

Publication Link

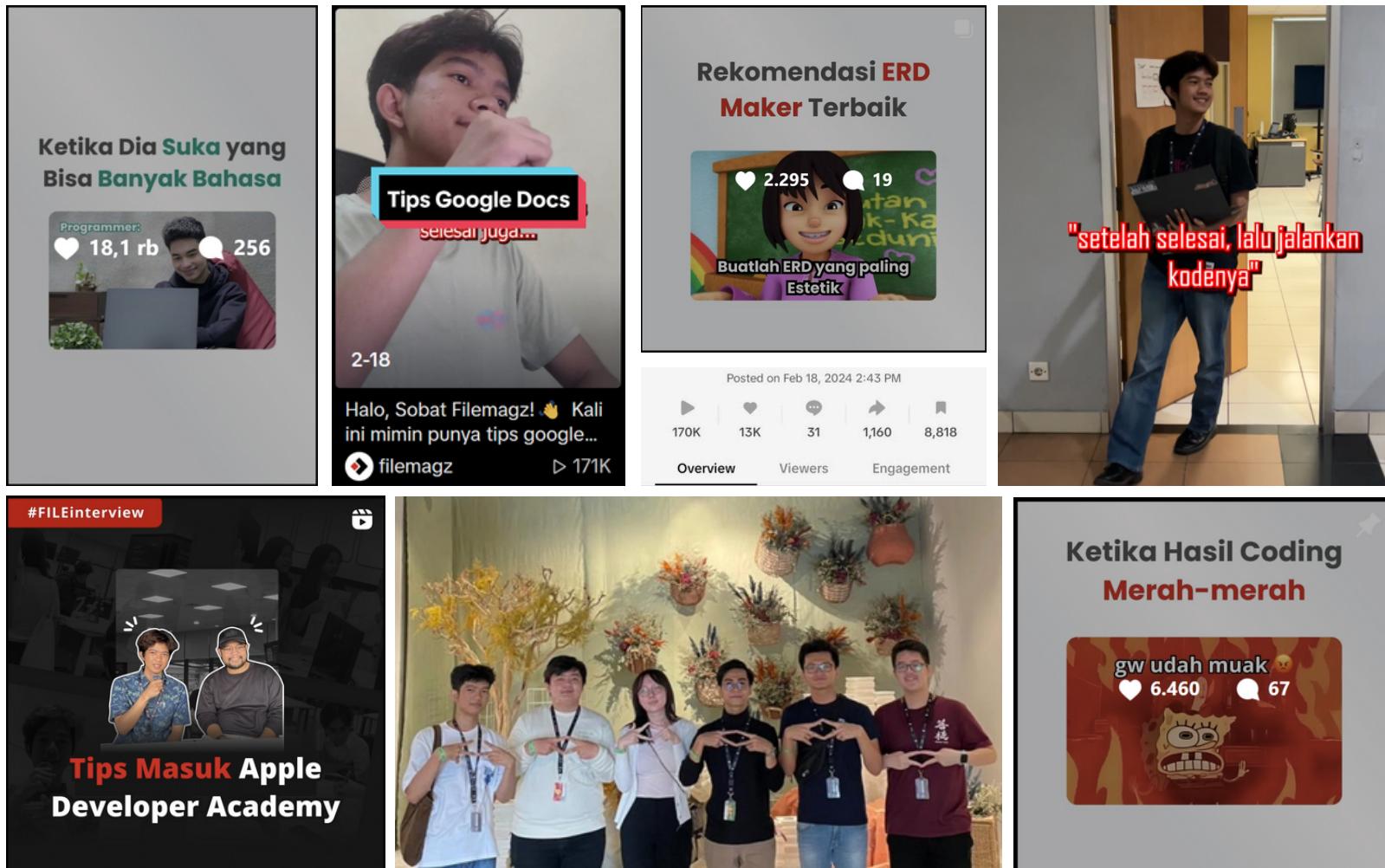
Social Media Publication:
<https://docs.google.com/spreadsheets/d/19042Nt6Qhsd2BCFJJspzHwrA0f4wIDvVW4sq0E0/edit?usp=sharing>

Project Description

As the Manager, Conceptor, Editor, Writer & Talent for the Social Media Publication project since July 2023, I have led a dynamic team and contributed to the creation of engaging content across various social media platforms. Our primary focus has been on fostering better communication and ideation through monthly sprints, resulting in significant growth and engagement metrics.

