

# PROJECT BRIEF: WEBSITE COMPANY PROFILE DINAMIS NARVEX.ID

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## EXECUTIVE SUMMARY

Proyek ini bertujuan untuk mengembangkan sistem website company profile dinamis untuk **Narvex.id** yang terdiri dari dua komponen utama:

1. **Frontend (narvex.id)** - Website company profile yang modern dan responsif
2. **Backend Admin (admin.narvex.id)** - Dashboard admin untuk mengelola konten secara dinamis

Sistem ini akan memungkinkan *client* untuk mengupdate konten, layout, dan struktur halaman tanpa perlu coding (no-code solution), mirip dengan konsep CMS (*Content Management System*)/Blogspot tetapi dengan fleksibilitas yang lebih tinggi. Contoh web CMS kurang lebihnya <https://www.wix.com/>, Wordpress, Joomla.

## 1. Company Overview

### a. CV. Nara Exhibition Indonesia (Narvex.id) - Main Company

- **Legal Entity:** CV. Nara Exhibition Indonesia
- **Brand Name:** [Narvex.id](https://narvex.id)
- **Tagline:** "Event & Exhibition Specialists"
- **Location:** Jl. Gubeng Kertajaya XIII D No. 8A, Gubeng, Kota Surabaya, Provinsi Jawa Timur, 60286
- **Legal Status:** NIB 1505250064481
- **Established:** Professional services sejak 2019
- **Business Focus:**
  - MICE (Meeting, Incentive, Convention, and Exhibition)
  - Event organization dan exhibition management
  - Equipment rental untuk kebutuhan MICE
  - Produksi furniture berbahan kayu untuk event dan pameran
- **Contact Information:**

- Email: [narvex.ind@gmail.com](mailto:narvex.ind@gmail.com)
- Instagram: <https://www.instagram.com/narvex.id/>
- WhatsApp: 0821-4305-7910
- **Vision:**  
Menjadi perusahaan penyelenggara acara dan pameran terkemuka di Indonesia yang mengedepankan kreativitas, kualitas layanan, dan kepuasan pelanggan.
- **Mission:**
  1. Menyediakan layanan MICE yang profesional, efisien, dan tepat sasaran
  2. Membangun hubungan jangka panjang dengan klien melalui pelayanan yang unggul dan berintegritas
  3. Mengembangkan produk dan jasa yang inovatif serta ramah lingkungan
  4. Mendorong pertumbuhan industri kreatif melalui kolaborasi dan pendekatan strategis

#### **Subsidiary Companies Network:**

##### **b. Skywork.id - Event Production & Booth Construction**

- **Instagram:** <https://www.instagram.com/skywork.id/>
- **Tagline:** "Bekerja dengan Seni"
- **Established:** 2019
- **Specialization:** Jasa Produksi Booth, Backdrop, Level, Stage, kebutuhan Pameran hingga Custom 3D
- **Facilities:** Dedicated Workshop dan In-House Team
- **Contact:** ERRYX | 0822 3441 7592 | [skyworkeventproduction@gmail.com](mailto:skyworkeventproduction@gmail.com)
- **Services:**
  - Advertising displays
  - Exhibition booth construction
  - Main stage design & build
  - Backdrop production
  - Photobooth creation

- Gate & entrance structures
- Flooring solutions
- Letter signage & branding
- Event decorations
- **Notable Clients:**
  - **Government:** BPR-RI, Bank Indonesia, Kementerian Perhubungan RI, DPM-PTSP, Basarnas, Gakeslab RI
  - **Education:** Universitas Airlangga, SD Muhammadiyah
  - **Corporate:** Puma, Erafone & More, Campina, Erajaya, Bunda Wangi, Jaya Law Firm, DGW, Plaza Surabaya, Rotiboy
- c. **Gutama Learning - Education/Learning Platform**
  - **Instagram:** <https://www.instagram.com/gutamalearning/>
  - **Specialization:** Educational services and learning solutions
  - **Focus:** Professional development and learning programs
- d. **CreativeWork (Rebranding dari CreativeSky)**
  - **Instagram:** <https://www.instagram.com/creativesky.id/>
  - **Note:** Sedang dalam proses rebranding dari CreativeSky.id menjadi CreativeWork
  - **Specialization:** Creative services, design, dan branding solutions
- e. **Evervow.wo - Wedding Organizer**
  - **Instagram:** <https://www.instagram.com/evervow.wo/>
  - **Specialization:** Wedding planning and organization services
  - **Focus:** Premium wedding experiences and event management

