

A WEBSITE FOR PT. GOLDFINDO INTIKAYU PRATAMA: A WAY TO PROMOTE THE COMPANY'S PRODUCTS TO INCREASE ITS CUSTOMERS

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ABSTRACT

PT. Goldfindo Intikayu Pratama is located at Jl. Kepatihan Industri 7, Menganti, Gresik. It is a manufacturer and exporter of many kinds of products like desks, drawers, cupboards, chairs, and tables. This company mostly exports its products to importers or wholesalers in the United States. The problem of this company is the decreasing sales volume from its current customers. To solve this problem, this company needs a promotional tool, a website. This can be a good solution for the company to be known by many people in the world, because a website can be reached globally. The parts of the website are Home, About Us, Processing, Products, Clients, and Contact Us. By having a website, PT Goldfindo will be able to deliver information about the company itself and its products, to reach broader target markets, and to build its professional image.

Keywords: *Decreasing sales volume, website, customers*

INTRODUCTION

For Business Communication Final Project (BCFP), the writer decided to make a website for PT. Goldfindo Intikayu Pratama. This company is located at Jl. Kepatihan Industri 7, Menganti, Gresik. It is a manufacturer and exporter of many kinds of products like desks, drawers, cupboards, chairs, and tables made from the best quality of woods and mostly exports its products to importers or wholesalers in the United States. The uniqueness of this company is that the products are made by the customers' request, which means the customers can only send the design or a picture of the products that they want and the company will make the products based on the design or picture.

The idea of making a website came up because there is a problem that PT. Goldfindo Intikayu Pratama faces. The problem is the sales decline due to the decreasing sales volume from its current customers. As mentioned above, PT. Goldfindo Intikayu Pratama is a manufacturer of furniture and an exporter. The problem is this company too depends on its current customers, and only few people know about this company because it does not have a good promotional tool that can make the company be known by people around the world. In order to overcome that problem, PT. Goldfindo Intikayu Pratama needs a website to promote its products so that they can get more customers not only in the United States, but also outside the United States. By doing this, this company will get known by more people around the world and the target market will get wider. Thus, the company does not need to be too dependent on its current customers anymore. Besides, if many people know about this company, there is a possibility for this company to get more orders and the sales will expectedly increase.

The purpose of making a website is to help PT. Goldfindo Intikayu Pratama to promote the company in order to increase the sales. Therefore, by making a website, the writer expect that it can really help the company to have a larger target market, not only from the United States, but also from other parts of the world. Besides, the writer expect that this website can also be a great tool for the company to sell its products directly to the customers.

There are three benefits that PT. Goldfindo Intikayu Pratama will get from a website. The first benefit is to deliver information about the company profile and its products. It is known that it is important for a company to have a website. Through a website, the company can show the company profile to the public and promote its products just by putting the pictures of the products in the website. Also, through a website, the profile of the company will be known by many people in the world, because a website's range is very wide. Therefore, the company does not to bother itself when it comes to the promotion. Just using a website, then all the problems will be solved.

The second benefit is it is easier for the company to reach broader target market. As we know that nowadays the use of websites are very effective for a company to reach more customers from all countries in this world. Seeing the condition of PT. Goldfindo Intikayu Pratama right now, this company has a narrow target market that is only in the United States. A website can help this company to get broader target market, because people from other countries can visit the website, and if they are interested in the company and the products, they will buy it.

Last but not least is it can help the company to build its professional image. Besides introducing the company to the world and getting broader target markets, a website can also help the company to create its image through the design and the language used in the website. This is so important, because usually a company that has a website will be considered a trustworthy and professional company. However, the design and the language used in the website must also be professional, so that the customers will have interest in the company and its products.

A website is a collection of web pages made by a particular group or people which contain hyperlinks that connected to each other and can be accessed by outside computers. Based on the online articles, the parts of a website are homepage, navigation menu, and call to action.

First of all, the homepage is a part which contains the logo, the name, and the tagline of the company. It can help to convey the message to the visitors quickly, because by seeing the homepage, the visitors will know the identity of the company. Besides, it can also give immediate impression from the visitors about the company at the first glance. Moreover, in this page, there will be also moving pictures of the office building, the factories, and the products. These moving pictures can help to make the visitors of the website interested in opening the website and help to maintain company's credibility.

