

## Development of a Company Profile Application Prototype as a Digital Promotional Medium for PT Harmoni Persada Travel Company

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### **Abstract**

#### **Keywords:**

*Application Prototype, Company Profile, Digital Marketing, Research Development, User-Centered Design*

*The digital transformation of the tourism industry demands a structured promotional platform for SMEs competing in the digital-native market. This study developed a prototype company profile application for PT Harmoni Persada Travel using a Research and Development (R&D) methodology with a prototype approach. The population included company stakeholders and potential users, with a purposive sampling of 10 respondents. Data collection used interviews, observations, document analysis, and a System Usability Scale (SUS) questionnaire supplemented by thematic analysis of open-ended feedback. The results showed strong prototype usability: 88% satisfaction with visual appeal, 85% ease of navigation, and 84% feasibility of development. The prototype successfully integrated the company profile, tour packages, destination gallery, basic chatbot, and contact using Figma with a consistent brand identity design. Conclusion: The structured R&D methodology enables travel SMEs to shift from conventional promotions to a professional digital platform, improving their competitive position.*

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## INTRODUCTION

The digital transformation of the tourism industry has transformed the way travel companies interact with potential customers through web-based platforms and interactive applications. Digital marketing strategies are key to creating a competitive advantage in the contemporary tourism sector, with a shift from conventional methods such as printed brochures to dynamic platforms that support real-time interactions. Consumer behavior, which increasingly relies on digital sources for destination research and purchasing decisions, is accelerating this evolution. Afren (2024) emphasizes the role of social media in promoting tourism businesses through immersive experiences that align with the preferences of modern travelers. Furthermore, Mwalukasa (2024) shows that digital marketing strategies improve tour operators' supply chain performance by increasing visitor numbers and sales.

For small and medium-sized enterprises (SMEs) in the travel industry, adopting digital platforms such as company profile apps is crucial given their limited marketing budgets compared to large corporations. These apps integrate business information, service portfolios, and interactive features like image galleries and chatbots, overcoming the limitations of static promotional materials with an immersive and professional user experience. Hidayat (2025) found that 65% of SMEs in Indonesia reported positive sales growth from digital marketing innovations. This approach also builds organizational credibility and enhances brand perception through strategic UI/UX design.

Despite the proven effectiveness of digital marketing in the tourism sector, many travel SMEs in Indonesia still rely on conventional methods, which limit market reach and engagement with modern consumers. PT Harmoni Persada, with over 20 years of experience, lacks a structured digital platform to present its company profile, diverse services such as tour packages and legal consultations, and competitive advantages. This lack creates a competitive disadvantage because potential customers struggle to access professional information in a standardized manner. A study by Sokhimano (2025) confirms that adapting digital promotional strategies is necessary to increase the attractiveness of tourist destinations.

The lack of digital promotional infrastructure hinders companies' ability to reach target audiences, who are increasingly using online platforms to evaluate service providers. Conventional materials fail to provide the interactive, dynamic, and personalized experiences expected by digital-native consumers and hinder the use of data-driven insights to optimize marketing strategies. Furthermore, fragmented communication channels such as email and phone create operational inefficiencies in information dissemination. The digital transformation of travel agencies, including e-commerce and digital marketing, supports sustainable economic growth in line with SDG 8 in Indonesia.

The lack of an integrated company profile app also complicates customer communication and information dissemination, forcing potential clients to navigate multiple channels without a centralized digital repository. This compromises the user experience and wastes organizational resources on manual tasks that could be automated. Developing an app prototype will address these challenges with a professional, scalable, and user-centric digital platform.

This research aims to develop a prototype company profile application for PT Harmoni Persada using Research and Development (R&D) methodology with a prototype approach, creating a structured digital medium that improves promotional effectiveness and competitive position in the travel industry. The urgency of this research is driven by the acceleration of digital transformation in the tourism sector, where companies without a strong digital presence risk losing market share and customer acquisition capabilities. The novelty lies in the application of user-centered design principles combined with iterative prototyping, which validates user feedback through systematic evaluation, including needs analysis, UI/UX design via Figma, and testing, tailored to the Indonesian market context. This integrative approach provides a practical foundation for full implementation while contributing valuable insights for digital application development in tourism SMEs.

