

DEVELOPING A WEBSITE-BASED COMPANY PROFILE USING WORDPRESS CMS AS A PROMOTONAL MEDIUM AT CV PIJAR PENDAR PUSTAKA IN MALANG CITY

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Abstract

The appropriate and targeted promotional media can help a company grow and increase its reach to customers. After observing the promotional activities at CV Pijar Pendar Pustaka company, it was found that they were only using word of mouth and Instagram. This limited the effectiveness of their promotional activities. Therefore, this research aims to develop an additional promotional medium in the form of a company profile website using WordPress CMS. This website will provide real-time and comprehensive information to customers. The research methodology used in the present study was action research. It involved observations, interviews, documentation, and distributing questionnaires, as the data collection method. The EPIC model was employed to measure the website's effectiveness as a promotional medium. The results indicated that the company profile website was considered as a highly effective promotional medium. This was supported by the scores of 4.45 for the Empathy dimension, 4.37 for the Persuasion dimension, 4.27 for the Impact dimension, and 4.42 for the Communication dimension, resulting in an overall EPIC Rate of 4.37. It can be concluded that the company profile website is suitable for use as a promotional medium for CV Pijar Pendar Pustaka. The website enables optimal conveyance of service information and provides wide promotional reach accessible from anywhere and at any time.

Keywords: *Company Profile, Website, WordPress CMS*

INTRODUCTION

In the era of digital marketing, the use of digital media, particularly websites and social media platforms, has become crucial for conveying information and promoting the products or services of a company. One effective form of digital media is the company profile website. According to Siregar et al. (2021), a company profile serves as a tool for presenting information that enhances the image of a company or institution. Additionally, a company profile is recognized as the visual identity of an entity, useful for collaboration with relevant parties.

Creating a company profile website using WordPress is a strategic choice in this digital age. WordPress, as the most popular open-source content management system (CMS), offers

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various features and advantages that facilitate the creation and management of websites, making it an effective tool for digital marketing. Abdulloh (2018) emphasizes that WordPress provides features such as template settings, plugins, and widgets that simplify the process of creating and managing websites. Thus, utilizing WordPress to develop a company profile website is particularly relevant for companies aiming to enhance their digital presence.

Promotional media, as described by Kotler and Armstrong (2016), are essential tools for effectively promoting products or services. Websites, in particular, offer detailed and interactive presentations of company information and products, facilitating direct communication with potential customers (Septiani, 2020). By integrating promotional media through websites, companies can achieve a stronger digital presence, global accessibility, and the ability to present comprehensive and interactive content, all of which are vital in modern marketing strategies.

CV Pijar Pendar Pustaka, a service company engaged in book publishing since 2020, has primarily relied on word-of-mouth and Instagram for promotion. However, given the limitations of these methods and the significant online presence of their target market, creating a company profile website has become a critical step for the company. While social media platforms like Instagram are valuable for visual content and brand awareness, a website offers the unique advantage of providing more extensive and interactive content, allowing for full customization, professional design, and better visibility through SEO.

Seeing this background, it is necessary to develop new promotional media for CV Pijar Pendar Pustaka. Therefore, this research aims to develop a company profile website using WordPress CMS as a strategic tool to support the promotion and marketing efforts of CV Pijar Pendar Pustaka in Malang City.

LITERATURE REVIEW

Promotion

According to Ismanto (2020) promotion is the marketer's effort to interact with its target customers. Communication is the step to influence others actions by conveying ideas, information, and feelings.

According to Saleh and Said (2019) promotion activities play a crucial role in introducing, providing information, and reminding the benefits of specific products with the aim of encouraging consumers to purchase the promoted products.

So based on the above definition, it can be interpreted that, Promotion is an effort by marketers to interact with their target customers. Communication in promotion is a crucial

step to influence the actions of others by conveying ideas, information and feelings. Thus, promotion has a significant role in introducing, providing information, and reminding the benefits of products with the aim of encouraging consumers to purchase the promoted products.

Website

According to Yuhefizar and Membangun (2013), all web pages contained from a domain that contain information. A website is usually built on many interconnected web pages. The relationship between one web page and another is called a Hyperlink while the text used as a connecting medium is called hypertext.