Second, the navigation menu is a part which consists of the link of the page: 'about us,' 'processing,' 'products,' 'clients,' and 'contact us.' In the 'about us' link there is profile of the company. This is so important for PT. Goldfindo Intikayu Pratama because by mentioning the profile, it can give information about the company itself so that people will know what kind of company it is, how long this company has established, and who its clients are. In the 'processing' link, there are pictures of process in making the products. This is to make the visitors of the website believe that this company is a big company, not a home production. In the 'products' link, there are pictures of the products that this company has made for its customers. This can make the visitors of the website interest in buying the products or using this company's service to make furniture for them. In 'clients' link, there are the logo and the name of this company's customers. This part can help to attract the potential customers, because by knowing the company's clients, they will start to think that this company is a trusted company. Then, in the 'contact us' link, there are the address and the phone number of the company so that it is easier for the potential customers to know the location and the contact number of the company if they want to use the company's service in making the furniture for them.

Last of all, a call to action is a part which enables the visitors of the website contact the company, leave messages, and know the location of the company. Usually, this link called 'feedback' link, but in this website, I make it become one with 'contact us' link to make it simple. In this link, there is a form that can be filled by the potential customers or the visitors of the website. This form is to make the potential customers feel free to ask any questions or give feedback and suggestion for the company directly from the website. Moreover, in here, they have to leave their email address so that PT. Goldfindo Intikayu Pratama can directly answer their questions or respond to their feedback by emails. This page will help the visitors to know the information of the company and its products by going directly to the webpage. Also, it can help the visitors to know the location and the contact information of the company.

According to *spritzweb.com*, there are some criteria that should be concerned in order to create a good website. The first criteria is the appearance. The appearance of a website must be appealing, polished, and professional because it creates the first impression of the company to its customers. To make a website with good appearance, there are some things that should be pay attention to. First, a good appearance website needs high quality photography or pictures. Pictures in the website can attract visitors' attention. It is why the quality of the pictures must be good so that the visitors will not directly leave the website. Second, it has to contain texts that are easy to read. It means that the font size of the text should be big enough to be read. Usually, the font size is around

10 to 12 pts. Last, a good appearance website is a simple website. It means that it does not need a complex design, effect or animation. Just keep it simple to make it more attractive.

The second criteria is the content of the website. The content of a good website should be informative and relevant. It is because the content of the website can influence the visitors to make decisions. It can also determine the visitors to trust the company or not.

The last is the function of the website. A good website should work quickly and correctly. The hyperlinks, contact forms, site search, and other navigations inside the website should be work as what the customers expected. Otherwise, it will only make the customers frustrated and do not want to visit the website anymore.

METHODS

After getting the approval from the Board of Examiners, there were some procedures in making the website for PT. Goldfindo Intikayu Pratama. First of all, the writer needed to write a proposal for the company. After the proposal is accepted, the writer needed to negotiate with the company's owner regarding the cost of making the project. After the negotiation has made, the writer started to work on the project, which was a website.

First of all, the writer had to prepare interview questions for the representative of the company. The purpose of the interview was to get more information about PT. Goldfindo Intikayu Pratama like the products, the competitors, the strengths, the weaknesses, etc. After the questions have made and the interview has done, the writer took some pictures of the products and the process of making the products. Secondly, the writer started to work on the content of the website by writing the draft first. Here, the writer tried to make brief information about the company and the strengths of the company that would be shown in the website. Finally, the writer contacted the web designer who would design the website, made contract with her, and shown her the draft of the content of the website that the writer had made.

FINDINGS AND DISCUSSIONS

The product is "A Website for PT. Goldfindo Intikayu Pratama: A Way to Promote the Company in Order to Increase the Customers." The website is used to promote the company and the products, so that the company can reach bigger target markets, because many people around the world will know about the company. The website consists of six components such as "Home," "About Us," "Processing," "Products," "Clients," and "Contact Us." The writer chose these components to be included in the website because she thought these components are the main information needed by the prospective customers.