## METHODS

This research uses the Research and Development (R&D) methodology as the main framework designed to produce innovative products, models, or systems through a structured development process and rigorous validation. The R&D methodology is systematic with an emphasis on iterative refinement based on empirical feedback and the production of practical solutions grounded in theoretical understanding and real-world applications. This approach is complemented by prototyping involving the creation of functional interactive models for early user testing and requirements validation, in accordance with best practices in software engineering and human-computer interaction. Sugiyono (2023) asserts that R&D integrates empirical rigor with practical development objectives, while Rahayu (2025) applies this method in digital transformation to produce contextual solutions. This combined approach enables user requirements gathering, requirements-driven design, prototype testing, and iterative refinement,

which is particularly well-suited to the development of enterprise profile applications that balance technical functionality and user experience optimization.

Data collection instruments included in-depth semi-structured interviews with PT Harmoni Persada stakeholders to identify organizational priorities, services, and promotional challenges; observational analysis of current promotional operations; and document analysis of brochures and catalogs for a comprehensive information architecture. UI/UX design utilized wireframes and digital mockups via Figma with brand identity elements such as teal and fantasy pink, while Figma interactive prototypes enabled realistic navigation testing without a full backend. User evaluation employed a System Usability Scale (SUS) questionnaire with a five-point Likert scale assessing visual appeal, ease of navigation, and feasibility of development, supplemented by open-ended feedback for thematic analysis. Creswell and Poth (2021) recommend this mixed-methods approach for data triangulation, while Irawan et al. (2025) demonstrated the effectiveness of SUS in evaluating information systems.

The study population encompassed two primary groups: PT Harmoni Persada's organizational stakeholders, such as management and owners responsible for promotional decisions, and potential app users, such as corporate clients, institutions, and leisure travelers who interact with the platform for travel service information. A non-probabilistic purposive sampling strategy was applied, with inclusion criteria such as prototype testing readiness, familiarity with the travel service or digital platform, constructive feedback capability, and end-user demographic representation, resulting in 10 respondents reflecting a diversity of ages, digital experiences, and travel services. This small sample size aligns with prototype evaluation standards in HCI research, which prioritize depth of qualitative feedback over broad statistical representation. Campbell et al. (2020) and Magnone and Yeziarski (2024) support purposive sampling for development research focused on substantive feedback.

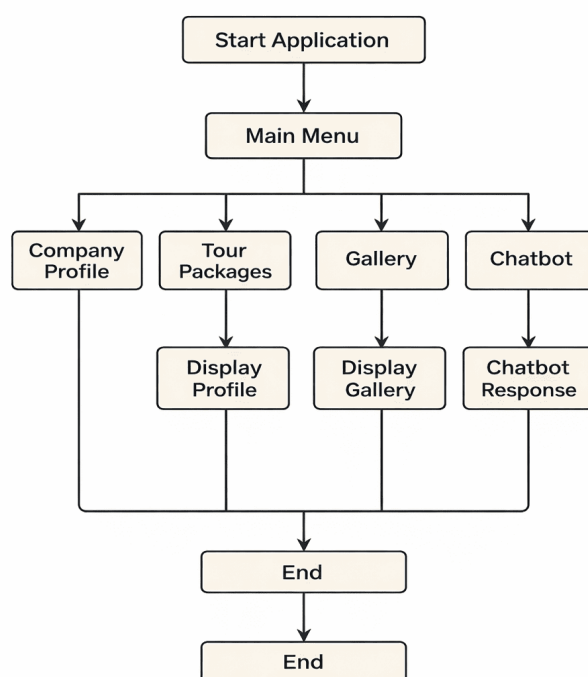
The research process began with needs analysis through interviews, observations, and document analysis to develop functional specifications such as company profile displays, tour packages, destination galleries, chatbots, and contact information, as well as non-functional specifications such as usability and visual consistency. The design phase continued with wireframes for information hierarchy, followed by iterative Figma mockups refined based on competitor UI/UX practices and initial feedback, resulting in screens for five key modules based on responsive principles. The development of an interactive Figma prototype verified navigation and interaction, culminating in user evaluation with representative tasks, a SUS questionnaire, and open-ended feedback analyzed thematically for a comprehensive report containing quantitative metrics, prototype strengths, and recommendations for improvement toward full implementation. Emzir (2022) emphasized this R&D cycle's procedures for iterative validation, while Pressman (2021) emphasized its flexibility in software development.