## 2. Project Scope & Objectives

### a. Primary Objectives:

- i. Membangun ***unified website company profile*** untuk Narvex dan ekosistem *subsidiaries*
- ii. Implementasi sistem CMS dinamis untuk **satu company dengan beberapa anak perusahaan**
- iii. Menciptakan *user experience* yang *seamless* untuk *showcase integrated services*

- iv. Menyediakan *dashboard* admin yang *user-friendly* dengan *no-code capabilities*
- v. Memastikan *website responsive*, *SEO-optimized*, *Good Design Interface*, dan *performance-oriented*

**b. Key Features:**

- i. **Dynamic Multi-Company Content Management**
- ii. **No-Code Layout Builder** dengan component library
- iii. **Integrated Portfolio Display** untuk semua companies
- iv. **Advanced Contact Management** dengan routing system
- v. **SEO Optimization Tools** dengan multi-page support
- vi. **Analytics Dashboard**
- vii. **Media Management** dengan organized asset library
- viii. **Blog/News Section** dengan categorization

### 3. Technical Requirements

**a. Frontend Main Website ([narvex.id](https://narvex.id))**

- **Tech Stack Recommendation:**

- **Frontend:** [Next.js](https://nextjs.org/)
- **Backend:** Golang
- **Styling:** Tailwind CSS + Custom Components
- **Animations:** Framer Motion dan sebagainya
- **Performance:** Image Optimization, Code Splitting, ISR (Incremental Static Regeneration), dan sebagainya
- **SEO:** Next.js built-in SEO + structured data, dan sebagainya
- **API Integration:** RESTful API

- **Core Pages & Features:**

- 1) **Homepage - Dynamic Landing**

- a) **Hero Section:** Video/image background dengan dynamic content
    - b) **Company Introduction:** CV. Nara Exhibition Indonesia overview

- c) **Service Highlights:** Integrated services dari semua companies
- d) **Portfolio Showcase:** Featured projects dari Narvex dan subsidiaries
- e) **Client Testimonials:** Real testimonials dengan logo carousel
- f) **Latest Updates:** Blog/news integration
- g) **Contact CTA:** Multi-channel contact options

## 2) About Narvex Section

- a) **Company History:** Perjalanan CV. Nara Exhibition Indonesia
- b) **Vision, Mission, Objectives:** Complete company philosophy
- c) **Legal Documentation:** NIB, permits, certifications display
- d) **Team Showcase:** Key personnel dengan professional photos
- e) **Achievements:** Awards, recognitions, milestones
- f) **Company Culture:** Values dan working principles

## 3) Services Overview

- a) **MICE Services:** Meeting, Incentive, Convention, Exhibition
- b) **Event Organization:** Corporate events, seminars, exhibitions
- c) **Equipment Rental:** Complete MICE equipment catalog
- d) **Furniture Production:** Custom wooden furniture untuk events
- e) **Integrated Solutions:** Cross-subsidiary service combinations

## 4) Subsidiaries Showcase

- a) **Skywork.id Section:**
  - i) **Brand Identity:** "Bekerja dengan Seni" theme
  - ii) **Service Categories:** 8 main categories dengan visual showcase
  - iii) **Portfolio Gallery:** Project photos dengan filtering
  - iv) **Client Wall:** Major clients showcase

- v) **Instagram Integration:** Real-time @skywork.id feed
- vi) **Contact Information:** Direct contact ke Skywork team

**b) Gutama Learning Section:**

- i) **Educational Programs:** Course offerings dan training
- ii) **Learning Resources:** Materials dan content
- iii) **Instagram Integration:** @gutamalearning educational content

