

Interactive Website Creation For CV. Aka Design Consultation Services

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Abstract

The development of information technology has encouraged companies to adapt in marketing their services and improving operational efficiency. CV AKA Design, a company engaged in building planning and supervision consultancy services, previously relied on conventional promotional methods, which were less effective in reaching a wider market. The absence of a professional website limited promotion, portfolio management, and client communication, which impacted the company's competitiveness. In response to this condition, this research developed a professional website as a strategic solution to enhance the company's visibility, expand market reach, and build a more professional image. The website features informative and interactive functions, including a company profile, project portfolio, online consultation form, and client data management system. The web-based system was developed using the Waterfall method, ensuring that the design process was carried out systematically and according to the company's needs. The final testing results show that the website is capable of optimizing the company's operations by accelerating the service ordering process, simplifying data management, and facilitating communication with clients through online consultation features and automated notifications. Moreover, the website assists management in decision-making by providing well-structured project data and easily accessible reports, thus supporting faster, more accurate, and transparent services. As a result, CV AKA Design now has an effective digital platform to compete in the era of information technology

Keywords: Technology, Website, Consultancy, Building, Supervision, Digitalization, Waterfall.

1. INTRODUCTION

The development of information technology has brought about significant changes in the way companies operate and market their services. In this digital era, the internet has become a primary medium, enabling companies to reach a wider audience more efficiently. One of the most effective tools for this is a website. Websites enable companies to convey information, promote services, and strengthen relationships with customers directly. In the consulting sector, particularly in building planning and supervision, a professional website is essential. Besides being a promotional tool, a website can also help companies showcase their project portfolio and streamline communication with clients.

CV Aka Design is a company specializing in building planning and supervision consulting services. Services offered include interior and exterior architectural design, as well as project construction supervision. Currently, CV Aka Design still relies on conventional promotional methods, such as third-party recommendations or direct communication with potential clients. Unfortunately, this approach is limited in reaching a wider market and is less effective in an era prioritizing digitalization. Furthermore, potential clients are increasingly relying on the internet to search for information and compare service providers before making decisions [1]. This presents a challenge for CV Aka Design, which lacks a digital platform to promote its services and communicate with customers.

The lack of a professional website limits CV Aka Design's ability to compete in the increasingly competitive consulting services market. Other companies that have embraced digital technology have advantages in promotion, communication efficiency, and the ability to reach more clients. Without a

digital platform, information management, project portfolio management, and client communication are suboptimal. Furthermore, the company misses opportunities to build client trust through transparency and compelling portfolio presentations. If this situation continues, CV Aka Design could lose its competitive edge and struggle to expand its market.

Creating a website is a strategic solution to address these challenges. This website will be designed to present comprehensive information about the company profile, services offered, and project portfolio in an engaging and interactive manner. With features like an online consultation form, portfolio gallery, and educational articles, the website can be an effective tool for building client trust. Furthermore, responsiveness ensures the website is easily found in search engines and accessible across multiple devices. With this website, CV Aka Design can increase its visibility, expand its market reach, and create a professional image relevant to the needs of modern clients. The website will also simplify operational management, such as client data management and communications, enabling the company to operate more efficiently.

Through this case study, it is hoped that the website development for CV Aka Design can serve as a model for implementing digital technology in the building planning and supervision consulting services industry. With a professional website, the company can improve operational efficiency, strengthen its professional image, and compete more effectively in an increasingly dynamic market. This solution not only addresses the company's internal needs but also provides added value for customers who want easy access to the information and services offered.

To address these issues, a system capable of effectively and efficiently automating the company's operational processes is needed. A web-based system is the right solution because it provides broad accessibility, facilitates data management, and provides accurate reports in real time. Using the Waterfall software development approach, this website was designed to meet CV AKA Design's needs in managing its consulting services and improving the quality of service to clients.

This website is expected to help CV AKA Design optimize company operations, increase transparency, accelerate work processes, and support better decision-making. Furthermore, the implementation of this system is also expected to have a positive impact on increasing the company's competitiveness in the digital era.