Project 1 of 8

Our achievements include setting records for engaging reels and microblogs, as well as reaching impressive milestones on platforms like TikTok. Additionally, I have successfully contributed a total of 42 content pieces across the Instagram accounts of Filemagz (@filemagz), Filetechno (@filetechno), and BNCC Binus (@bnccbinus), further enhancing our online presence and impact.



Project Description

This is my personal portfolio website, aimed at showcasing my achievements and projects in the field of software engineering, particularly as a front-end developer. The website is designed to provide an easy way for external parties to contact me for potential collaborations or projects.

The content is kept up-to-date with my latest work, demonstrating my skills in responsive design, modern web technologies, and user-friendly interfaces.

Role

Developer

Publication Link

Website URL:
bit.ly/Luthfi-Web-Portfolio

Github Repository:
<https://github.com/luthfidi/Luthfi-Portfolio-Website>

The screenshot displays the Luthfi's Portfolio Website. The homepage features a dark background with yellow star icons and the title "Luthfi's Portfolio Website". It includes a "GET IN TOUCH" button and social media links. Below this is a "ABOUT ME" section with a circular profile picture of the developer and a heading "Need a Front-End Developer? I can Help You!". A bio describes his experience as a software developer focusing on front-end development. At the bottom of this section are "CV" and "PORTFOLIO" buttons. The main content area has a "MY SKILLS" section with icons for HTML, CSS, JS, TS, B, AV, C, PHP, MySQL, and WordPress. It also features a "Explore My Works Which Will Amaze You!" section with a weather widget for Jakarta and a grid of project snippets from various platforms like Anians, Fun Strings, and GymMe.

SEO Article Publication

Project 3 of 8

Year Accomplished

Sep 2021 - Dec 2021

Role

SEO Backlinking Specialist

Publication Link:

SEO Article Publication:
https://docs.google.com/spreadsheets/d/1ltE1OtU6CbqB-zVjtZGjYDdFl3_ha1oZMrQI0gsDqDA/edit?usp=sharing

Social Bookmarking Report:

<https://docs.google.com/spreadsheets/d/1L07EkfPjPPrRJtQ9Wf1gIKULx9jsL3IP0YyQ8Dh4/edit?usp=sharing>

Project Description

As a SEO Backlinking Specialist at PT Laskar Digital Indonesia from September 2021 to December 2021, I successfully contributed to ranking over 40 websites/articles on the first page of Google search results for targeted keywords as part of a collaborative team effort. Additionally, I meticulously published 174 articles adhering to SEO standards and listed 150 social bookmarking websites, each with a minimum Domain Authority of 30 and Page Authority of 30.

Leveraging my expertise, I strategically social bookmarked 15 articles across a total of 40 websites each, ensuring optimal exposure and visibility. Throughout this project, I utilized a variety of SEO tools and technologies including WordPress, SEOquake, Google Analytics, Google Search Console, Ubersuggest, and YoastSEO to meticulously track, monitor, and analyze backlink performance, consistently applying in-depth knowledge of SEO best practices.

