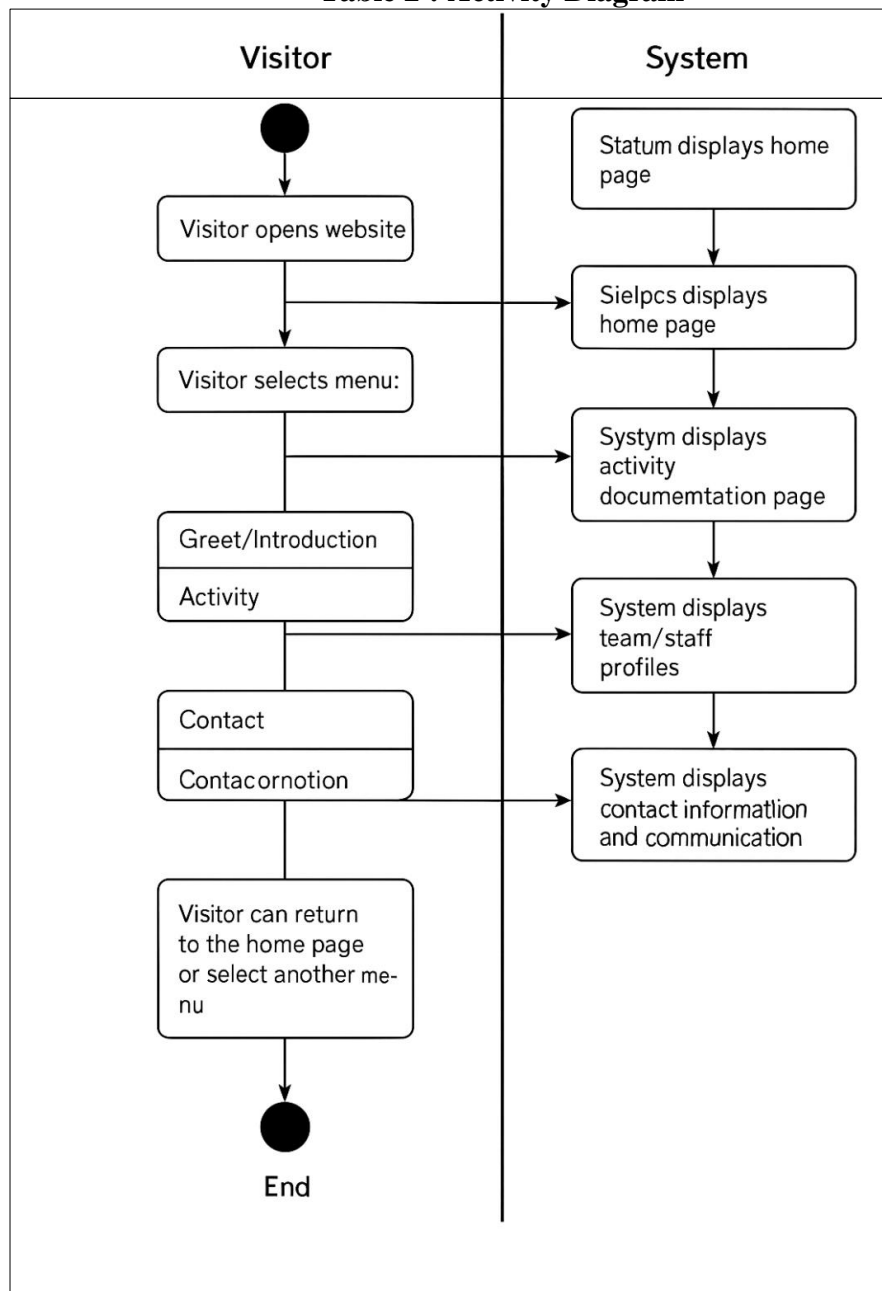
This activity diagram illustrates the interaction between a Visitor and the System on a website. The process begins when the visitor opens the website, prompting the system to display the home page. The visitor can then choose from various menu options such as Greet/Introduction, Activity, Recruitment, Staff Introduction, or Contact. Each selection triggers the system to display the corresponding page or information. After viewing a page, the visitor can either return to the home page or select another menu option. The process ends when the visitor finishes their interaction.

3. Sequence Diagram

A sequence diagram is a type of diagram used to understand the flow of interactions between objects. It serves to provide a detailed illustration of each use case diagram by showing how objects communicate with one another through a sequence of messages over time. (Andita et al., 2018).

Picture 2: Sequence Diagram

This sequence diagram illustrates the step-by-step interaction between a visitor and the system on a website. The process begins when the visitor accesses the website, prompting the system to display the home page. From there, the visitor can choose from several menu options. If the visitor selects the "Greet/Introduction" menu, the system will present the organization's profile and welcoming message. Choosing "Activity" leads the system to display documentation of past or ongoing activities. When the "Recruitment" menu is selected, the system provides detailed information about training programs and how to register. The "Staff Introduction" menu displays profiles of the organization's staff members. Selecting the "Contact" menu prompts the system to show contact information and a communication form. After viewing any of these pages, the visitor can choose to return to the home page or navigate to another menu. This interaction continues until the visitor decides to end their session. The diagram effectively captures the logical flow and response between user actions and system behavior.