According to Abdulloh (2018), website refers to a collection of pages containing digital data, including text, images, animation, sound, and video, or a combination of these elements. All of this content can be accessed and viewed by users around the world via an internet connection.

Based on the explanation of the definition above, it can be interpreted that a website is a set of web pages contained in a domain and contains digital information such as text, images, animations, sounds, and videos, or a combination of these elements. A website generally consists of many web pages that are interconnected through hyperlinks, with text as the connecting medium between web pages. All content on the website can be accessed and viewed by users around the world through an internet connection.

CMS

According to Rahman (2019), CMS stands for Content Management System making it easier to create a website without requiring an understanding of website programming languages. According to Abdulloh (2018), CMS is a website-based application that functions to manage content on a website. Almost all websites use CMS to organize their content, except static websites. Most CMS have functions such as article updates, page editing, menu organization, and website appearance management.

So based on the above definition, it can be interpreted that, CMS is a website- based application that makes it easy to create, update, and publish content collaboratively. There are various examples of CMS, one of which is WordPress. WordPress is an example of a website-based CMS that makes it easy to create and manage sites without requiring an understanding of programming languages. It is built using the PHP programming language and its database uses MySQL.

WordPress

According to Budiarto (2010), WordPress is a website platform that provides ease in creating sites without cost and without requiring a deep understanding of website creation. According to Winarno and Eng (2015), WordPress is an open-source website platform with high popularity. WordPress is used as a blogging engine and also as a platform that can be adapted to create various types of multifunctional websites using various plugins. With a variety of plugins available, WordPress can transform its role from just a blogging engine into various other types of websites.

Based on the explanations of the definitions above, it can be interpreted that WordPress is a website platform that facilitates site creation without cost and without requiring a deep understanding of website creation. As a popular open- source platform, WordPress is used as a blogging engine and can be customized to create various types of multifunctional websites by utilizing various plugins. With the availability of various plugins, WordPress can transform its role from just a blogging engine into various other types of websites.

Company Profile

According to Cholil (2018), company Profile is a document that presents information about the history, current condition, and goals that a company aims to achieve. According to Lestari (2016), company Profile is a documentation, explanation, or print and digital material that depicts information about a company. Simply put, a company profile is utilized as a tool to introduce the identity and activities of a company through various media platforms.

Based on the explanations provided above, it can be inferred that a Company Profile is a documentation that summarizes important information about the history, current condition, goals, and activities of a company. This is aimed at introducing the identity and vision of the company to various stakeholders through various media, both print and digital.

Measurement of Design Effectiveness

Advertising effectiveness can be measured through the EPIC Model, developed by A.C. Nielsen, the world's leading marketing research company. This model includes four critical dimensions, namely: empathy, persuasion, impact and communication. Measuring promotional effectiveness using the EPIC Model, as stated by Rangkuti (2004) in the journal Ernestivita (2020), has the advantage of allowing the measurement of four critical dimensions separately.

This capability offers a key advantage by allowing companies to evaluate and address each dimension separately, targeting specific weaknesses without impacting others. This increases flexibility in customizing promotional strategies, ensuring a more effective response to marketing needs. Ultimately, it helps companies gain a competitive edge through precise measurement and responsiveness to market dynamics.

RESEARCH METHODS

Scope of Research

The scope of this research is the creation of a company profile website as a promotional media using the WordPress CMS application at CV Pijar Pendar Pustaka. This research has the scope of the marketing mix, namely promotion. In developing promotional media, website creation is used to inform about company identity (company history, vision, mission, company location, services offered, testimonials, unique selling points, scope of activities, marketing activities).

Type of Research

This research adopts the Action Research methodology, which emphasizes the practical application of research findings to directly benefit the community or group under study. Action Research involves a cyclical process of planning, action, observation, and reflection as shown in the following figure:

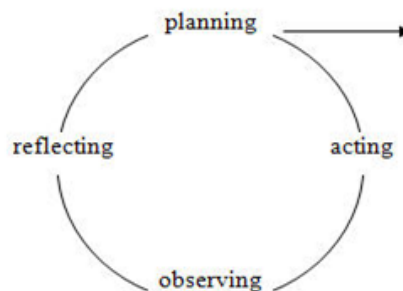


Figure 1. Lewin Cycle Model

Initially introduced by Kurt Lewin and later refined by Kemmis and McTaggart, the method integrates data collection with the implementation of the results, ensuring that changes made are based on real-time observations and reflections. This approach allows for ongoing adjustments and improvements, making it highly suitable for solving practical problems, such as the development of a promotional website for CV Pijar Pendar Pustaka.

