

Designing a Web-Based Company Profile Information System to Support Information Technology Governance in Event Organizers and Wedding Organizers.

Intan Azizah^{1*}, Devian Annas Tawadzu²

^{1,2}Information System Study Program, Telkom University, Purwokerto, Indonesia

¹intanazizah@student.telkomuniversity.ac.id, ²devianannas@student.telkomuniversity.ac.id

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Abstract— Digital transformation requires business actors in the service sector, such as CV. Brother Indonesia, which is engaged in *Event Organizer* (EO) and *Wedding Organizer* (WO), to have a strong digital identity to increase credibility and market reach. So far, reliance on social media has caused the presentation of portfolio information and company profiles to be unstructured, making it difficult to access information for prospective clients of large institutions. This research aims to design and develop a professional web-based *company profile* information system as an integrated information media as well as a support tool for Information Technology (IT) governance. The development method used is the Waterfall model, which includes the stages of needs analysis, system design, implementation, and testing. The system is developed using the Laravel Framework and Tailwind CSS with interface design (UI/UX) designed through Figma. The results of the research resulted in an official digital platform that includes interactive portfolio features, communication contact integration, and an Admin Panel for content operational efficiency. Tests using the *Black-Box method* showed that the system ran stable and responsive on a variety of devices. The implementation of this website strategically supports the company's IT governance through the standardization of digital operational procedures that are more transparent, accountable, and aligned with long-term business goals.

Keywords: *Company Profile, IT Governance, Waterfall, Laravel, Event Organizer, Digital Information Media.*

I. INTRODUCTION

The unparalleled inception of the modern digital epoch has already organically and fundamentally radically transformed the multifaceted frameworks that contemporary organizations operate on a daily basis

within domestic information landscapes, as well as how they conceive their broader business agenda. In the very fast-moving dynamics of today, Information Technology (IT) has long since passed its necessary job as an ordinary administrative device that encompasses fundamental historical background capabilities and long since graduated into a specifically strategic and crucial role such that no modern firm can seriously contemplate operating without always utilizing it to be the much more operationally effective, particularly high-performance; strongly competitive phenomenon in its industry[1]. If for some reason you have the desire or need me to elaborate extensively on or concisely summarize the complexities of this fuller explanation [2]. At the same time, because of extreme acceleration and ongoing evolution of state-of-the-art Information and Communication Technology, rudimentary consumer behavior on how people actively seek critical information has also shifted radically to a point whereby now it's established norm for companies that wish to stay increasingly competitive, always present yet most importantly available for audiences with consummate ease across the endless expanding global marketplace that have been established and maintained by official digital presences.

Demonstrating absolute practicality and presenting an enticing, colourful simulation of a designer work portfolio are two amongst the most basic essential ingredients for organizations that are operating as creative service companies in this fast-paced environment; from event organizers (EO) and wedding organizers (WO). As an

example we can take a deep look on the interesting case of CV. Brother Indonesia is one of the main players in Professional EO, WO and Event Production Industry that located in Purwokerto area which has successfully built and earned trust from leading major corporate clients such as Bank Indonesia, Pertamina & Telkomsel. Even with such extraordinary successes achieved by a select few players, many business actors and entrepreneurs across this very segment now languish under an abject minimum, one devoid of competent, empowered, fully digital presence. Even right now to date, promotions and marketing strategies still rely heavily on major social media platforms, a medium that has inherent restrictions and therefore finds it challenging to address critical corporate communication by all means in an organized, methodical, adequately sophisticated manner[3]. In the total absence of a proper and official corporate site, potential business partners or possible investors trying to gain in depth knowledge about the details of the company's set of services provided, related legalities involved, or past performance history will undoubtedly face almost insurmountable difficulty extracting this key information on their own which is an impediment that can effectively hamper or even preclude growth across broader geographic regions outside of your current operational scope.