Implementation Program

The program implementation below outlines the entire website layout and its usage methods, aiming to make it easy for both admin and users to understand the

menus within the site. The design is kept as simple as possible to ensure that users and others who view it can easily access and navigate the information available on the website.

1. Regards (ご挨拶)

Picture 3: Regards UI Display (ご挨拶)

The implementation of the "Regards (ご挨拶)" feature on the LPK TERATAI GOGAKUIN website's user interface presents a welcoming message in Japanese to greet visitors. The design is minimalist and professional, featuring clear text with large, readable fonts to ensure ease of reading. A calm background color, such as blue or white, dominates the layout, reflecting an academic atmosphere that supports the institution's educational concept and creates a warm, inviting impression for users.

2. Activities (活動)

Picture 4: Activities UI Display (活動)

The implementation of the "Activities (活動)" section on the LPK TERATAI GOGAKUIN website's user interface showcases the various programs and training activities offered by the institution. This section features a visually clear and user-friendly design, emphasizing easy navigation. Relevant icons or images are used to represent each activity, providing visually engaging information. Accompanying text is organized in a neat and structured format, allowing visitors to easily understand the range of activities available.

3. Recruitment (募集)

Picture 5: RecruitmentUI Display (募集)

The implementation of the "Recruitment (募集)" section on the LPK TERATAI GOGAKUIN website's user interface is designed to facilitate the recruitment process for new participants or prospective employees. This section features a simple yet effective layout, incorpo rating visual elements such as easily accessible registration forms or buttons. The accompanying text typically includes calls to action or information about the recruitment process, presented in a clear and professional font to ensure readability and user engagement.

4. Staff Introduction (スタッフ紹介)

Picture 6:Staff Introduction UI Display (スタッフ紹介)

The implementation of the "Staff Introduction (スタッフ紹介)" section on the LPK TERATAI GOGAKUIN website's user interface introduces the institution's teaching staff or employees to site visitors. This section is designed to provide information about the staff's background and qualifications, featuring professional profile photos, names, and brief descriptions of their experience or specializations. The design uses visually appealing yet simple elements, ensuring an easy layout for visitors to find relevant information about each staff member. The accompanying text offers a clear overview of each staff member's expertise, fostering credibility and trust.

5. Contact Address (連絡先)

Picture 7: Contact Address UI Display (連絡先)

The implementation of the "Contact Address (連絡先)" section on the LPK Teratai Gogakuin website's user interface provides essential information on how to reach the institution. This section is designed to be clear and functional, displaying the full address, phone number, email address, and possibly a location map to help visitors easily find the institution. The information is neatly organized and easy to read, using a sufficiently large and high-contrast font against the background, allowing users to quickly access contact details for LPK Teratai Gogakuin.

Application Testing

Table 3: Application Testing

No	Feature	Test Case	Expected Result	Test Result	Conclusion
1	Regards (ご挨拶)	Check if welcome message appears in Japanese when visiting homepage	A Japanese greeting is displayed with a clear, readable font and calm background colors	The greeting appears correctly as designed	Valid
2	Activities (活動)	Navigate to activities section and check visual elements and descriptions	Activity icons/images are visible, with structured and informative descriptions	All activities are shown with proper visuals and clear text	Valid
3	Recruitment (募集)	Test the functionality of the registration form and button	Registration form is visible, functional, and the CTA text is clear	Form works, button is easy to find, and text is readable	Valid

No	Feature	Test Case	Expected Result	Test Result	Conclusion
4	Staff Introduction (スタッフ紹介)	Check for staff profile display and information clarity	Staff profiles show photo, name, and brief experience in a clean layout	Staff info appears correctly, easy to browse and understand	Valid
5	Contact Address (連絡先)	Verify contact info and map display	Address, phone, email, and map are displayed in a readable, organized manner	Contact section is functional and easy to navigate	Valid

CONCLUSION

The testing of the LPK Teratai Gogakuin website across five key features Regards (ご挨拶), Activities (活動), Recruitment (募集), Staff Introduction (スタッフ紹介), and Contact Address (連絡先) shows that all components function properly and meet their intended purposes. The "Regards" section delivers a welcoming message in Japanese with a clean, calming design. The "Activities" section effectively presents training programs with clear visuals and structured descriptions. The "Recruitment" feature provides an accessible registration form and clear instructions. The "Staff Introduction" section displays staff profiles in a professional and user-friendly manner, and the "Contact Address" section offers complete, easy-to-read contact details along with a location map. All features were marked as Valid, confirming that the user interface is clear, functional, and supports an effective and informative user experience.

Suggestion

To further enhance the user experience on the LPK Teratai Gogakuin website, it is recommended to implement several improvements. First, adding multilingual support, especially English and Indonesian translations, could help reach a broader audience. Second, integrating interactive elements such as sliders or video introductions in the "Staff Introduction" and "Activities" sections may increase user engagement. Additionally, providing a live chat or inquiry form in the "Contact Address" section would make communication more efficient. Ensuring that all pages are mobile-friendly and optimized for faster loading times will also contribute to a more seamless browsing experience across devices.

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