The collage includes the following elements:

- A hand typing on a laptop keyboard.
- A screenshot of a SEO audit tool showing a green bar for 'PAGE SEO AUDIT' with 18 passed items, 1 error, and 3 warnings.
- A screenshot of a search result for "Mesin Depot Air Minum" with a link to Tanindo.net.
- A screenshot of a news article about the Blue Mosque (Sultan Ahmed Mosque) in Istanbul.
- A screenshot of a SERP table showing keyword rankings for various SEO terms, with a red box highlighting the top three rows.
- A screenshot of a Yoast SEO 'Performance' report showing metrics like Total clicks (2.91K) and Total impressions (116K).
- A screenshot of a Yoast SEO 'Keywords' report showing a bar chart for the keyword 'GORDEN'.
- A screenshot of a blog post titled "Tips Memilih Gorden PVC Untuk Rumah Minimalis Modern" dated October 26, 2021.

Year Accomplished
 Feb 2024 - Present

Role
 Publication Coordinator

Publication Link

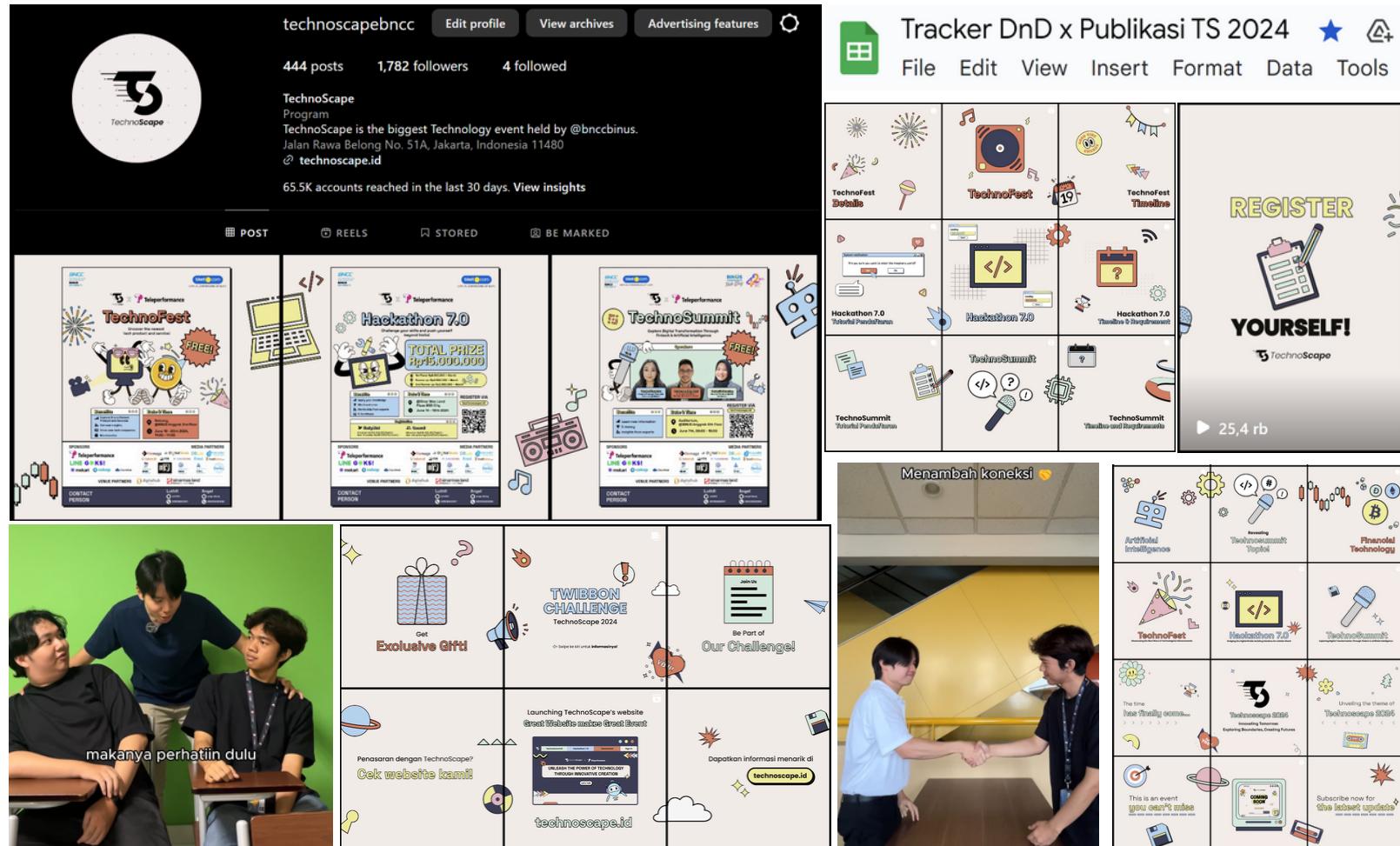
TechnoScape Instagram Account:
<https://www.instagram.com/technoscabncc>