## **RESULTS AND DISCUSSION**

### **Research and Development Analysis Results of PT. Persada Harmony**

PT Harmoni Persada shows that it needs a concrete company profile in the digital field, so it is necessary to create an application that is in direct contact with the company profile as a promoter in the digital arena. That way, customers can see directly the progressiveness and capabilities that have been carried out by PT. Harmoni Persada which will have an impact on the development of the Company and also open up networks on a wider national scene. The following

Usecase needs to be considered by users so that users can then understand the flow listed in the prototype used.



**Figure 1. Website Usecase**

### Company Profile

The profile of PT Harmoni Persada shows that this company is a provider of travel services, event organizers, MICE, and outbound activities that has been operating for more than 20 years. This long experience reflects the company's level of professionalism and ability to organize various travel activities and events on both small and large scales. Over its journey, PT Harmoni Persada has not only focused on travel services, but has developed into a holding company with two large business units, namely Harmoni Education and Human Resources Development (HP2SDM) and Harmoni Consult Law. This shows that the company has a diversified service and strong resource capacity in handling training activities, legal consultations, and administrative services such as deed preparation, notary, and licensing.

The company also boasts a broad client portfolio, spanning educational institutions, government agencies, state-owned enterprises, and national private companies. Clients like Pupuk Kujang, Perhutani, the Cimahi City Manpower Office, Astra Isuzu, and the Bandung Institute of Technology demonstrate PT Harmoni Persada's trusted services and credible track record. The company's operations are supported by a proven team, including professional tour leaders and legal consultants, as well as experts from renowned Indonesian universities. This strong team structure is a key factor in providing quality service to its customers.



Figure 2. Prototype Profile of PT Harmoni Persada

### Tour Packages

According to its company profile, PT Harmoni Persada offers a variety of tour packages and travel services tailored to customer needs. These packages include hotel vouchers, meeting packages, family gatherings, outbound trips, domestic and international study tours, honeymoon packages, study tours, and even camping and rafting packages. Each package includes additional services such as accommodation, activity facilities, transportation, and documentation, ensuring a well-planned and comfortable travel experience.

In addition to tourism services, the company also provides supporting services such as travel document management (passports, visas, and KITAS), procurement of goods and services, train and plane tickets, and transportation rentals. This diversity of services is an added value that distinguishes PT Harmoni Persada from other travel service providers that typically focus solely on recreational tourism. With these integrated services, the company can serve various customer segments, from government agencies to the general public.

