

## SEO Article Publication

Project 1 of 5

### Year Accomplished

Sep 2021 - Dec 2021

### Role

SEO Backlinking Specialist

### Publication Link:

**SEO Article Publication:**  
[https://docs.google.com/spreadsheets/d/1ltE1OtU6CbqB-zVjtZGjYDdFl3\\_ha1oZMrQI0gsDgDA/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1ltE1OtU6CbqB-zVjtZGjYDdFl3_ha1oZMrQI0gsDgDA/edit?usp=sharing)

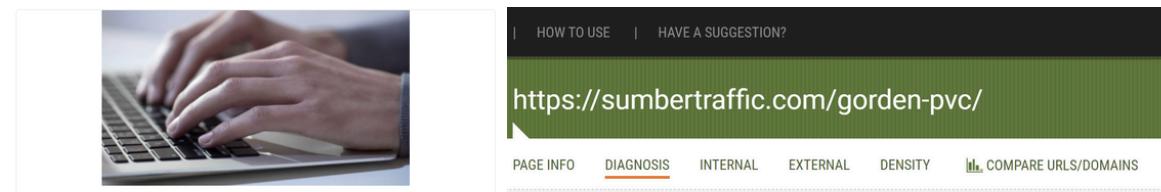
### Social Bookmarking Report:

<https://docs.google.com/spreadsheets/d/1L07EkfPjPPrRJtQ9Wf1glGKULx9jsL3IP0YyQ8Dh4/edit?usp=sharing>

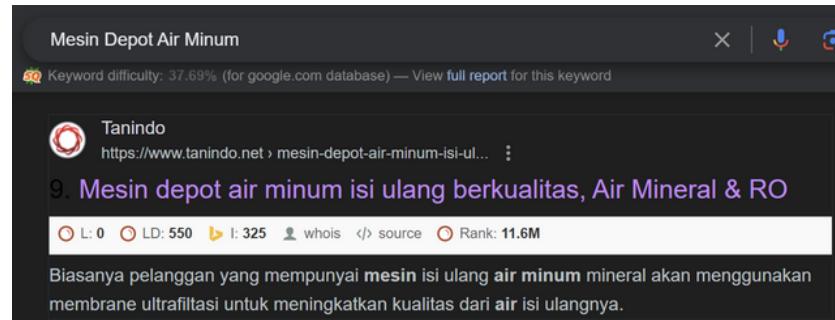
## Project Description

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.

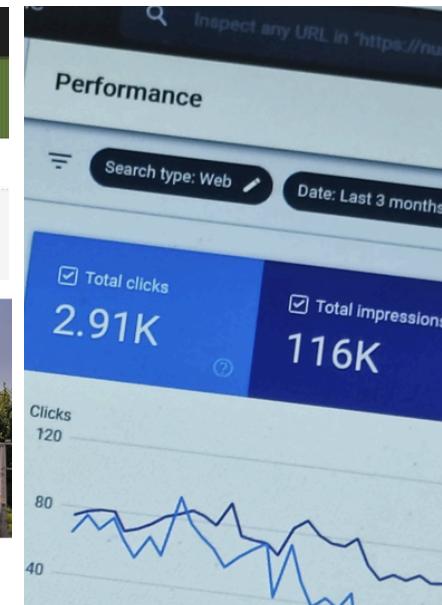
Leveraging my expertise, I strategically social bookmarked 15 articles across a total of 40 websites each, ensuring optimal exposure and visibility. Throughout this project, I utilized a variety of SEO tools and technologies including WordPress, SEOquake, Google Analytics, Google Search Console, Ubersuggest,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



Jasa Penulis Artikel Terbaik untuk Kategori SEO,  
Dijamin Tingkatkan Rating Web!