**c) CreativeWork Section:**

- i) **Creative Services:** Design, branding, creative solutions
- ii) **Portfolio Display:** Creative project showcase
- iii) **Instagram Integration:** @creativesky.id content (transitioning)
- iv) **Rebranding Notice:** Information about CreativeSky → CreativeWork

**d) Evervow.wo Section:**

- i) **Wedding Portfolio:** Beautiful wedding project showcase
- ii) **Service Packages:** Wedding planning options
- iii) **Instagram Integration:** @evervow.wo romantic feed
- iv) **Testimonials:** Happy couples feedback

**5) Portfolio & Case Studies**

**a) Narvex Portfolio:**

- i) **JBBI Expo & Seminar Nasional** (Grand Ballroom Sudirman, Bandung)
- ii) **SPG Kefii Booth** (Grand City Mall, Surabaya)
- iii) **Activity Camel** (Taman Apsari, Surabaya)
- iv) **Community Tours:** "Gathering Inova Reborn" (Jember-Banyuwangi-Bali)
- v) **Corporate Outings:** Kementerian LHK projects

**b) Skywork.id Portfolio**

**c) Gutama Learning Portfolio**

**d) CreativeWork Portfolio**

**e) Evervow.wo Portfolio**

## 6) Blog/News Center

- a) Company Updates: Narvex dan subsidiary news
- b) Industry Insights: MICE dan event industry content
- c) Project Stories: Behind-the-scenes content
- d) Category System: Organized content taxonomy
- e) SEO-optimized Articles: Professional content management

## 7) Contact & Location Hub:

- a) Multi-Company Contacts: Centralized contact management
- b) Interactive Forms: Smart routing based on inquiry type
- c) Google Maps Integration: Office locations
- d) Live Chat: Real-time customer support
- e) Social Media Links: All company social media integration

## b. Admin Dashboard ([admin.narvex.id](http://admin.narvex.id))

- **Tech Stack Recommendation:**

- **Frontend:** [Next.js](https://nextjs.org/)
- **Backend:** Golang
- **Database:** PostgreSQL
- **Admin Interface:** Custom-built dengan modern UI components
- **File Management:** Storage server VPS
- **Authentication:** JWT-based dengan role management

- **Admin Core Features:**

### 1) Dashboard Overview

- a) **Multi-Company Analytics:** Traffic, engagement per company
- b) **Recent Activities:** Content updates, user actions
- c) **Quick Actions:** Shortcuts untuk common tasks
- d) **Performance Metrics:** Site speed, SEO scores
- e) **Social Media Insights:** Instagram engagement metrics

### 2) Content Management System

- a) **Page Builder:** Drag-and-drop interface dengan pre-built components
- b) **Component Library:**

- i) Header variations
- ii) Hero sections
- iii) Portfolio grids
- iv) Team member cards
- v) Testimonial sliders
- vi) Contact forms
- vii) Instagram feed displays
- viii) Blog post layouts

- c) **Rich Text Editor:** Professional content editing
- d) **Media Library:** Organized asset management
- e) **SEO Tools:** Meta management, schema markup

### 3) **No-Code Layout Builder**

- a) **Visual Page Builder:** Real-time WYSIWYG editing
- b) **Responsive Preview:** Desktop, tablet, mobile views
- c) **Template System:** Pre-designed page templates
- d) **Component Customization:** Color, typography, spacing controls
- e) **Version Control:** Page version history dan rollback
- f) **A/B Testing:** Multiple page variations

### 4) **Multi-Company Management**

- a) **Company Profiles:** Individual company settings
- b) **Content Segregation:** Company-specific content management
- c) **Brand Guidelines:** Color schemes, fonts, logo management
- d) **Permission System:** Role-based access per company
- e) **Cross-Company Features:** Integrated service showcases

### 5) **Portfolio Management**

- a) **Project Database:** Comprehensive project information
- b) **Image Galleries:** High-quality project photography
- c) **Client Information:** Client details dan testimonials
- d) **Service Categorization:** Organized service taxonomy
- e) **Featured Projects:** Homepage showcase management

### 6) **SEO & Analytics Management**

- a) **Meta Data Management:** Title, descriptions, keywords



- b) **XML Sitemap**: Automatic sitemap generation
- c) **Google Analytics**: Multi-company tracking setup
- d) **Performance Monitoring**: Core Web Vitals tracking
- e) **Search Console**: Integration dan reporting

