



Implementation of the AIDA Method in Designing the Company Profile Website of the PT Bhaskara Puspa Alam

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Abstract

A company profile is an image of a company's professionalism that can be used as an effective marketing tool because it contains visual elements in the form of images and text, especially if other multimedia elements are added, it will make the company profile design look more attractive and can make customers interested in the products offered. The role of a company profile is very influential in the development and existence of goods or services from a company that is starting to develop, where a company profile is a company profile that is a general description of a company that wants to carry out a series of promotional activities through a video, book, website or other media. PT. Bhaskara Puspa Alami is a company engaged in the building materials sector, namely cement. This company is still not widely known to the wider community because it has not done much promotion through digital technology. To introduce it widely to the public, it is necessary to design a company profile website for PT. Bhaskara Puspa Alam. In this research, the AIDA method will be used to promote the campus. The AIDA model is a decision-making process consisting of attention, interest, desire, and finally the action of the decision (action) [5]. First, Attention means that the advertisement must be able to attract the attention of the target audience. Second, Interest, where the advertisement deals with how consumers are interested and have further desires. Third, Desire means that the advertisement must be able to move people's desire to own or enjoy the product. Then, Action means that the advertisement must have the "power" to persuade potential buyers to immediately make a purchase.

Keywords: Website, Company Profile, Design, AIDA Model, Digital Promotion

1. Introduction

At present, information technology is developing rapidly, and the need for quality information is essential. The development of information technology can be utilized in various fields, one of which is advertising [1]. Promotion is viewed as a one-way flow of information or persuasion created to influence a person or organization to take action that creates exchange in marketing [2].

A company profile is a representation of a company's professionalism that can be used as an effective marketing tool because it contains visual elements such as images and text. Furthermore, if other multimedia elements are added, the company profile design will look more attractive and can make customers interested in the products offered. The role of a company profile is very influential in the development and existence of goods or services from a company that is starting to grow, where a company profile is a general description of a company that wants to carry out a series of promotional activities through a video, book, website, or other media [3]. PT. Bhaskara Puspa Alam is a company operating in the construction materials sector, specifically cement. This company is not yet widely known to the general public because it has not conducted extensive promotions through digital technology.

To introduce the company widely to the public, it is necessary to design a company profile website for PT. Bhaskara Puspa Alam. In this study, the ALDA method will be used to promote the company. The AIDA model is a decision-making process consisting of attention, interest, desire, and finally, action [4]. First, Attention means that the advertisement must be able to attract the attention of the target audience. Second, Interest refers to how the advertisement deals with consumers' interest and desire to own the product. Third, Desire means that the advertisement must be able to motivate people to want to own or enjoy the product. Finally, Action implies that the advertisement must have the "power" to persuade potential buyers to make a purchase as soon as possible [5].

AIDA (Attention, Interest, Desire, Action) is a message that must gain attention, become interesting, become desirable, and prompt action [6]. The AIDA model is a message that conveys the quality of a good message that must gain attention, become interesting, turn into desire, and prompt action.

2. Theoretical Basis

2.1. Definition Of Company Profile

A company profile is a description that provides a general overview of a company. This overview is not entirely complete, detailed, or in-depth. Companies can choose which points they want to disclose to the public. In fact, some companies choose to create company profiles based on the interests of their target audience. There are company profiles created specifically for consumers (customers), banks, governments, suppliers, and so on. This is typically done by large companies with diverse business areas and a varied public [7].

The functions of a company profile are as follows:

1. Company representation. A company profile is a description of a company. It can also be considered representative of the company, so the public also uses it as a tool to build an image so that various pressure groups have a correct understanding of the company.
2. It can be used to complement verbal communication in order to create mutual understanding.
3. It saves transaction time. Other parties related to the company's business do not need to ask detailed questions about the company, products, market, vision, mission, financial position, and so on. This information can be learned through the company profile, before and after meetings.
4. Building corporate identity and image. A company profile that is attractively packaged, detailed, clear, and luxurious reflects the company's image in the public eye as a large and reputable company.

2.2. Definition Of Website

A website is a collection of web pages grouped under a domain or subdomain located within the World Wide Web (WWW) on the internet. A website consists of all the web pages within a domain that contain information. A web page is typically a document written in HTML (Hyper Text Markup Language) format and can be accessed via HTTP (Hyper Text Transfer Protocol), which is the protocol that transmits information from the website server to be displayed to users through a web browser [8].