However, for the successful realization and sustainable utilization of technological solutions in corporate sustainability issues, they must not be abstractly separated from the core structural element of IT Governance [4]. This broad, deeply relevant and highly methodical IT governance framework is essential, critical and inherently vital in meticulously ensuring that the implementation and ongoing use of various types of technology resources are perfectly aligned with the business strategies of the organization as a whole, notably generating real added value to build a high extent within enterprise operations; while preventing those damaging weaknesses -along with catastrophic risks- related to operational system failure[2].

Without strong and effective governance frameworks, investments made in information technology are factually vulnerable to operational inefficiencies and existential threats in terms of seeing the full data security posture. So, we must seek deliberate design of a structured information

system [3]. Creating a company profile site is not only designed to serve as promotional advertising for marketing operations, it is actually the platform that works mainly on establishing processes within the full digitalization of an organization, so that all technological processes can remain accountable and transparent. Moreover, this current research venture mainly targets at carefully engineering [4]. Then we can reconstruct a full-fledged profile website of company by strictly following the classic Waterfall method. It was an evident choice for this particular methodology as it is inherently linear and highly structured in nature—progressing through following distinct phases: needs analysis to UI/UX design, implementation, testing—and extremely suitable (even ideal) for development projects that have a well-defined need from the very start.

Secondly, it is of course crucial that the development process for both the User Interface (UI) and User Experience (UX) be as intentional and comprehensive as can be to ensure that the website navigation is as intuitive and easy-to-understand as possible, thereby ensuring prospective clients are able to easily find what they need quickly and efficiently [2]. Therefore, based on the whole implementation of a detailed research project entitled "Designing a Web-Based Company Profile Information System to Support Information Technology Governance in Event Organizers and Wedding Organizers" there hope for an ideal results will emerge that such digital platform can be produced with high functionality and sophistication. This technological necessity is expected to fully serve the much-needed comprehensive brand architecture—supporting, advancing and expanding all types of customer communication channels; thereby, establishing a stronger, more effective, innovative information technology governance framework for modern creators to compete in a changing field.

II. LITERATURE REVIEW

- a. **Information Systems** Information systems are then a very elaborate and holistic configuration of human operators, physical hardware components, sophisticated software applications, extensive data set storage elements and formally defined organization standardsn [6]. The core and primary objective of this

holistic architecture is to support all daily operational activities, enable crucial managerial functions and direct long-term strategic decisions of any organization working in the highly interconnected digital age, reflecting that sophisticated web-based information systems in [5]. Availability in real time makes it possible that these lifeless and renewed resources could be instantaneously and securely utilized from numerous sorts of very different technological devices, which multiplied the efficiency areas in a great manner by creating a strong transparency base between the offered services [6].

- b. **Website Company Profile.** A company profile can be defined as one of the preliminary and detailed information mediums which are specifically designed to provide details that are undoubtedly impressive on the unique commercial identity, the complete history to this date, the anticipated future vision, Organizational mission statements and principal type of business activity of any particular organization/institution [9]. The modern world is highly interconnected and a well-designed company profile website essentially serves as an engaging, online " business card " which is also that one mandatory asset that has attracted the eye of the general populace and which would firmly lay the groundwork in earning credibility through establishing substantial trust with external stakeholders like potential investors & ideal clients. In a creative business environment, one which is highly competitive and centered around visual impression, this type of website is an incredibly effective tool for corporate branding and marketing essentially through the visualization of the service portfolio professionally illustrated as well as organized in terms of aesthetics [3].
- c. **IT Governance.** Information technology governance (ITG) is ultimately an integrative and fundamental aspect of high-level organizational governance, ensuring that technological assets deployed and used within the organization align with its underlying strategic business objectives, adding significant value in turn by helping to proactively mitigate risks against system failures or technological breakdowns [5], [10]. It is impossible to envisage the successful and effective

execution of such strong good governance without ensuring that every single unit of available IT resource is run in a highly transparent, completely auditable and fully accountable manner. A detailed structure framework for organizing this intricate management process in a systematic way is described in COBIT (Control Objectives for Information and Related Technology) frameworks are validated and strategically applied by organizations utilizing a rigorous assessment of current capabilities. Furthermore, this intentional use of these established frameworks also ensures that the entire purpose built digital ecosystem, including the corporation website makes sure to be run in a controlled manner maximizing efficiency within all available resources for operational long term sustainability support [5], [12].