This website is aimed not only for the potential customers in overseas, but also in Indonesia. Even though the company 100% exports its products, but there is a possibility for them to reach local market through this website. As stated before, because a website can be accessed anywhere and anytime, the potential customers from overseas and Indonesia can access it. In the past, PT. Goldfindo Intikayu Pratama depends only on their customers in the United States because they did not have a good promotional tool that can promote the company globally. However, through this website, the potential customers outside the United States can know about this company. If they are interested in the company and its products after they see the pictures of the products in the website, they can use the company's service to make furniture for them. On the other hand, local target market can also be reached. Usually, after the company has shipped its products to overseas, there are some leftover products. These leftovers are usually being sold for individual customers in local area with cheaper price. However, not so many local people know about this company so that only some leftovers that are sold. With this website, there is opportunity for the company to sell the leftovers for local customers, because usually local people will get interest in buying export quality products with cheaper price.

There are some benefits that the company will get from this website. First, using this website, PT. Goldfindo Intikayu Pratama can get more customers outside the United States. As mentioned before, this company depends only on its customers in the United States. However, the volume of the order from these customers has been decreasing lately, so that PT. Goldfindo Intikayu Pratama is struggling because of this problem. Thus, a website can be really helpful for this company, because it can promote the company globally. The more people know about this company, the bigger the

opportunity for this company to get more customers and increase the sales. Second, this website can help to make it easier for the company to update the information of the products. Before I make this website, PT. Goldfindo Intikayu Pratama has only printed company profile as its promotional tool. This is not enough for the company to solve its problem, because the pictures of the products in printed company profile are limited, so only few products that are being displayed there. Also, the company cannot easily change the pictures of the products if these products are not being produced anymore. Therefore, having a website can be really helpful for the company. Through a website, the company can display the pictures of its products as many as they want, because there is no limitation in the website. Moreover, if there are products that are not being produced anymore, the company can easily delete the pictures of the products in the website and change it into the pictures of new products.

In addition, the organization of the components in the website will also be the writer's consideration. The first feature that the writer use is 'Home.' This feature is usually placed in the first page of the website and also the first part that people see when they open the website. For this reason, it must be attractive enough to be seen to make the visitors of the website want to continue to open the website. In this page, I put the logo of the company on the left top corner of the website, and the tagline below it. Then, I use moving pictures of the office building, the factory 1, the factory 2, and the products to maintain company's credibility. By showing these pictures, people will believe that this company is a big and a trusted company, because it has a good office building, big factories, and various products.

The second feature is 'About us.' This feature contains brief information about the company, like when the company was founded, what kind of company it is, and who its clients are. This feature is important to be shown in the website, because from here the potential customers will know that this company is the company that they are looking for. It also can help the company to gain trust from the visitors of the website. By knowing the information of the company, like how long this company has been established, the potential customers can be attracted to trust this company because usually the longer the company survived, the more people will trust the company.

The third feature is 'Processing.' Here, there are pictures of steps of making the products that are being shown in sequenced. These pictures show how the workers make the products using the machines. Actually, what the writer want to deliver from this feature is the evidence that PT. Goldfindo Intikayu Pratama is a big company that has big factories, a lot of workers, and use advanced machines to produce its products. It is to attract the visitors' attention, and to make them to trust this company. Besides, by showing pictures of the production process from the very beginning process until the final process, it can help the company to show its competence to its potential customers. This can create an image that PT. Goldfindo Intikayu Pratama really pay attention to the quality of its products to make its customers satisfied.

The fourth feature is 'Products.' This feature contains the pictures of products that are produced by PT. Goldfindo Intikayu Pratama. This feature is usually an interesting part for the potential customers, because they can see the samples of the products through pictures, and through this feature, they can get more convinced to buy PT. Goldfindo Intikayu Pratama's products.