Project Description

As the Publication Coordinator for TechnoScape 2024 since February 2024, I have played a pivotal role in overseeing the content creation and publication process. Leading a team of 8 individuals, I have facilitated effective communication and ideation through weekly sprints, ensuring that our content meets the highest standards and aligns with our objectives. Additionally, I have been responsible for creating and scheduling content planning to ensure timely publication and maximize audience engagement.

To streamline our workflow, I implemented a content tracker to facilitate communication with the design division, thereby minimizing miscommunication and ensuring consistent quality in our content outcomes. Furthermore, I have meticulously determined detailed settings for Instagram ads to achieve optimal results in reaching our target audience.

As of June 2nd, I have overseen the publication of 45 content pieces on the @technoscabncc Instagram account, comprising 6 Mograph, 7 Reels, and 32 Feeds. Moving forward, our aim is to publish an additional 24 pieces to complete the entire TechnoScape event series.



Recap Things I Did With BNCC Content

Year Accomplished
Aug 2024

Role
Creator

Publication Link

LinkedIn Post:
<https://www.linkedin.com/feed/update/urn:li:activity:7233701290332041216>

TikTok Post:
<https://www.tiktok.com/@anordinarycat/photo/7407306998473149701>

Project Description

This content serves as a recap of my journey and experiences with BNCC (Bina Nusantara Computer Club) over the past two years. It is designed to summarize the contributions I've made and the lessons I've learned, while also sparking curiosity among external audiences, particularly new students from Batch 28, to encourage them to join BNCC.

Project 5 of 8

Through this content, I aim to showcase the valuable skills and insights gained during my time with the organization, making it both informative and engaging for prospective members.

Luthfi Hadi
FILE Magazine Manager at Bina Nusantara Computer Club | Computer Science Undergraduate Stu...
1mo · Edited

Recapping my two incredible years with Bina Nusantara Computer Club! ❤️

TikTok Version:
<https://lnkd.in/gxPFsiCi>

BNCC Launching Website:
<https://launching.bncc.net>

Special thanks to:
BINUS University, Apple Developer Academy at BINUS, Pinhome, Algoritma Data Science School, Bukalapak, Jehian Panangan Sijabat, GDSC Binus International, The ASEAN Secretariat, Central Computer Improvement Telkom University, PT. Computrade Technology International (CTI Group), DKATALIS, Tech in Asia, Alibaba Group, SEOCon Indonesia, DevOpsDays Jakarta, DANA Indonesia.

Binus Anggrek - about 3.1 km
1M views on posts of this place

• 6 Luthfi Photo · 08-26

BNCC RECAP!!
Recapping my two incredible years with BNCC! ❤️ #bncc #bncc_recap

Eekl - Surashu Eekl -

Frame 19: Company Visit ke kantor DKATALIS
Frame 20: Ikut ramein PDC 2024 sebagai Partner
Frame 21: INDONESIA AI CONFERENCE eventnya Alibaba Cloud