- d. **Waterfall Method.** The Waterfall Method is essentially a very rigid, traditional software development model: it works in an extremely linear, rigorously sequential and thoroughly systematic manner by its nature [4]. Within the inflexible confines of this model, each individual stage of the development lifecycle must be fully executed in its entirety before any form of progress or shift to the next phase can happen. This architecture includes the original and most foundational aspects: a database of requirements analysis, system design, source code for program implementation, quality assurance testing to ensure that programs run correctly as expected within defined parameters, and operation/maintenance of the deployed system. This level of discipline is extremely potent and incredibly beneficial for niche projects with a very limited and well-defined scope from the start mostly because it produces explicit, ordered documentation at every phase of the development process [8].
- e. **UI/UX and Figma.** The focused domain of User Interface (UI) design primarily revolves around the careful conception and purposeful design of visual elements, including the arrangement of content, color schemes, typography - all designed to encourage a smooth interaction between the user [9]. On a broader system scale, User Experience (UX) design largely directs its effort towards essential usability,

uncomplicated navigational pathways and the general feeling of holistic user gratification felt while users are actively working on different digital products [10]. Essentially acting as a well-integrated, highly-scalable tool for all of these overlapping areas, Figma is an advanced cloud-based UI design application that provides cross-collaboration and empowers collaborative design teams to work seamlessly on designing the intricate particulars of their structural wireframes, interactive prototypes, and high-fidelity designs long before any technical coding or development phase officially kicks off.

- f. **Laravel Framework and Tailwind CSS.** Laravel is an incredibly powerful and widely used PHP framework that is based on the well-known Model-View-Controller (MVC) architectural pattern, with a solid purpose to help developers streamline the complex cycle of web application development through a variety of built-in features including advanced URL routing functionality, user authentication and secure access, and an efficient templating engine called Blade [8]. Tailwind CSS is employed mainly due to its novel Utility-First approach which strictly adheres to a structural basis that consciously assists the ultra-adaptive, fully responsive personalization of modern design aesthetics; all accomplished with meticulous visual enhancements without compromising speed and performance.

III. RESEARCH METHODS

This research applies Research and Development (R&D) methods combined with a Framework-Driven approach to ensure that the built system is not only technically functional but also aligned with the strategic objectives of the organization. Software development is carried out using the Waterfall model, which was chosen for its systematic, sequential, and organized nature, so that each stage is well documented according to the principle of accountability in IT governance. The following are the stages of research that relate the development process to aspects of IT governance [3].