2.3. Definition Of Design

Designing is determining the processes and data required by the new system. The benefit of this system design stage is to provide a complete design overview as a guideline for programmers in developing applications. In accordance with the components of the computerized system, what must be designed at this stage includes hardware, software, databases, and applications [9].

The design process may involve the development of several system models at different levels of abstraction. Design is a process of defining something to be done using various techniques, and it involves descriptions of the architecture, component details, and limitations that may arise during the implementation process [10].

2.4. Understanding PHP

PHP (Hypertext Preprocessor) is one of the most widely used programming languages for building dynamic websites. PHP can be embedded within HTML code, and since it is server-side, PHP is executed on the server. The results of this execution are sent to the browser in HTML format, so the PHP code is not visible to the user. The latest version currently available is PHP 8.

PHP is highly supportive of web-based application development, such as guestbooks, polls, counters, forums, and others, with MySQL DBMS support. One of the advantages of PHP is its open-source nature, where many programmers are willing to share and publish source code for free online. Various code libraries created by the PHP community are also widely available online and can be utilized for various web application development needs [11]. PHP, as a server-side scripting programming language, is generally used to create dynamic websites or web-based applications. Therefore, the first step in learning PHP is to master HTML first [12].

In July 2004, the PHP community released PHP version 5, which brought significant changes to the world of web programming. PHP 5 represents a new leap toward Enterprise Applications. At the core (engine), a complete overhaul was performed: the Zend Engine used since PHP 3 was replaced by Zend Engine 2 with a better Object-Oriented Programming (OOP) concept without sacrificing processing speed, which is one of PHP's main advantages over other scripting languages [13].

Some of the key features of PHP 5 include enhanced support for XML, the addition of extensions for SimpleXML, SOAP, and MySQLi, and the bundling of SQLite into PHP [14].

2.5. Definition Of The AIDA Method

AIDA is a simple acronym that has long been known as a reminder of the four stages of the sales process. AIDA stands for Attention, Interest, Desire, Action, which is a fairly simple model but can be used as a guideline in marketing communication. In marketing communication, a clear objective of the process to be carried out is required. AIDA is a concept used in marketing because it plays an important role [15].

1. Attention

At the attention stage, marketers must be able to create information media that can attract consumers. This can take the form of surprising statements, powerful images, or visuals that can attract attention so that people will stop and pay attention to the next message [16]. The appeal (attention) must have three characteristics:

- a) Meaningful: demonstrating the benefits that make the product more desirable or appealing to consumers.
- b) Believable: the advertising message is trustworthy, so consumers are confident that the product will deliver the promised benefits.
- c) Distinctive: the advertising message is better than competitors' advertisements.

2. Interest

Interest is the step after consumers are drawn to pay attention to a message. At this stage, marketers must be able to present information that sparks further interest. Consumers are willing to spend time reading the message in detail if they perceive added value within it. Reader

interest can be built by offering solutions to their problems, clearly explaining the product's features and benefits, rather than merely listing specifications. Thus, interest manifests as a desire to learn more about the product [17].

3. Desire

The next stage is desire, which involves fostering consumers' desire to try or own the product. At this stage, marketers must be able to prove that the product being offered truly provides the right solution for consumers' needs. If successful, potential buyers will begin to feel emotionally moved, confident, and motivated to own the product. The emotions formed put consumers in a state of readiness to make a purchasing decision.

4. Action

The final stage is action, which involves encouraging consumers to take concrete action in the form of a purchase. At this stage, marketers need to provide clear guidance, such as through imperative sentences that encourage potential buyers to act immediately. The message should be simple, direct, and easy to follow, for example by including the price, purchase method, or instructions that make it easier for consumers to make a decision [18].

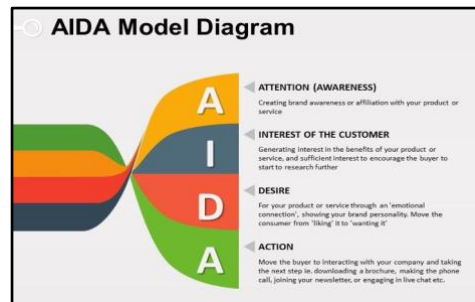


Fig. 1: AIDA Model Diagram

3. Research Methodology

Research methodology is a scientific method for obtaining valid data and information in order to achieve research objectives, such as discovering, developing, or proving certain knowledge. Research methodology covers all aspects of research, from data collection and analysis to interpretation and conclusion drawing.

