

ABSTRACT

DESIGNING OF COMPANY PROFILE WEBSITE FOR CV. GP MANDIRI COMPANY USING WORDPRESS MEDIA WITH WATERFALL METHOD

By

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CV. GP Mandiri, a traditional herbal medicine company located in Sidamulya village, Kemranjen district, Banyumas regency, Central Java, offers a variety of traditional herbal products and toll manufacturing services. Seeking increased public awareness, the company has identified the creation of a Company Profile as a crucial solution. This initiative takes the form of a WordPress-based website developed using the Elementor plugin. The website's development follows the Systems Development Life Cycle (SDLC), employing the Waterfall method. The research encompasses several stages: Problem Identification, Literature Review, Needs Analysis, Design, Implementation, Testing, Deployment, and Reporting, systematically adhering to the Waterfall methodology's principles. The research culminates in the release of the CV. GP Mandiri Company Profile website, showcasing diverse traditional herbal products and featuring a contact-the-marketing-team functionality. This Company Profile website will not only broaden the dissemination of information about the company's herbal products but also expand CV. GP Mandiri's marketing reach. The results of testing with the Black Box method show that the tested functions are working properly by 100%.

Keywords: *Company Profile, Website, Elementor, SDLC, Waterfall Method, Wordpress.*