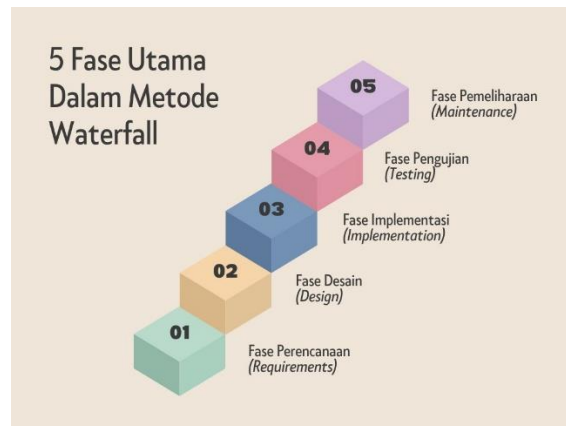


Image 1. Waterfall Method Phase

- a. **Requirements Analysis**
This stage is focused on identifying system needs through observation and interviews with Event/Wedding Organizer business owners. This process includes mapping **Enterprise Goals** (organizational goals) to ensure IT investments provide tangible value. Feature needs such as service pages and portfolios are identified to support the transparency of public information.
- b. **System Design**
Based on the results of the analysis, the design of the system architecture, database using MySQL, and user interface (UI/UX) using Figma was conducted. The design is directed at IT-Related Goals, which is the alignment between business strategy and IT strategy. Professional UI/UX design aims to build digital credibility and user trust, which are important assets in information governance.
- c. **Implementation (Implementation/Coding)**
The stage of translating the design into program code uses the PHP programming language with the Laravel Framework and Tailwind CSS. The use of *the framework* ensures the standardization of digital operational procedures. An organized and documented code structure makes it easy to monitor and mitigate the risk of future system failure.
- d. **Testing**
Functionality testing is conducted using the Black-Box Testing method to ensure that all features run without significant errors. This stage is closely related to the Managed Risk domain, where developers conduct

functional and security audits to protect the integrity of customer data and minimize cyber risk.

e. Maintenance & Governance

Once the system is deployed to the *hosting* server, periodic monitoring and content updates are performed. Continuous evaluation is conducted using a framework reference such as COBIT to measure the system capability *level*. Regular maintenance ensures service *availability* and supports continuous digital governance transparency.

IV. RESULTS AND DISCUSSION

The executive results from the Design and Implementation phases in such a Research System were turning into an official digital platform for CV. Brother Indonesia, a complex technological solution, systematically rolled out using the strict sequential and highly disciplined phases of the Waterfall methodology. Our stringent and thorough development journey began with an initial stage that had the sole focus of a well-structured conceptualization & designing of both the UI and UX, leveraging on Figma so we could rigorously design an extensively interactive, highly intuitive and professional navigation framework. In addition, the overall visual design landscape specifically utilizes a narrow yet effectively selected palette that largely consists of rich, deep dark red colors complemented with bold and saturated solid black colors, an intentional aesthetic choice whose primary function it is to further cement and bolster the well-established brand identity of the company as a robustly corporate image who is constantly present, unyieldingly authoritative and infinitely authoritarian service provider.

The system is developed and implemented practically by traversing advanced features of Laravel 11 Framework in a cohesive flow with the styling part of Tailwind CSS. Moreover, composed use of the basic Model-View-Controller (MVC) design structure that lives in the Laravel ecosystem ensures that the base program code is maintained a lot more efficiently stacked and formally sensible. Besides establishing this architectural basic structuring, if you apply this architectural pattern intentionally enough, your software will be extremely robust and bullet-proof and yet all of the code bases will remain very simple, approachable and even surprisingly

easy to develop and maintain in the long run The key features produced are presented in the following Table 1:

Table 1. Key features of the website

Features/Pages	Description
Homepage	Displays the company's tagline, hero section, service summary, and call-to-action contacting the company.
Profile Page	Contains a brief history, advantages, and organizational services of CV. Brother Indonesia
Portfolio Page	Displays a photo gallery of documented events that have been managed, grouped by year.
Contact Page	Provide complete contact information with a WhatsApp button to facilitate direct communication with potential clients.
Panel Admin	Laravel backend-based content management features allow enterprise admins to upload and update portfolio data and client data without the need to change code.

Completed System Testing with a detailed Website Performance Report — We have conducted Black-Box Testing to ensure every single integrated function and operational component is functioning perfectly as expected. This migration process involved a long and thorough testing phase which would ensure successful user routing with proper navigation testing, an assessment of core functionality of the administrative panel (testing that the system could successfully upload and securely delete image files), rigorous responsiveness tests on varying hardware platforms (from smaller mobile handheld smartphones to larger desktop screen sizes). The test results put together prove that the underlying architecture is extremely stable, very reliable, and completely able to be put in production as a formal mechanism for publishing information.

As part of offering the necessary levels of support for Information Technology governance, the methodical implementation and actualization of this unique web site have not merely supplemented however rather been

foundational within transforming the complete IT governance structure at CV. Brother Indonesia. Before this vital technological advancement, the brand relied solely on various social media channels to keep its online presence alive. Nonetheless, the two informal communication networks could never have been short of significant limitations — specifically when it came to their ability to order huge professional portfolios in addition to showing crucial legal documentation in a way that is very structured and simple for stakeholders. Moreover, the absence of a formal, officially sanctioned online presence was often seen as a major operational risk. This significant digital deficit was a major hindrance in my ability to methodically design, build, and uphold professional credibility as the only way of facing large, demanding agency clients with a need for strong long-term partnerships built on trust.

