

# Rencana Website Mewah — PT Benua Teknik Solusindo

*Company Profile & Project Showcase (Luxury Corporate Design)*

## Executive Summary

Ringkasan Eksekutif: PT Benua Teknik Solusindo memerlukan website company profile yang mencerminkan profesionalisme dan kapabilitasnya sebagai kontraktor HVAC. Tujuan utama: pengunjung langsung mengenali perusahaan sebagai kontraktor HVAC, melihat portofolio pekerjaan berkualitas tinggi, dan mendapatkan kontak untuk lead bisnis.

## Goals

- Meningkatkan kredibilitas perusahaan secara online.
- Menampilkan portofolio proyek HVAC secara elegan dan mudah diakses.
- Menghasilkan lead melalui kontak/WhatsApp/formulir.
- Memberi pengalaman UX/UI mewah, profesional, dan responsif.

## Branding & Visual Style

Gaya Visual & Brand: - Tone: Mewah, profesional, korporat. - Palet warna utama: Biru tua (#0B3D91), Biru safir (#1E6FDD), Abu-abu hangat (#F3F4F6), Aksen emas tipis (#C9A64B). - Tipografi: Poppins (Headings), Inter atau Roboto (Body). - Elemen desain: shadow lembut, kartu dengan border radius sedang, micro-interactions (hover, fade-in), hero full-bleed image atau video loop muted.

## Structure & Pages

Struktur Halaman & Konten (High-Level):

1. Header / Navbar (sticky): Logo, Menu (Home, Tentang, Layanan, Project Gallery, Klien, Kontak), CTA "Hubungi".
2. Hero (Impresif): Judul besar, subjudul, CTA (Portfolio, WhatsApp), background foto/projects slider atau short muted video.
3. Sekilas Tentang (About): Visi-Misi, ringkasan kapabilitas, sertifikat & badge.
4. Layanan: Card + ikon, tiap layanan with short description.
5. Project Gallery (Utama): Grid masonry / 3-col desktop, filter kategori, lightbox, project case studies (detail page).
6. Klien & Partner: carousel logo.
7. Testimoni & KPI: kutipan klien + metrik (total proyek, tahun pengalaman).
8. Kontak & CTA: form (name, company, email, phone, message), WhatsApp floating, map embed.
9. Footer: quick links, socials, copyright.

## Key Features

Fitur & Fungsionalitas Kunci:

- Gallery dengan unlimited upload + kategori + filter.

- Lightbox viewing + before/after slider untuk showcase.
- CMS ringan untuk update foto & deskripsi (Netlify CMS / Forestry / Airtable integration).
- Responsive + performance optimasi (image lazy loading, WebP, responsive srcset).
- SEO dasar (meta, open graph, structured data for LocalBusiness).
- Analytics (Google Analytics / Plausible) & form spam protection (reCAPTCHA).
- Contact via WhatsApp API link, email SMTP fallback.
- Basic accessibility (semantic HTML, alt tags, keyboard nav).

## Tech Stack & Deployment

Rekomendasi Tech Stack & Deployment: - Frontend: Static HTML/CSS/JS atau Next.js (React) jika butuh CMS and dynamic pages. - Styling: Tailwind CSS or modern CSS (BEM) + small animation library (AOS / Framer Motion for production React). - CMS: Netlify CMS (simple), or use Airtable + API for easy photo management. - Hosting: Vercel / Netlify / Replit deploy (Replit bisa langsung). - Image Storage: Cloudinary / Imgur / AWS S3 (untuk banyak foto, gunakan Cloudinary untuk otomatis optim).

## Gallery Specification

Spesifikasi Gallery (untuk tim foto): - Format foto: JPG/PNG, preferensi WebP for web delivery. - Minimal resolusi upload: 1200px (panjang sisi terpanjang). - Sediakan kategori: Ducting, VRV/VRF, AHU, Chiller, Maintenance, Sebelum-Setelah. - Metadata untuk tiap foto: project name, location, date, description, tags.

## Deployment Timeline (MVP)

Estimasi Timeline (MVP → Live):

- Hari 1: Kickoff, kumpulkan assets (logo, foto utama, copy).
- Hari 2: Desain hero & struktur halaman utama + develop header/footer.
- Hari 3-4: Implement gallery, project pages, CMS integration.
- Hari 5: Test responsive, optimisasi, SEO basic, analytics.
- Hari 6: Review client, revisi minor.
- Hari 7: Go-live & handover (cara update foto & content).

## Deliverables

- Full source code (HTML, CSS, JS or Next.js) di GitHub repo
- Panduan upload & penggunaan CMS
- File aset (logo, favicons, contoh foto, palette)
- Dokumentasi singkat: cara deploy & update konten

## Prompt to paste into Replit AI (exact)

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PROMPT (untuk Replit AI) — Gunakan ini persis:
Buatkan website company profile profesional dan mewah untuk PT Benua Teknik Solusindo
(kontraktor HVAC).
Style: corporate-luxury. Colors: #0B3D91 (deep blue), #1E6FDD (sapphire), #F3F4F6 (warm
gray), accent #C9A64B (gold).
Fonts: Poppins for headings, Inter/Roboto for body.
Generate responsive site with:
- index.html, style.css, script.js
- Hero with large background image + CTA buttons (Portfolio, WhatsApp)
- Project Gallery (3-column desktop) with filter categories and lightbox
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- Project detail template page (one example)
  - Contact form + WhatsApp CTA
  - Optimized images (lazy loading) and SEO meta
  - Include placeholder images and README with instructions to replace assets and deploy
- Output: ZIP or repository ready files.

## Notes & Handover

Notes: After generation, replace placeholder images with real project photos, update contact details, and test on mobile devices. If Replit supports direct repo creation, push files to GitHub for versioning.