Produsen Kubah Masjid



	Keyword	Change	Latest	Best	First	L-Vol	G-Vol	Updated
	private seo	0	1★	1	1	50	70	2022-11-12 13:24:08
	pakar seo jakarta	0	1★	1	4↗	260	260	2022-11-12 13:24:06
	kursus seo	-1↗	2	1	1↘	1300	1600	2022-11-12 13:24:14
	ahli seo	0	2★	2	3↗	210	210	2022-11-12 13:24:10
	pelatihan seo	0	3	1	1↘	110	110	2022-11-12 13:24:09
	kursus seo online	0	3	1	2↘	170	170	2022-11-12 13:24:08
	jasa seo jakarta	0	3	1	3	1600	1600	2022-11-12 13:24:07
	pakar seo	0	3	1	4↗	2900	2900	2022-11-12 13:24:23



Tips Memilih Gorden PVC Untuk Rumah Minimalis Modern

October 26, 2021

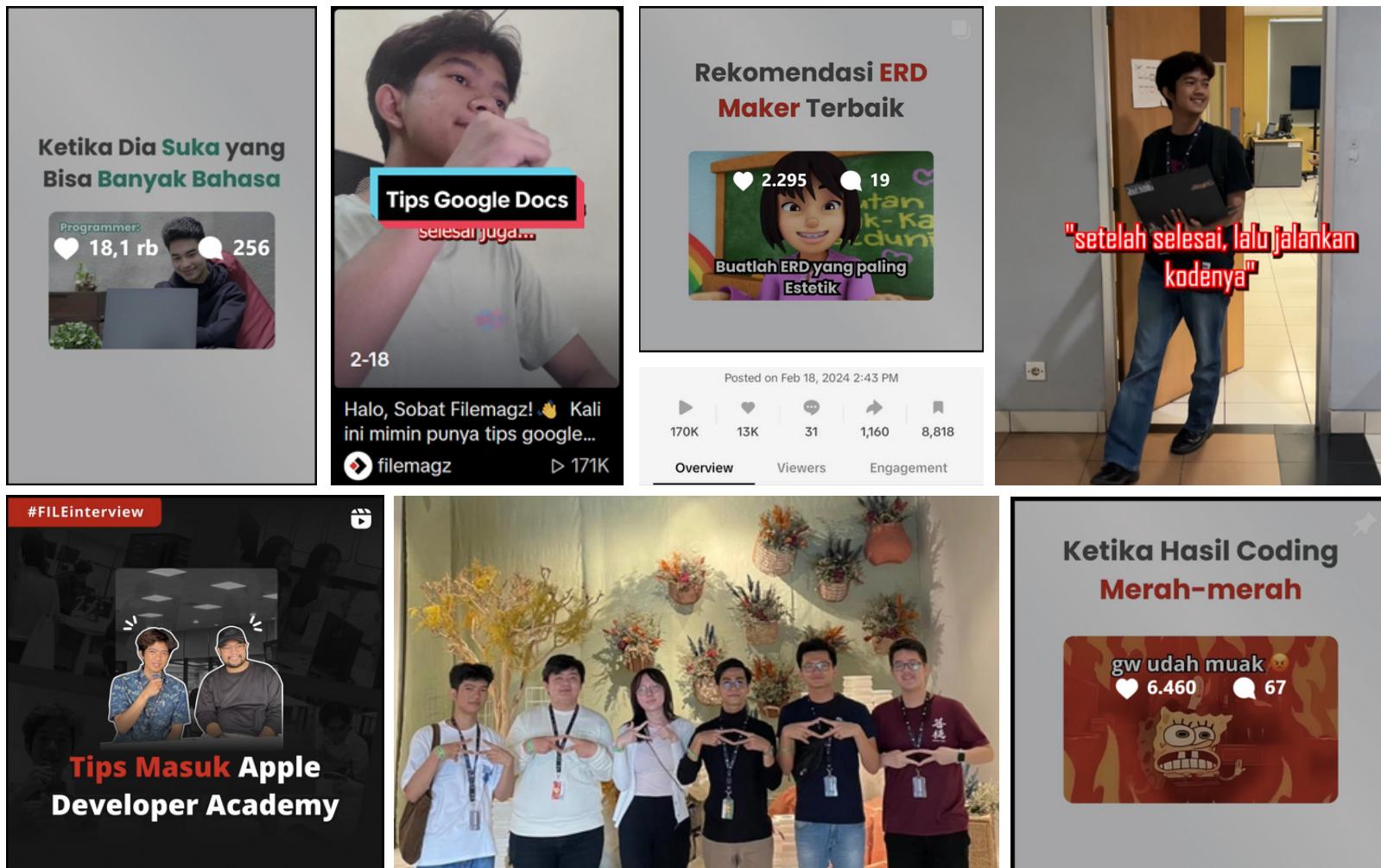
**Year Accomplished**  
Jul 2023 - Present**Role**  
Manager, Conceptor, Editor,  
Writer & Talent**Publication Link**

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.