In this study, the Action Research cycle was implemented through four stages: planning, action, observation, and reflection as follows:

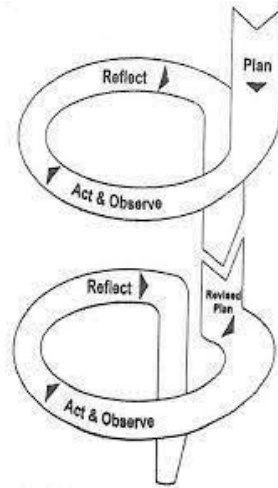


Figure 2. Spiral Model by Kemmis and McTaggart

During the planning phase, the problem of ineffective promotional media was identified, leading to the creation of a company profile website as a solution. The action stage involved designing and implementing the website, followed by observations using the EPIC Model to measure its effectiveness. Reflection was conducted based on feedback from 1 business owners, 2 marketing experts, 2 computer experts and 15 potential customers, leading to iterative improvements. The cyclical nature of Action Research ensures that the final product a functional and effective promotional website meets the needs of the company and its target audience.

Unit of Analysis

The technique for determining respondents in application testing is influenced by the data collected by researchers. This study involves four types of respondents, each representing a unit of analysis related to the focus or component being examined. These units help assess the accuracy and consistency of the research instruments. The parties involved in the website testing include: the company owner (1 respondent) to evaluate the quality of the website, computer experts (2 respondents) to assess the technical quality of the website, specifically those with experience in website development, marketing experts (2 respondents) to evaluate the quality of the website's promotional content, specifically individuals with marketing expertise and prospective consumers (15 respondents) to gauge

interest in using the service after viewing the website. In total, 20 respondents are needed for the study.

Data Collection Methods

In this research, data collection will use several methods, namely:

a. Observation

In this study, all existing promotional media will be observed at CV Pijar Pendar Pustaka Malang City and see the criteria that are suitable for making a website at CV Pijar Pendar Pustaka Malang City.

b. Interview

In this study, the interview technique will involve direct questions and answers with the owner of CV Pijar Pendar Pustaka in Malang City. The data collected from this interview will include an overview and history of the company, ensuring that the information obtained is comprehensive. Additionally, the website creation process will be aligned with the preferences of CV Pijar Pendar Pustaka. Through this method, the researcher will gather details about the company profile and the type of promotion used by the company.

c. Documentation

In this study, pictures were taken directly and recorded data about promotional media and their obstacles. Documentation in this study is in the form of a list of services offered, organizational structure, and company layout.

d. Questionnaire

In this study, several written questions were asked based on EPIC indicators given to a total of 20 respondents consisting of 1 owner, 2 computer experts, 2 marketing experts, and 15 consumers.

Questionnaire Development

This study uses the EPIC Model for data analysis, guiding the questionnaire as an observation tool to evaluate the effectiveness of a WordPress-based Company Profile in promoting CV Pijar Pendar Pustaka in Malang City. The questionnaire will be distributed to 20 respondents, including 1 business owner, 2 computer experts, 2 marketing experts, and 15 potential consumers. It contains statements assessing the quality of the Company Profile as a promotional tool, along with open-ended questions for constructive feedback. The questions are structured around the EPIC Model indicators.

Data Analysis Methods

The results of questionnaire distribution can be measured and processed using the Likert scale. According to Putri and Fadillah (2024), Likert is a psychometric scale commonly used in designing questionnaires, and it is one of the useful evaluation techniques in measuring attitudes, opinions, and perceptions of individuals or groups towards social events or phenomena. This technique can also be combined with other methods to provide a more comprehensive picture.