4. Result And Discussion

The following are several stages of system design in creating a company profile website:

1. Planning

The process of creating a website system begins with the planning process. At this stage, the objectives of the website are determined. Analysis and collection of data required by the website are carried out, then these requirements are incorporated into the website to be developed.

2. Design

Based on the information and data collected during the planning stage, the next step is to design the front page and inner pages of the website. This involves combining unique colors, layouts, and fonts to make the website content appealing and easy to read. Decisions about how the website should interact with users, making it easy to navigate and categorizing information so that users can access the information they want as quickly as possible, are determined in this stage.

3. Scripting (Programming)

This stage brings the ideas from the previous stages to life on the website. Production involves the technologies used to turn the design ideas into reality. Based on the design concepts, the next step is to convert the design into web language through scripting so that it can be launched.

The relationship between the above functions can be illustrated in a use case diagram as shown in the following figure:

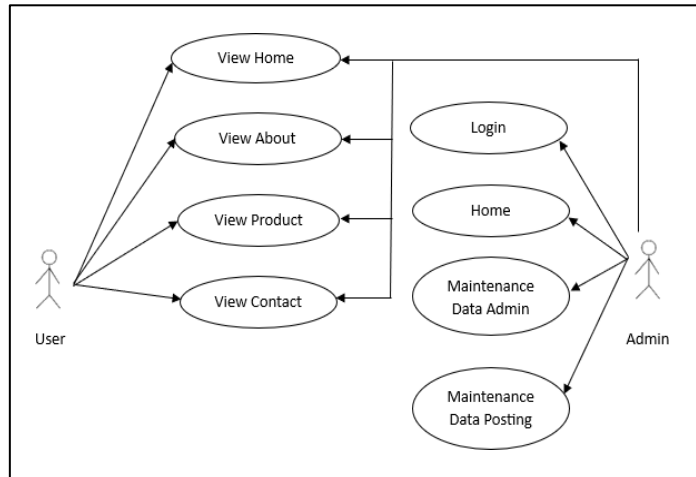


Fig. 2: Use Case Diagram

4.1. Database Design

The database design for the PT Bhaskara Puspa Alam company profile website includes the following :

Table 1: Contact Table Structure

Nama Field	Tipe Data	Null	Keterangan
<i>Id</i>	<i>Int</i>	<i>No</i>	<i>Autoincrement</i>
<i>First</i>	<i>Text</i>	<i>No</i>	<i>First Name</i>
<i>Last</i>	<i>Text</i>	<i>No</i>	<i>Last Name</i>
<i>Subject</i>	<i>text</i>	<i>No</i>	<i>Message Content</i>

Table 2: Company Table Structure

Nama Field	Tipe Data	Null	Keterangan
<i>Id</i>	<i>Int</i>	<i>No</i>	<i>AutoIncrement</i>
<i>History</i>	<i>Text</i>	<i>No</i>	<i>Company History</i>
<i>Description</i>	<i>Text</i>	<i>No</i>	<i>Location</i>
<i>Photo</i>	<i>Text</i>	<i>No</i>	<i>Company Photo</i>

Table 3: Structure Table Product

Nama Field	Tipe Data	Null	Keterangan
<i>Id</i>	<i>Int</i>	<i>No</i>	<i>AutoIncrement</i>
<i>Name_Product</i>	<i>Text</i>	<i>No</i>	<i>Name Product</i>
<i>Photo</i>	<i>Text</i>	<i>No</i>	<i>Photo Product</i>
<i>Detail_Product</i>	<i>Text</i>	<i>No</i>	<i>Detail Product</i>
<i>Product_Price</i>	<i>Text</i>	<i>No</i>	<i>Product Price</i>
<i>Input_Product</i>	<i>Text</i>	<i>No</i>	<i>Input Product</i>

For the design of the company profile website, the author used CorelDraw to create the user interface and simulate the display that will be used by users.

1. Home Display

The initial display framework of the PT. Bhaskara Puspa Alam company profile can be seen in the image below.



Fig. 3: Home Website Display

2. About Display

The about display framework of the PT. Bhaskara Puspa Alam company profile website can be seen in the image below.