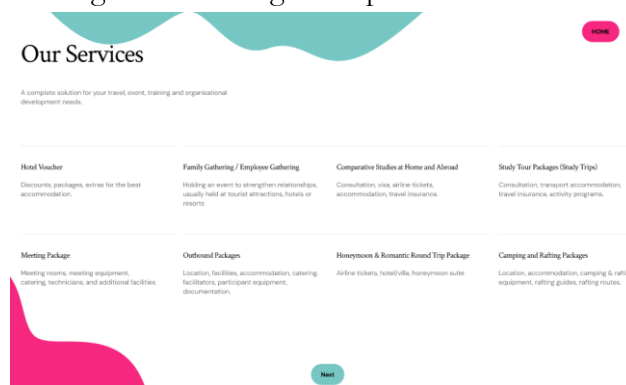


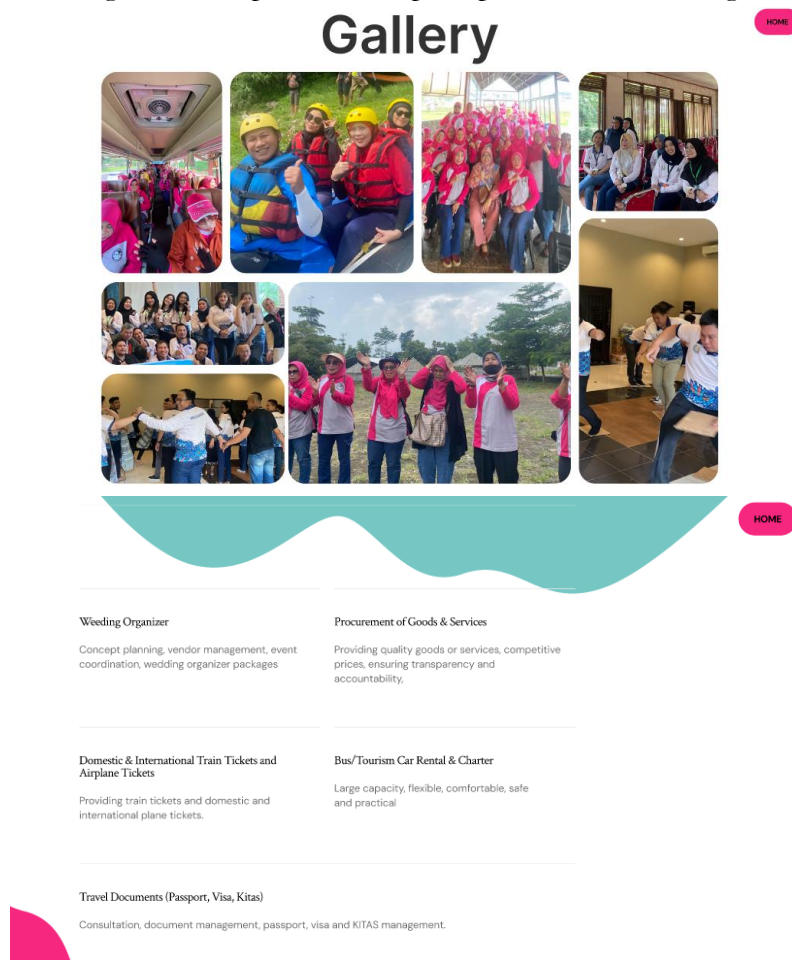
Figure 3. Tour Package Prototype

### Distention Gallery

The destination gallery is a crucial component of PT Harmoni Persada's digital company profile application. The company profile provides comprehensive visual documentation of its activities, including tours, study tours, workshops, MICE (Meeting and Conventions) events, and

gatherings. The photos showcase a variety of tourist destinations and activities the company has participated in, both domestically and internationally.

This visual documentation not only serves as an aesthetic addition, but also serves as proof of the company's experience, portfolio, and credibility in organizing large-scale tourism and events. In digital applications, this destination gallery can be displayed in a grid format or interactive slides so users can clearly and engagingly view various examples of the company's activities. Strong visuals like this have a significant impact on user perception when choosing a travel service.



**Figure 4. Destination Gallery Prototype**

### Chat Bot AI Basic Information

A basic informational AI chatbot is designed to provide quick responses to users seeking information about a company, tour packages, or other basic questions. Although the chatbot prototype developed in this research does not yet use advanced AI algorithms, this feature remains essential to support modern digital services.

In the context of a company profile application, a chatbot can provide automated answers regarding tour schedules, booking procedures, available services, and contact information. Chatbots also enable companies to provide 24/7 service without having to wait for a manual response from the admin. A successful chatbot implementation will improve service efficiency and provide a more responsive user experience. This feature is a modernizing value that reinforces the professional impression of PT Harmoni Persada's digital application.



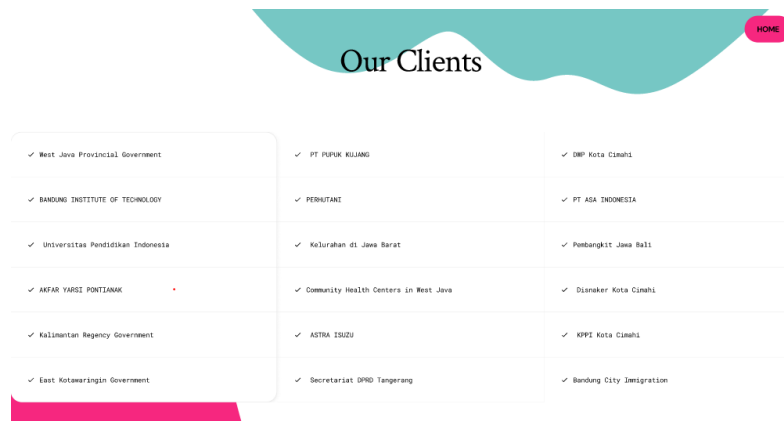


Figure 5. Prototype Chat Bot Ai Basic Information

### Contact Information

PT Harmoni Persada's contact information is fully displayed in the company profile. This information includes the office address at Dr. Djunjunan No. 40A, Sukabungah, Bandung, as well as other communication channels such as the official email address [harmonipersada@yahoo.com](mailto:harmonipersada@yahoo.com) and the Instagram account @harmoni\_persada. Having this contact information makes it easier for users to interact directly with the company, ask questions, or order services.

In a digital company profile application, contact information can be displayed as interactive buttons that lead to WhatsApp, phone calls, or email. Furthermore, integration with digital maps like Google Maps can also make it easier for users to find the company's office location. Providing comprehensive and easily accessible contact information is a crucial element of a professional digital service.