2. REVIEW OF LITERATURE

The research conducted by Dentik Karyaningsih, Eva Safaah, and Donny Fernando in 2020 was entitled "Designing a Web-Based Home Construction Services Information System Using the Prototype Method." This research aimed to develop a web-based information system to simplify the transaction process between home construction service providers and users. The method used was the prototype method, which involved planning, analysis, design, and system testing using Blackbox Testing techniques. The result of this research is an information system capable of supporting the selection of building types, prices, area, and regions, making it easier for service users to obtain quality home construction. The differences between this research and the current study lie in the focus on location and specific user needs. The current study limited its scope to a specific region and emphasized selection features based on location and price variables, while the current proposed research focuses on developing a system for building planning and supervision consultation services with interactive features and web-based operational management. Similarities exist between both studies, as both studies utilize Blackbox Testing in the development process of the web-based information system.

Research conducted by Niko Akbar and Joni Devitra in 2020 entitled "Analysis and Design of a Web-Based Project Management Information System at CV. Radityatama Engineering Consultant" aims to address the problems of inefficient project progress reporting and frequent recording errors. The system developed was designed using the Unified Modeling Language (UML) method, which includes Use Case, Activity, and Class diagrams. The result of this research is a prototype web-based project management information system that features management of employee data, client data, project activity data, project payment data, and project progress reports. The difference between this research and the current study

lies in the focus of the system. The previous study developed a system for monitoring and managing various projects at an engineering consulting firm, while the current study focuses on developing a website for building planning and supervision consulting services with interactive features and supporting operational efficiency. Similarities exist between both approaches: both utilize a UML-based approach for system design and prototype testing, focusing on addressing issues of efficiency and data accuracy.

Research conducted by Ratna Sari Dewi in 2023 entitled "Designing a Web-Based Interior Ordering Information System at PT. Cipta Kreasi Buana Using the Prototype Method". The result of this research is the design of a website-based interior sales information system using a prototype method approach that includes the stages of user needs analysis, interface design and database structure, prototype development, testing, and literacy. The result of this research is designing a website to overcome existing problems, so that the resulting system can run effectively to increase efficiency and accuracy in the interior product ordering process, have a positive impact on customers and also increase company sales. The research above and the research I presented have significant similarities and differences. Both aim to develop a website-based system to improve operational efficiency and customer satisfaction. focus on increasing transparency and data management, also being similar between the two. However, the difference lies in the type of service run, your research focuses on the interior product ordering system, while the other research is more about construction project management and building planning consultation. The website that the current research is developing will simplify the interior product ordering process, while the previous research focused on project management and communication between related parties in construction projects.

3. METHOD

This research is an applied research with a descriptive approach. The aim is to create an interactive website to centrally manage consulting services, portfolios, users, orders, and reports. The research location is CV AKA Design, a building planning and supervision consulting service company located in Bengkalis, Riau. This company was chosen because it previously relied on conventional promotional methods and manual record-keeping, often encountering challenges in project data management, client communication, and portfolio presentation. Research data was obtained through direct interviews with the company, covering profile information, service types, pricing, workflow, and system requirements for implementation.

In this study, data for the development of the building planning and supervision consulting service website was obtained through interviews with relevant parties, including CV AKA Design staff. This data collection aimed to understand the system requirements, functional specifications, and workflows to be implemented on the website. The research process was supported by an IdeaPad Flex 5 laptop with an 11th-generation Intel® Core™ i7 processor, 16 GB of RAM, and 512 GB of SSD storage. Meanwhile, the software used includes the Windows 11 operating system, a Laragon local server, a MySQL database system, the Visual Studio Code text editor, and the Google Chrome browser.

4. RESULT & DISCUSSION

This research has successfully created a Building Planning and Supervision Consulting Services Website for CV AKA Design, accessible through <https://cvaka.tijey.my.id>. This website is designed to help companies deliver service information digitally and reach more potential clients. This website provides various key features such as: service management, project portfolios, articles about buildings, online consultation forms, and a service ordering system. Admins have access to a dashboard to manage service data, articles, portfolios, users,

as well as consultation and order data. Each data input is dynamic and stored in a database, making it easy to manage and monitor.