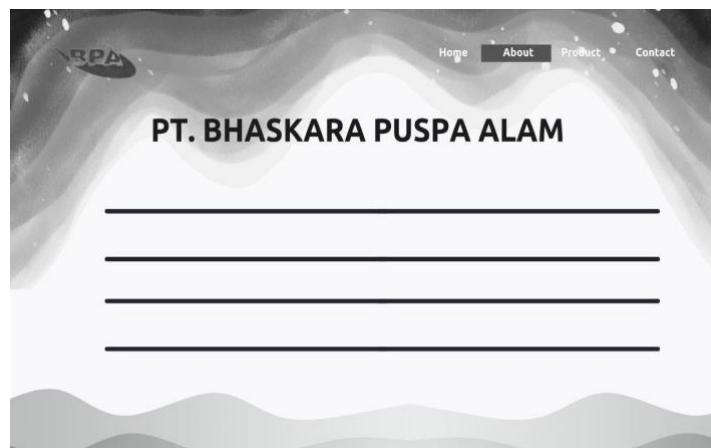


Fig. 4: About Website Display

3. Product Display

The product display framework of the PT. Bhaskara Puspa Alam company profile website can be seen in the image below.



Fig. 5: Product Website Display

4. Contact Display

The contact display framework of the PT. Bhaskara Puspa Alam company profile website can be seen in the image below.

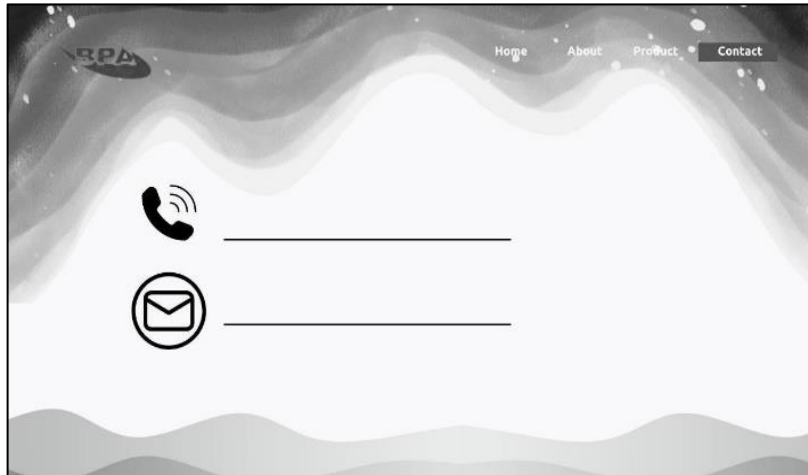


Fig. 6: Contact Website Display

The results of the design of PT. Bhaskara Puspa Alam's company profile were incorporated into a website application. The results of the website design can be seen in the image below.

1. Display results on the home page

The display results from the home page of the PT. Bhaskara Puspa Alam company profile design can be seen in the image below.



Fig. 7: Display Results From Home

2. Display results on the about page

The display results from the about page of the PT. Bhaskara Puspa Alam company profile design can be seen in the image below.

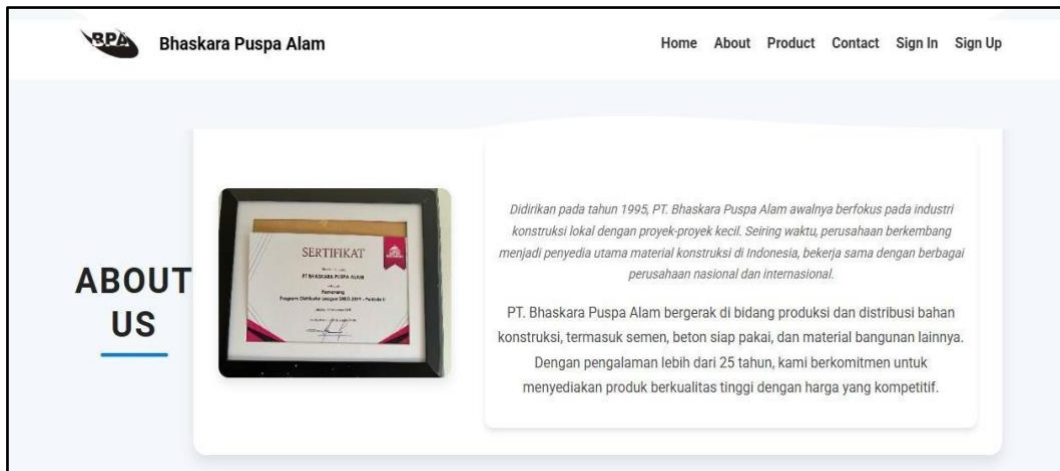


Fig. 8: Display Results From About

3. Display results on the product page

The display results from the product page of the PT. Bhaskara Puspa Alam company profile design can be seen in the image below.