112 · 9 Comments
Like Comment Share
Reactions
6,462 impressions
View analytics

Luthfi Hadi
-
2602122411

**Undergraduate Student in Computer Science,
Bina Nusantara University, 5th semester**

luthfi.hadi@binus.ac.id
+62 812 9560 3317
[Luthfi Hadi](#)
[luthfidi](#)
[luthfidi](#)

Portfolio Submission for
BINUS University
Enrichment Program

LnT UI/UX Mid & Final Project

Year Accomplished
Oct 2023 - May 2024

Role
Member of Lnt UI/UX Class

Publication Link

LnT UI/UX Mid Project (Web App Design):
https://www.figma.com/designs/dbB4q2CcLbAXDlujQZWGfs/LnTMidProject_UI%2FUX-B_Luthfi-Hadi?node-id=0-1&t=zvMRWQ6VfkzyECM2-1

LnT UI/UX Final Project (Mobile App Design):
https://www.figma.com/designs/vsV0Cvl4Ofja46NNS08INb/LnTFinalProject_UI%2FUX-B_Luthfi-Hadi?node-id=0-1&t=9p47fl8WBav2u2K9-1

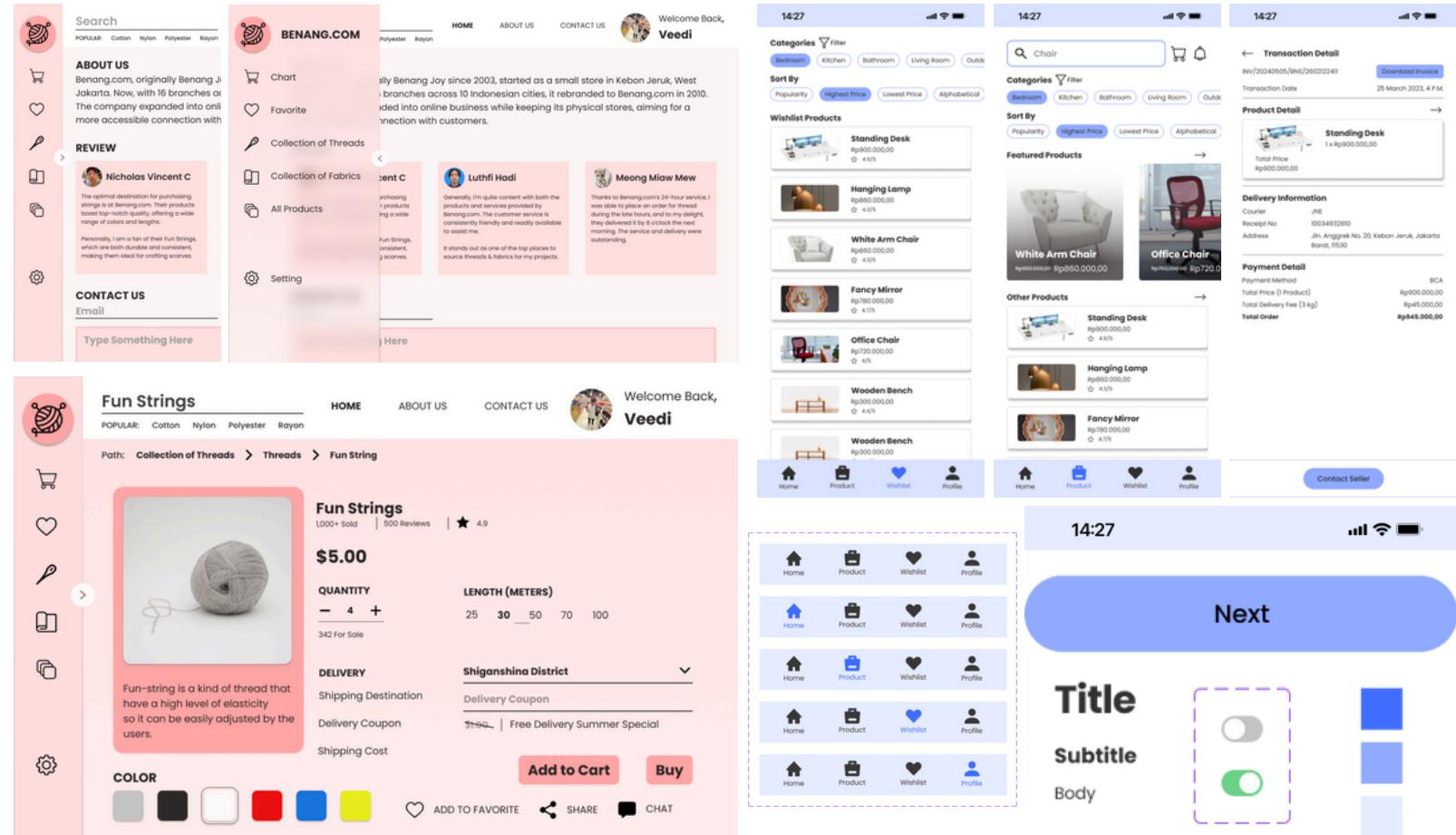
Artwork

For the LnT UI/UX Mid Project, I tackled the redesign of benang.com, a task assigned due to the shortage of UI/UX Design staff. The project aimed to enhance the user experience of the website, particularly focusing on the Home, Search, Product, Detail, Cart, Checkout, and Favorite pages. Considering the majority of users are seniors, I opted for calming, warm tones, primarily utilizing soft pink to evoke a sense of peace and comfort, complementing benang.com's logo.

Project 6 of 8

In the LnT UI/UX Final Project for Furnish.id, I crafted mockups and prototypes for a mobile app. The design included a splash screen, a navigational bar, and detailed pages for product browsing, user profiles, and transactions. The color palette was derived from the logo, modified to a soothing blue to ensure visual harmony.

For both projects, I structured components such as the status bar and buttons as master assets, streamlining design consistency. The navigation bar, with its diverse variants, facilitated seamless page navigation. The choice of blue in the final project was deliberate, offering a softer contrast suitable for light mode interfaces.