The Likert scale has answer criteria ranging from strongly agree to strongly disagree. Data obtained from questionnaire responses, measured using the Likert scale, will be analyzed and processed. The response scores for each statement can then be arranged in table form as follows:

Table 1. Likert Scale

Scale	Symbol	Explanation
1.	SD	Strongly Disagree
2.	D	Disagree
3.	N	Neutral
4.	A	Agree
5.	SA	Strongly Agree

Source: Sugiyono (2013:93)

RESULTS AND DISCUSSION

Results

Implementation of Action Research

Cycle I

a. Planning

Making a basic design of the website pages that will be displayed using the Figma tool as a first step. Furthermore, the resulting design will be practically implemented into the WordPress platform.

b. Action

Purchase of hosting and domain, WordPress installation, Theme Selection, and Plugin installation.

c. Observation

At this stage, observations were made by distributing questionnaires to measure the effectiveness of the design using the EPIC model. Then tested by 2 computer experts, 2 marketing experts, 1 owner, and 15 potential customers to provide an assessment of whether

the website has met the requirements and is suitable for use as a promotional media. The following are the results of the questionnaire:

Table 2. Percentage of EPIC Questionnaire Distribution Results Cycle I

No	Statement	Assessment Criteria (people)				
		SD	D	N	A	SA
Empathy						
1.	Company Profile Website CV Pijar Pendar Pustaka Malang City has an attractive appearance		1		9	10
2.	Company Profile Website CV Pijar Pendar Pustaka Malang City is easy to access and use			3	7	10
Persuasion						
3.	Company Profile Website CV Pijar Pendar Pustaka Malang City is a promotional media that attracts attention to find out more information about services			1	12	7
4.	Company Profile Website CV Pijar Pendar Pustaka Malang City builds interest in using the services provided.			3	11	6
Impact						
5.	Information contained in promotional media based on Company Profile Website increases understanding of the services offered by CV Pijar Pendar Pustaka Malang City			1	10	9
6.	Promotion media on the Company Profile Website of CV Pijar Pendar Pustaka Malang City has a unique and creative promotion concept			2	13	5
Communication						
7.	The information conveyed in the promotional media based on the Company Profile Website of CV Pijar Pendar Pustaka Malang City is clear and easy to understand			1	9	10
8.	The message conveyed in the promotional media based on the Company Profile Website of CV Pijar Pendar Pustaka Malang City is easy to understand			2	13	5

Source: Data Processed (2024)

Based on the data, to determine the effectiveness value of all existing dimensions, it is calculated using the following formula:

$$\text{EPIC Rate} = \frac{(\text{x empathy} + \text{x persuasion} + \text{x impact} + \text{x communication})}{4}$$

$$\text{EPIC Rate} = \frac{(4,37) + 4,45 + 4,27 + 4,3}{4} = 4,34$$

Based on the value of the EPIC Rate calculation for all indicators indicates a number of 4.34 which is included in the very effective category. But, from the results of questionnaires from Computer Expert and Owner of the questionnaire, the results desired by the researcher have not reached the desired target, therefore cycle 2 will continue.

d. Reflection

The results of observations that have been made to 2 computer experts, 2 marketing experts, 1 owner, and 15 potential customers. Based on the results of the observation analysis, it can be concluded that from all items on the EPIC indicator there are still shortcomings. There were several questionnaires that chose to disagree and there were several suggestions from several respondents.

Cycle II

a. Planning

In this planning stage, the website in cycle 2 is made based on the suggestions and input in cycle 1 to improve the weaknesses until the website is said to be feasible by fixing all the buttons on the website, especially the "Choose Now" button which is currently not working, deleting the cart display, and adding employee pictures on the about us page.

b. Action

Fixing Button Function, Deleting the cart display, and Adding an Employee Picture to the About Us Page

c. Observation

This stage of observation is carried out after website improvements based on suggestions and feedback from computer experts and owners are completed, the questionnaire is shared again to all respondents to find out whether or not the improvements made have been made. The following are the results of the distribution of cycle 2 questionnaires in the following table:

Table 3. Percentage of EPIC Questionnaire Distribution Results Cycle II

No	Statement	Assessment Criteria (people)				
		SD	D	N	A	SA
Empathy						
1.	Company Profile Website CV Pijar Pendar Pustaka Malang City has an attractive appearance			2	7	11
2.	Company Profile Website CV Pijar Pendar Pustaka Malang City is easy to access and use			2	7	11
Persuasion						
3.	Company Profile Website CV Pijar Pendar Pustaka Malang City is a promotional media that attracts attention to find out more information about services			2	8	10
4.	Company Profile Website CV Pijar Pendar Pustaka Malang City builds interest in using the services provided.			2	9	9
Impact						
5.	Information contained in promotional media based on Company Profile Website increases understanding of the services offered by CV Pijar Pendar Pustaka Malang City			2	8	10
6.	Promotion media on the Company Profile Website of CV Pijar Pendar Pustaka Malang City has a unique and creative promotion concept			2	13	5
Communication						
7.	The information conveyed in the promotional media based on the Company Profile Website of CV Pijar Pendar Pustaka Malang City is clear and easy to understand			2	8	10
8.	The message conveyed in the promotional media based on the Company Profile Website of CV Pijar Pendar Pustaka Malang City is easy to understand			2	7	11

Source: Data Processed (2024)

Based on this data, to determine the effectiveness value of all existing dimensions, it is calculated using the following formula:

$$\text{EPIC Rate} = \frac{(\text{x empathy} + \text{x persuasion} + \text{x impact} + \text{x communication})}{4}$$

$$\text{EPIC Rate} = \frac{(4,45) + 4,37 + 4,27 + 4,42}{4} = 4,37$$

Based on the value of the EPIC Rate calculation for all indicators indicates a number of 4.37 which is included in the very effective category

d. Reflection

Based on the results of the EPIC Rate, which is the result of distributing cycle II of questionnaire, it can be concluded that the website that has been improved based on suggestions and feedback from experts and consumers can be considered effective and ready to be published as a promotional media at CV Pijar Pendar Pustaka as proven by the overall EPIC Rate of 4.37 where the score falls into the very effective category. Because of that, the research ended in cycle 2.

DISCUSSION

In this research, the company profile website of CV Pijar Pendar Pustaka was tested using the EPIC Model questionnaire distributed to various respondents, namely 2 computer experts, 2 marketing experts, 1 company owner, and 15 potential customers. Testing was carried out in 2 cycles to observe improvements and evaluations of the website. In the first cycle, the results of the data collection showed that the Empathy, Persuasion, Impact, and Communication dimensions received high average scores, with each falling into the highly effective category. However, the identification of some specific weaknesses prompted the second cycle to make further improvements.

After making improvements based on suggestions and feedback from the previous cycle, the second cycle showed improvements in several dimensions, especially in the Empathy and Communication dimensions which received higher scores. The EPIC Rate assessment results from the second cycle confirmed that the improved website had reached the expected level of effectiveness. With an overall EPIC Rate score of 4.37 which falls into the highly effective category, this website is ready to be published as a promotional media for CV Pijar Pendar Pustaka. As a result, this research was concluded after the second cycle with a positive conclusion about the effectiveness of the improvements that have been made.

CONCLUSION

CV Pijar Pendar Pustaka is a service company specializing in book publishing that was established in 2020. The company is located at Perum Citra Pesona Buring Raya D2/18, Wonokoyo, Kedung Kadang, Malang City, East Java. The services provided by this company include manuscript publishing, ISBN submission, editing, and cover design. During its establishment, CV Pijar Pendar Pustaka has consistently maintained quality and continued to innovate to maintain customer trust and satisfaction. This can be supported by the

development of website-based promotional media, so that potential customers understand about the company or the services offered by CV Pijar Pendar Pustaka.

Based on the results of the research that has been done, it can be concluded that a website-based company profile can be used as a promotional media and can be said to be very effective in delivering information to CV Pijar Pendar Pustaka, because the website can provide convenience in conducting promotions and facilitating access to information to the wider community in real-time. In addition, the information on the website has contained complete information needed by consumers. This has also been proven by testing the effectiveness of website-based company profile design with a total EPIC Rate score of 4.37 on computer experts, marketing experts, business owners, and potential customers.

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