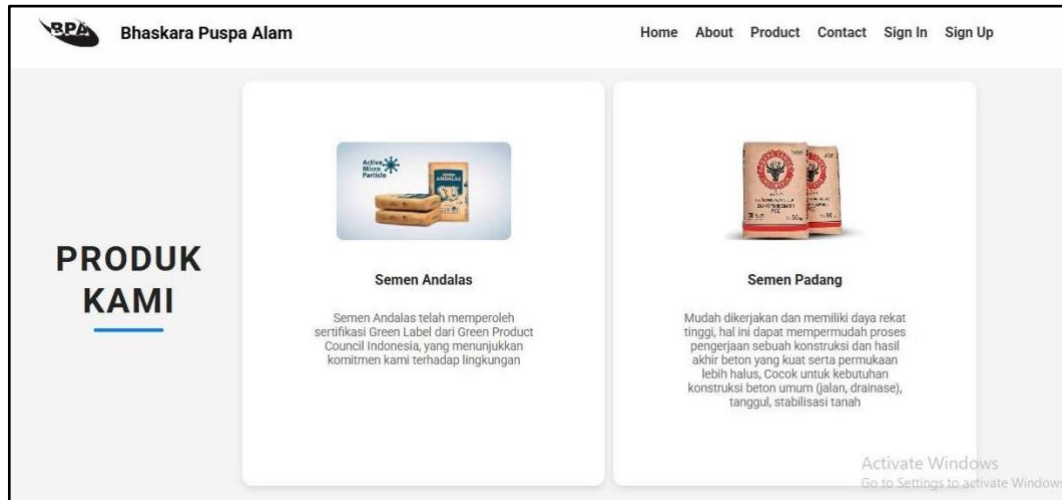


Fig. 9: Display Results From Product

4. Display results on the contact page

The display results from the contact page of the PT. Bhaskara Puspa Alam company profile design can be seen in the image below.

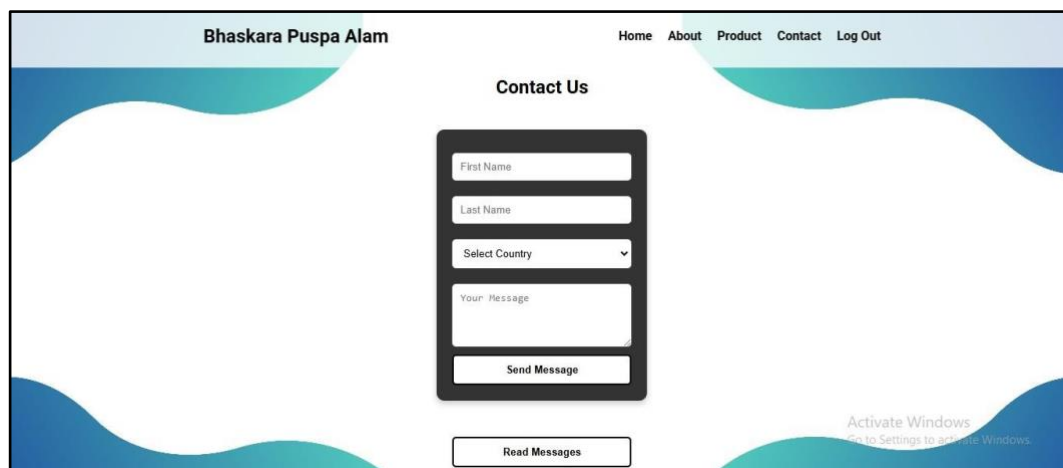


Fig. 10: Display Results From Contact

5. Conclusion

1. Based on the discussion and website creation outlined above, the author can conclude that designing a company profile for PT. Bhaskara Puspa Alam using the AIDA method requires several factors to be considered:
2. Thoroughly prepare ideas and concepts for designing a company profile for PT. Bhaskara Puspa Alam using the AIDA method to ensure a well-structured design.
3. Applying the AIDA method to the PT. Bhaskara Puspa Alam company profile website makes the website more attractive and significantly supports the company's product promotion.

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