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.



### Year Accomplished

Feb 2024 - Present

### Role

Publication Coordinator

### Publication Link

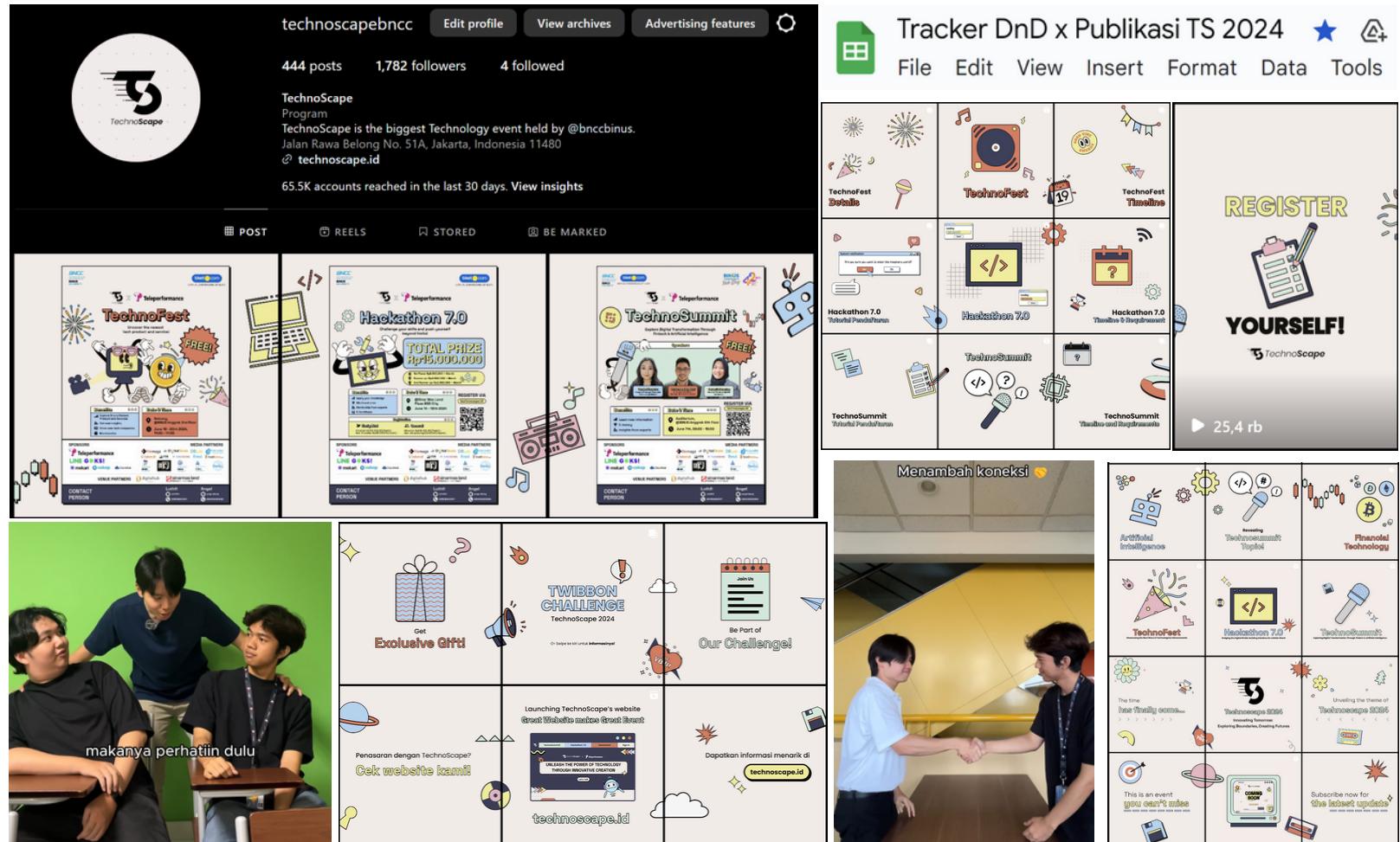
TechnoScape Instagram Account:  
<https://www.instagram.com/technoscapebncc>

### 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 @technoscapebncc 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.