My video Editing & Shooting Project

Year Accomplished
Nov 2022 - Present

Role
Editor & Talent

Publication Link

GDrive Link:
<https://drive.google.com/drive/folders/1YbEXurhhDWtszwYpqTjmKn31LiudKZ5O?usp=sharing>

Project Description

This ongoing project showcases my skills in both video editing and acting. I began my video editing journey with beginner-friendly tools like VN and Capcut, and have since transitioned to using Adobe Premiere Pro to achieve a more refined and detailed output.

Project 7 of 8

As part of this project, I've also taken on the role of a talent, collaborating with MarshaOshi in a love-themed video project. This experience has strengthened my expertise in visual storytelling while allowing me to grow creatively both behind and in front of the camera.



Paper Submission to
ICCSCI 2024

Year Accomplished
Feb 2024 - May 2024

Role
Primary Author & Developer

Publication Link

Paper File:
<https://drive.google.com/file/d/1WT8-VX-JBb8g4hq0L8aP1yIMmsiMDSvP/view?usp=sharing>

Website URL:
<https://bit.ly/RevampingIndonesianGovernmentWebsite>

Github Repository:
<https://github.com/luthfidi/Revamping-Indonesian-Government-Website>

Project Description

This research aims to enhance the public value, usability, accessibility, and readability of Indonesian government websites. We propose a methodology that incorporates the Public Value Scorecard, Nielsen's Usability Heuristics, WCAG 2.1, and readability measures such as the Flesch-Kincaid Reading Ease and Gunning Fog Index.

Project 8 of 8

This approach combines assessments of service quality, public interaction, outcome efficiency, and content readability. The result is a design framework that can facilitate the transformation of government websites into more valuable, user-friendly, accessible, and readable platforms for all citizens, including those with disabilities.