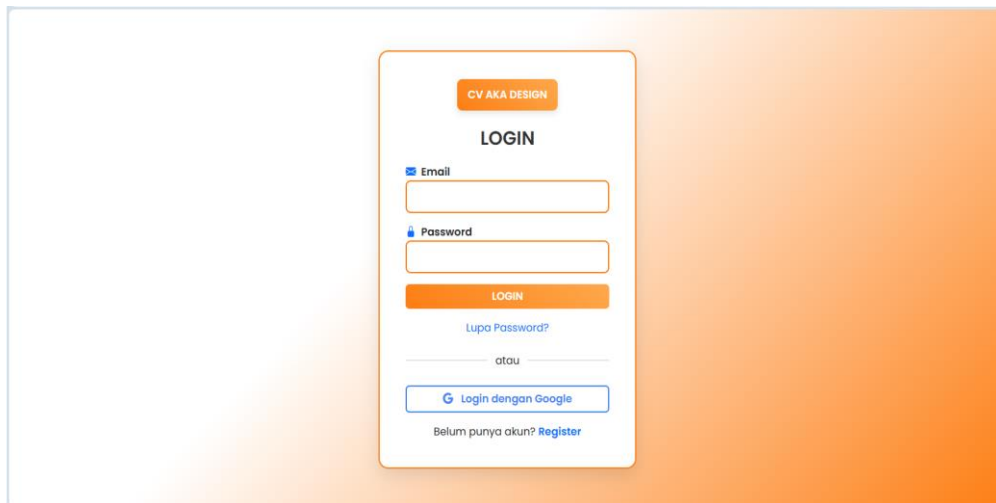


Fig. 1. Login page



Fig. 2. Home Page

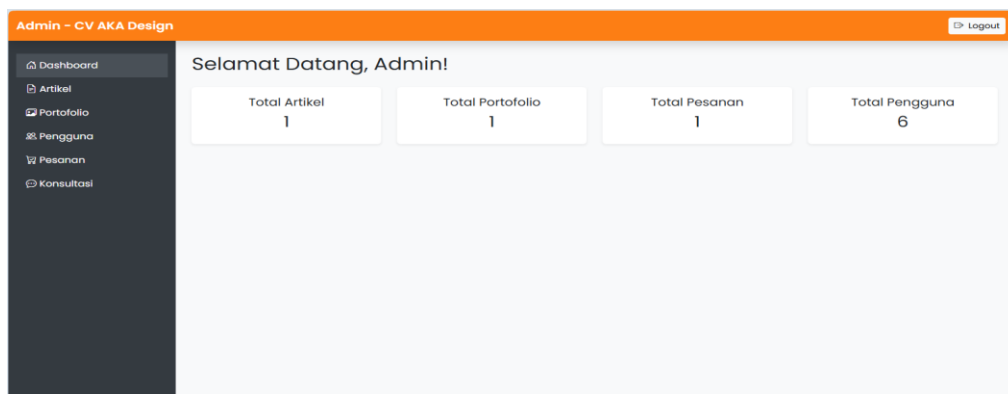


Fig. 3. Admin Page

5. CONCLUSION AND SUGGESTIONS

Based on the test results, it can be concluded that the CV AKA Design website functions very well and meets the needs of both users and administrators. From the administrator's perspective, this system simplifies the centralized management of service and consultation data. Meanwhile, from the user's perspective, the website offers easy access to information and online service bookings with a simple and user-friendly interface.

This website also excels in responsiveness, maintaining optimal display when accessed via laptop or smartphone. Tests on Google Chrome and Microsoft Edge browsers demonstrated smooth and stable operation as long as the device is connected to the internet. Overall, the website successfully meets the primary functionality required by CV AKA Design, both in terms of appearance, ease of access, and system stability.

However, several development suggestions are available to improve the quality and user experience. First, the portfolio menu is recommended to include more than one photo for each project to make the display more attractive and informative. Second, adjusting the main color of the front page to blue, in keeping with the company logo, is expected to create uniformity and strengthen the visual identity. Third, the addition of a project progress tracking feature will provide transparency for clients to monitor work progress directly. Finally, providing testimonial and rating pages will help increase potential clients' trust in the services offered.

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