Initially, this is done with a perfectly integrated and strongly aligned digital website which heavily supports and continuously upholds the principles of Good Corporate Governance through full transparency above all else ensuring that there is strict accountability in all distributed corporate information. Moreover, through the more stringent lens of an international governance standard—specifically, the COBIT 5 framework—the design-level information architecture for this newly implemented system advances the IT governance path for the enterprise solidly into Level 3 or the Defined Process level. At this critical level of structural maturity, the plethora of digital operational processes and daily technology workflows effectively shift to being systematically standardized, thoughtfully recorded, and very extensively documented for continuous operation. In addition, long-term commitment to all the Managed Risk domains that have been specifically identified (within this process) as part of the framework exists and is effectively realized through concentrated instances of highly protected, well-maintained MySQL databases. Such overall risk management mechanism is backed by secure, structured backup processes and retention of portfolios which can be directly, conveniently and appropriately carried out on an as-needed basis via the centralized administrative control panel that has been designed to be user-friendly and increase ease for approved access.

Discussion and Significance of Findings.

The overall outcomes resulting from this extensive research reveal that the design and development of a professional organization profile website is by no means just a standard promotional or advertising activity. More specifically, this dedicated digital presence is a strategically vital enabler that now permeates through the overall lens of digital transformation for organizations in the Event Organizer (EO) or Wedding Organiser (WO) spaces. Also, this research investigation has decisively located that continued and singular reliance on old-fashioned manual operational systems by itself, or undiluted dependency on the social media platforms alone are significant obstacles to the sustainable long run direction of extensive current economic improvement.

The actual importance and main value of this whole project is so clear in providing that high level administrative panel, which is one of the critical technological tools to really enable out-and-out IT operational independence for all internal staff across company. Through their particularised solution, the initiative is able to effectively address a highly prevalent and easily recognised issue commonly faced by creative Micro, Small and Medium Enterprises (MSMEs), namely the notoriously low-inpracticalities ongoing maintenance capabilities for complex digital systems that is deemed as readily apparent once one reaches the stages of technological development including all deployment with a full end-to-end system having been completed. Thus, this research project can yield a very concrete and significant contribution by closing the fundamental operational gap between what is available in terms of modern technology tools as they exist now but are not being utilized in terms of sustainable digital governance long-term practices directly catering to the specific needs of industry players and organizations operating within the creative sector where actual action still serves an increasingly diverse set of demands.

V. CONCLUSION

This study concludes that the design and development of a web-based *company profile information system* for CV. Brother Indonesia has been successfully completed using the Laravel Framework and Tailwind CSS through the

systematic application of the Waterfall method. The presence of this platform effectively answers the challenges of social media limitations by providing an organized information medium to strengthen the company's professional image and credibility in the eyes of large institutional clients.

From the perspective of Information Technology (IT) governance, the implementation of this system has succeeded in standardizing digital operational procedures that support the principles of transparency and accountability of information. The Admin Panel feature provides significant added value as it allows staff to be independent in managing portfolio content efficiently without the need for programming skills, thus ensuring the sustainability of IT operations within the organization. Based on the results of functional tests using the Black-Box Testing method, all system features are declared to run stable and responsive on various devices and browsers.

Although the system has met basic information needs, this study has limitations where the development of the system is still at the *prototype* stage so that it has not implemented the comprehensive maintenance stage and is not equipped with an automatic notification feature. As a recommendation for future improvements, companies are advised to regularly update content to keep information up to date, implement Search Engine Optimization (SEO) strategies to increase visibility in search engines, and strengthen formal risk management policies to protect data integrity. Further development can also be focused on adding online order form features as well as social media feed integration to optimize digital interactions with potential clients on an ongoing basis.

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