**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](https://www.figma.com/designs/dbB4q2CcLbAXDlujQZWGfs/LnTMidProject_UI%2FUX-B_Luthfi-Hadi?node-id=0-1&t=zvMRWQ6VfkzyECM2-1)

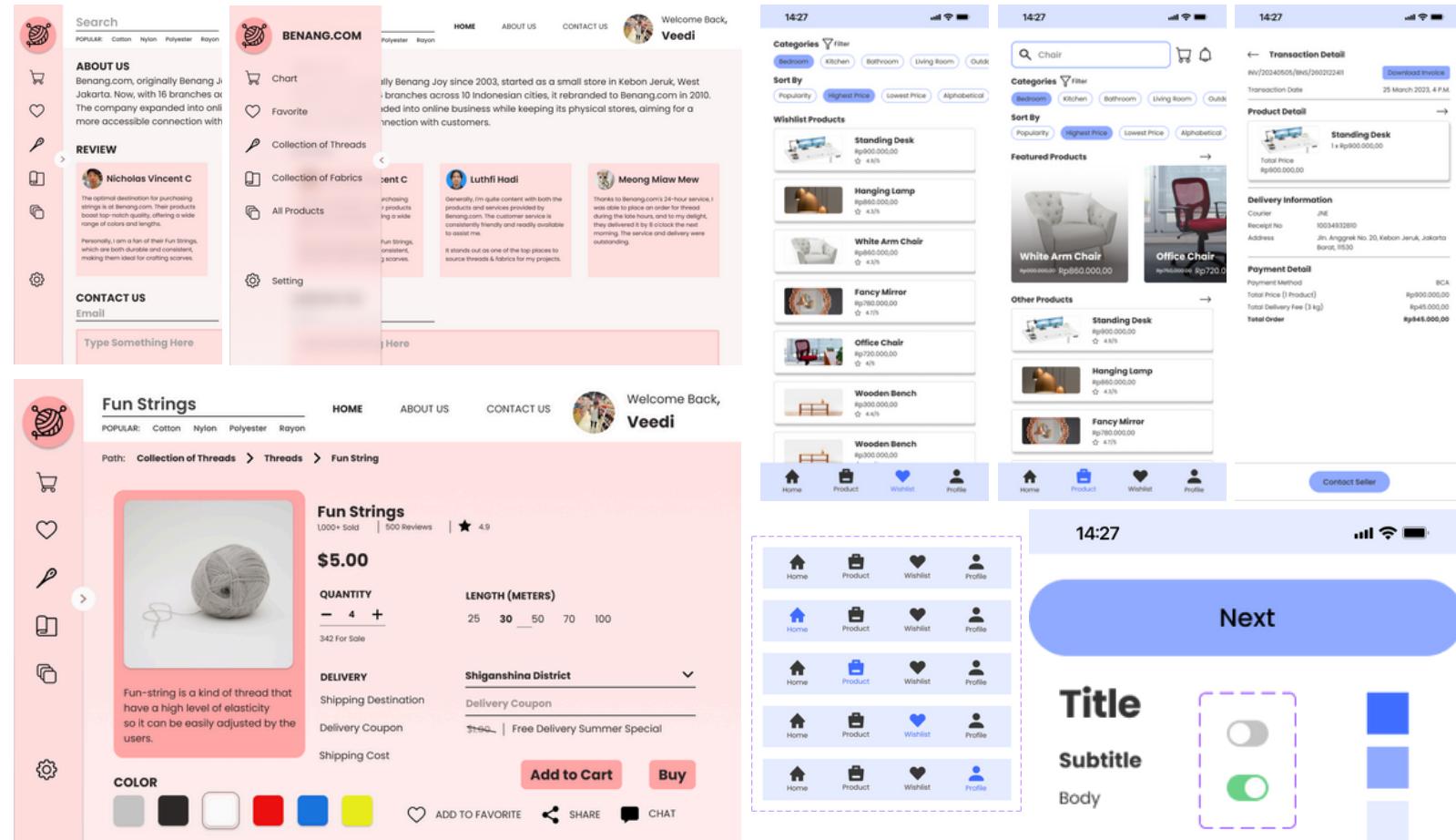
**LnT UI/UX Final Project (Mobile App Design):**  
[https://www.figma.com/designs/vsV0Cvl4Ofja46NNS08INb/LnTFinalProject\\_UI%2FUX-B\\_Luthfi-Hadi?node-id=0-1&t=9p47fl8WBav2u2K9-1](https://www.figma.com/designs/vsV0Cvl4Ofja46NNS08INb/LnTFinalProject_UI%2FUX-B_Luthfi-Hadi?node-id=0-1&t=9p47fl8WBav2u2K9-1)