The fifth feature is 'Clients.' This part contains the name and the logo of PT. Goldfindo Intikayu Pratama's customers. This part is one of the most important parts that must be shown in PT. Goldfindo Intikayu Pratama's website. It is because by showing who the customers are, the visitors of the website will get more convinced to trust this company and its products. The customers of PT. Goldfindo Intikayu Pratama are one of the strengths that this company has. These customers are mostly from big corporations and have a well-known furniture brand in the United States. By showing that these companies are PT. Goldfindo Intikayu Pratama's customers, people will get interest in the company and can be attracted to buy its products because they will believe that this company is a trusted company that has big corporations as its customers.

The last part is 'Contact us.' This part contains the contact number, the address, the website address, and the email address of the company. Also, there is a form to make it easier for the website visitors to contact the company if they are interested in buying the products, and giving feedbacks or suggestions for the company. Besides, there is also a 'Google Map' included to show the location of the company so that people can easily to find it.

CONCLUSION AND SUGGESTION

For the Business Communication Final Project (BCFP), the writer decided to make a website for PT. Goldfindo Intikayu Pratama, a furniture manufacturer located in Menganti, Gresik. The problem of this company is the decreasing sales volume from its current customers. This company mostly exports its products to the wholesalers in the United States and it is too dependent on these customers. From year to year, the customers are still the same as they were in the past, whereas the sales volume from its customers is decreasing. This happens because only few people know about this company, so they cannot get more customers to increase the sales. This problem needs to be solved as soon as possible, because if it still continues, it may lead to bankruptcy. To solve this problem, this company needs a promotional tool that can be reached by many people anywhere and anytime, which is a website. Up to now, this company has only printed company profile as its promotional tool, but it is not enough because the scope of printed company profile is limited. A website can help the company to reach bigger target market, not only in the United States but also outside the United States. It can also help the company to reach individual target market, whether it is in overseas or in Indonesia, so the company does not have to be too dependent on the wholesalers in the United States anymore.

There are six components in the website: Home, About us, Processing, Products, Clients, and Contact us. These components are important to be included in the website, because it can help the company in communicating its identity to its potential customers. First, in 'Home,' there are moving pictures of the company's building, the factories, and the products. This component helps to maintain the company's credibility, because it is the first feature that people see when they open the website. The second component is 'About us.' This component contains brief information about the company, so that people will know what kind of company it is, how long this company has been established, what are kinds of products that this company produce, and to where this company has exported its products. The third component is 'Processing.' In here, there are pictures of the process of making the products that are being shown in sequenced. This can help the company to make the potential customers get interest in using this company's service or buy its products, because the pictures shown the people working, the machines, and the factory, so that people who see it will believe that this company is a big and a trusted company. The fourth component is 'Products.' This component contains the pictures of the products that are produced by the company. The existence of this component in a website is important, because people usually get curious of the pictures of the products to see how good the products are before they decide to buy. If there are no pictures of the products, people usually do not interest in buying the products. The next component is 'Clients.' In here, there are logo and name of the company's customers. It is to make people trust this company as a professional furniture manufacturer, because from the list of the customers, people can see that this company really has cooperation with big corporations. The last component is 'Contact us.' This component contains the contact information and the location, so that when people are interest in buying the products, they can easily get in touch with the company and find the location of the company. In completing this project, the writer used some concepts from books and online articles. Those concepts help her a lot in choosing the contents and arranging the organization of the website.

The writer hope that PT. Goldfindo Intikayu Pratama can use the website effectively and continually to promote its products and get more customers from around the world. Since a website is easy to be updated, the writer hope that the company can maintain it well and keep the website always up to date. It will be effective if the company use the website to reach more local customers, so that the company does not have to be too dependent on the overseas customers. Moreover, because this company does not have its own design, the writer think it is better if the company start to think of its own design and put it in the website, so that it can sell its products to individual customers in overseas with no worries.

Finally, for the next students of English for Business Communication of Petra Christian University who want to make the similar Business Communication Project (BCP), the writer wants to suggest that it will be better to talk to the one who has a position in the company before making the project. It is important to talk from the very beginning of internship period about the project. This can help the students to get a guarantee that in the end your project will be accepted by the company. Besides, it can also help you to save the time of the negotiation process. The students do not have to wait for a long time to get the answer from the company whether they accept the project or not.

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