

## ABSTRACT

### **PERANCANGAN DAN IMPLEMENTASI *WEBSITE COMPANY PROFILE* PADA PT.BINTANG ASIA TEKNO**

M. Imran Syah Alam Pasaribu

NPM: 1631080

The company profile, in general, is a description of the identity of the company, which contains the vision, mission, and things that contain elements of the identity of the company. Judging from the prospects, a company profile can help a company in disseminating information that is owned to generate profits and increase relationships. PT. Bintang Asia Tekno, is a company that focuses on providing electricity saver technology services. This company still uses various conventional media for disseminating information including; brochures, marketing advertising services, or even directly prospecting customers on a door-to-door basis. From the existing problems, the need for a "media promotion" that can easily deliver information possessed without having to spend a lot of payment, long-term, and can touch various levels of society, organizations, and agencies. Namely the website-based company profile. Hence, developed a system needed for this company, this website-based company profile has features that can fulfill the needs of this company, namely, booking. This feature will be directly wore by companies who want to use the services of this company. This project was designed and implemented within 6 months end of March 2019 to end of August 2019. The system was designed using a programming language; HTML, PHP, CSS, JavaScript. In the design using Bootstrap and Materializecss. For the framework in terms of validation using Codeigniter. For storing data using MySql.

Keywords: Company Profile, website, media promotion