#### 7) User & Permission Management

- a) **Role-based Access**: Admin, Editor, Viewer roles
- b) **Company-specific Permissions**: Access control per subsidiary
- c) **Activity Logging**: User action tracking
- d) **Profile Management**: User account management

### 4. Design Requirements

#### a. Design Principles

- **Professional & Modern**: Clean, contemporary aesthetic
- **Multi-Brand Harmony**: Consistent yet distinct brand representation
- **User-Centric Design**: Intuitive navigation dan user journey
- **Mobile-First Approach**: Responsive design untuk semua devices
- **Performance-Oriented**: Optimized untuk fast loading

#### b. Visual Design System

##### ❖ Brand Color Palette: (warna lain tidak harus sesuai tidak apa)

##### ➤ Narvex Primary Colors:

- **Primary Blue**: #4A90E2 (from existing logo) -> biru sejenis tidak apa
- **Secondary Gold**: #D4AF37 (from design elements) -> kuning sejenis tidak apa
- **Supporting**: White (#FFFFFF), Gray (#6B7280) -> warna lain tidak apa

##### ➤ Skywork Brand Colors:

- **Primary Teal**: #5B9BD5 (from company profile)
- **Accent Orange**: #FF6B35 (from design elements)
- **Pattern Elements**: Geometric grid backgrounds
- **Supporting**: Charcoal (#374151), Light Blue (#E0F2FE)

##### ❖ Multi-Brand Considerations:

- Each subsidiary maintains brand identity dalam dedicated sections
- Unified navigation dengan subtle brand transitions
- Consistent typography hierarchy across all sections

#### ❖ **Typography System:**

- **Headers:** Montserrat atau Roboto (modern, professional)
- **Body Text:** Inter atau system fonts (readable, web-optimized)
- **Brand Taglines:** Custom typography sesuai brand character
- **Consistent Hierarchy:** H1-H6, paragraph, caption styles

#### ❖ **Visual Elements:**

- **Narvex:** Circular elements, modern geometric shapes
- **Skywork:** Grid patterns, angular elements, technical aesthetic
- **Photography Style:** Professional event photography dengan consistent filtering
- **Icons:** Minimalist line-style icons (Lucide atau custom)
- **Animations:** Subtle hover effects, smooth page transitions

### c. **User Experience (UX) Design**

#### ❖ **Navigation Strategy:**

- **Primary Navigation:** Narvex services dan company overview
- **Secondary Navigation:** Subsidiary companies dengan clear branding
- **Mega Menu:** Service categories dengan visual previews
- **Breadcrumb System:** Clear page hierarchy
- **Search Functionality:** Site-wide search dengan filtering

#### ❖ **Content Hierarchy:**

- **Landing Priority:** Narvex sebagai main company
- **Service Integration:** Showcase integrated solutions
- **Portfolio Flow:** Easy discovery dari main portfolio ke subsidiary projects
- **Contact Routing:** Smart inquiry routing ke appropriate company

#### ❖ **Mobile Experience:**

- **Progressive Enhancement:** Mobile-first design approach
- **Touch-Optimized:** Large touch targets, swipe gestures
- **Condensed Navigation:** Collapsible menu system
- **Performance Focus:** Optimized loading untuk mobile connections

#### d. Visual Reference Analysis

Mengacu pada **Pacto Convex** (<https://www.pactoconvex.com/>) sebagai benchmark:

- **Clean Layout:** Spacious, uncluttered design
- **Professional Photography:** High-quality event imagery
- **Typography Hierarchy:** Clear information structure
- **Color Usage:** Professional color schemes
- **Interactive Elements:** Smooth animations dan transitions

#### Differentiation Strategy:

- **Multi-Company Focus:** Unlike single-company sites
- **Integrated Services:** Cross-subsidiary collaboration showcase
- **Dynamic Content:** Admin-managed content updates
- **Real-time Social:** Instagram integration untuk fresh content

### 5. Development Phase

Estimation: 1 Bulan