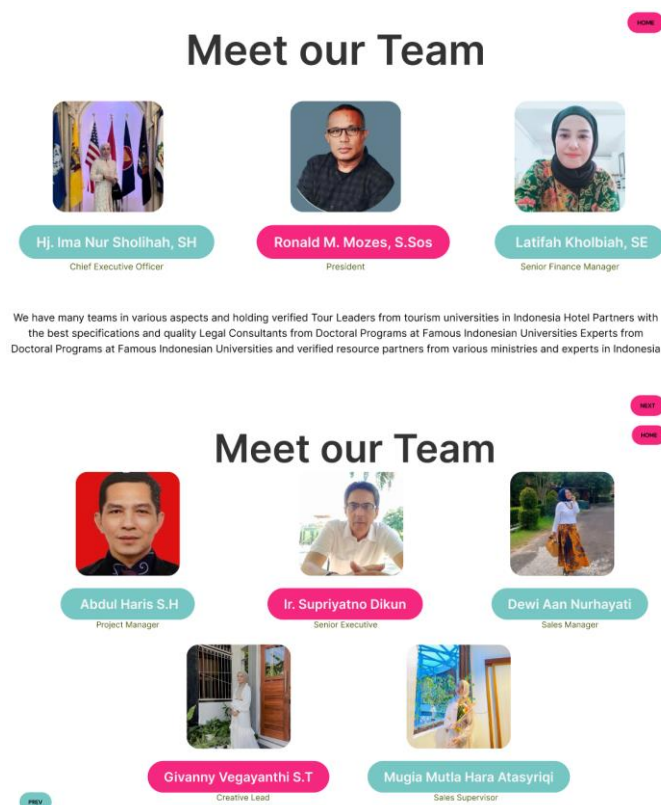


Figure 6. Contact Information Prototype

## Evaluation Results

The evaluation was conducted to determine the feasibility, usability, and effectiveness of the PT Harmoni Persada digital company profile application prototype. The trial involved 10 respondents representing potential users, who were asked to try the prototype and complete a questionnaire regarding the application's appearance, navigation, and feasibility.

The evaluation results showed that 88% of respondents found the app's appearance attractive, primarily due to the color consistency with the company's brand identity. Eighty-five percent of respondents stated that the navigation was easy to understand and the menu structure was simple, thus making the app user-friendly. Meanwhile, 84% of respondents stated that the prototype was worthy of being developed into a functional app.

Respondents provided input for the chatbot feature to be developed using NLP technology to make it more responsive. For the Tour Packages feature, they suggest adding details on pricing, amenities, and schedules, as well as a category sorting feature. For the Destination Gallery section, respondents suggested adding an automated slideshow or highlight video.

Accessibility was also considered positive, as the prototype was quickly and responsively accessible even without a server connection. Overall, the prototype was deemed attractive, feasible to develop, and ready for full implementation as a digital promotional tool for PT Harmoni Persada.

**Table 1. Evaluation Results**

Aspect	Percentage of Assessment
Attractive appearance	88%
Easy to understand navigation	85%
Potential for further development	84%

The results of this evaluation indicate that the prototype is worthy of being continued to operational system implementation.

## CONCLUSION

This research successfully developed a company profile application prototype for PT Harmoni Persada through the application of Research and Development methodology with a user-oriented prototyping approach, which resulted in strong usability performance with a user satisfaction rate of 88% for visual appeal, 85% for ease of navigation, and 84% for feasibility of further development. Key findings confirmed that this prototype effectively integrates essential features such as company profile, tour packages, destination gallery, basic chatbot, and contact information with a responsive UI/UX design based on brand identity, thus overcoming the limitations of conventional promotional strategies for travel SMEs in Indonesia. The practical implications provide a ready-to-fully implement foundation that enhances PT Harmoni Persada's digital competitiveness through immersive user experience and structured information access.

However, this study has limitations such as a small sample size (10 respondents), which is suitable for formative evaluation of the prototype but limits broad generalizations. Furthermore, testing was limited to a Figma simulation without a production backend, which could impact real-world performance. Future research suggests expanding the sample to include a more demographically diverse sample, conducting longitudinal evaluations for ongoing usage patterns,



and implementing recommendations such as Natural Language Processing technology in the chatbot and automated slideshows in the gallery. This approach will strengthen the validation of the findings and support the ongoing digital transformation of Indonesian tourism SMEs.

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