9th International Conference on Computer Science and Computational Intelligence (ICCSCI 2024)

Revamping Indonesian Government Websites: A Methodology for Enhanced Public Value, Usability, Accessibility, And Readability

Luthfi Hadi^{a*}, Ryan Nathanael Budisetiawan^a, Kristien Margi Suryaningrum^a, Rezky Yunanda^a

^aComputer Science Department, School of Computer Science, Bina Nusantara University, Jakarta 11480, Indonesia

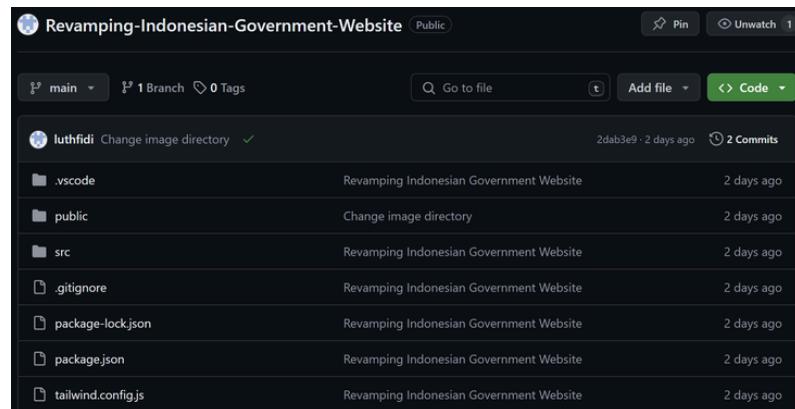
Abstract

Government websites are crucial for public services but often face challenges in usability, accessibility, and public value delivery. This study proposes a methodology to enhance Indonesian government websites by integrating the Public Value Scorecard, Nielsen's Usability Heuristics, WCAG 2.1, and readability measures like the Flesch-Kincaid Reading Ease and Gunning Fog Index. The methodology evaluates service quality, public interaction, and outcome efficiency while ensuring user-friendly design and accessibility for all, including those with disabilities. Readability measures simplify content to cater to a diverse audience. This comprehensive approach aims to transform government websites into more valuable, accessible, and user-friendly platforms, ultimately fostering greater civic engagement and trust in Indonesia's digital governance.

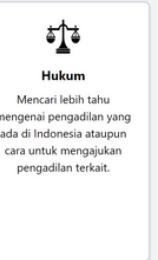
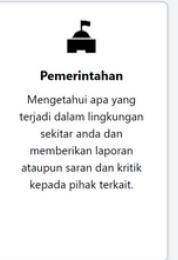
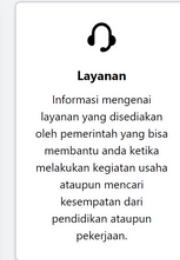
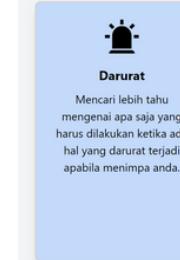
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Peer-review under responsibility of the scientific committee of the 9th International Conference on Computer Science and Computational Intelligence 2024

Keywords: Government websites; public value; usability; accessibility; readability; Indonesian government; digital governance; Public Value Scorecard; Nielsen's Usability Heuristics; WCAG 2.1; Flesch-Kincaid Reading Ease; Gunning Fog Index.



Seluruh Topik dan Layanan



Darurat



Musibah

Panggilan darurat apabila ada musibah kebakaran disekitar anda.

Kebakaran

Laporan kebakaran

Gempa Bumi

Laporan BMKG apabila ada bencana gempa

Luthfi Hadi
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2602122411

Undergraduate Student in Computer Science,
Bina Nusantara University, 5th semester

luthfi.hadi@binus.ac.id
+62 812 9560 3317
[in/Luthfidi/](https://www.linkedin.com/in/luthfidi/)
[@luthfidi_](https://www.instagram.com/luthfidi_/)

Portfolio Submission for
BINUS University
Enrichment Program