**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.

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.



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 5 of 5

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<sup>a\*</sup>, Ryan Nathanael Budisetiawan<sup>a</sup>, Kristien Margi Suryaningrum<sup>a</sup>, Rezky Yunanda<sup>a</sup>

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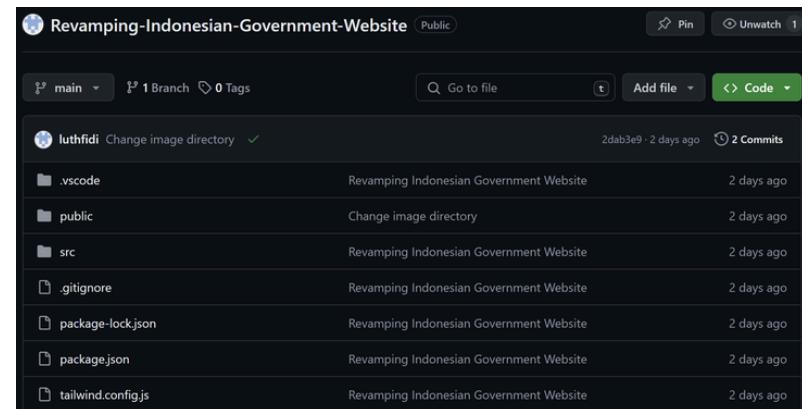
#### Abstract

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.



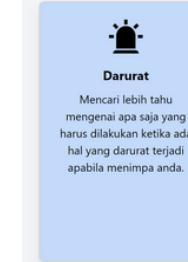
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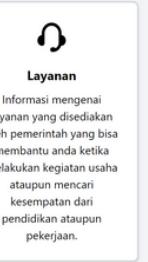
Portfolio Submission for  
**BINUS University**  
Enrichment Program

#### Seluruh Topik dan Layanan



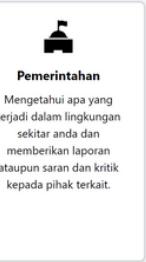
##### Darurat

Mencari lebih tahu mengenai apa saja yang harus dilakukan ketika ada hal yang darurat terjadi apabila menimpa anda.



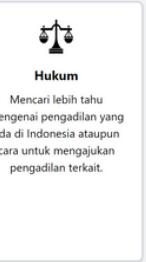
##### Layanan

Informasi mengenai layanan yang disediakan oleh pemerintah yang bisa membantu anda ketika melakukannya kegiatan usaha ataupun mencari kesempatan dari pendidikan atau pekerjaan.



##### Pemerintahan

Mengetahui apa yang terjadi dalam lingkungan sekitar anda dan memberikan laporan ataupun saran dan kritik kepada pihak terkait.



##### Hukum

Mencari lebih tahu mengenai pengadilan yang ada di Indonesia ataupun cara untuk mengajukan pengadilan terkait.

#### Darurat



##### Kejadian

Laporan apabila ada bentuk kejadian yang terjadi di sekitar anda



##### Masalah Medis

Panggilan darurat apabila ada masalah yang terkait dengan medis



##### Musibah

Panggilan darurat apabila ada musibah kebakaran disekitar anda



##### Kecelakaan

Laporan apabila ada kecelakaan di sekitar anda

#### Musibah

Panggilan darurat apabila ada musibah kebakaran disekitar anda.

##### Kebakaran

Laporan kebakaran

##### Gempa Bumi

Laporan BMKG apabila ada bencana gempa

Publication Link

Website URL:  
<http://luthfi.com>

Github Repository:  
<https://github.com/luthfidi/Luthfi-Portfolio-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 5 of 5

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