# Project Proposal: Web App for Social Media Automation & Content Scheduling

## 1. Executive Summary

This proposal outlines the development of a comprehensive web-based system designed to automate and schedule social media activities across multiple platforms, including Instagram, Facebook, X (Twitter), TikTok, and YouTube. The system streamlines content management workflows by providing centralized scheduling, AI-assisted text generation, and performance analytics. This project aims to enhance efficiency, consistency, and scalability for content operations.

## 2. System Overview

The Web App for Social Media Automation & Scheduling will serve as a centralized platform for managing multiple social media accounts. It allows users to plan, automate, and analyze posts across different networks. The system includes AI-powered text generation for captions and comments, eliminating the need for repetitive manual writing while maintaining an authentic voice. Since clients already have their own accounts, no automatic account creation feature will be included.

## 3. Key Features

* Multi-platform scheduling and posting (Instagram, Facebook, X, TikTok, YouTube)
* AI Text Generation for captions and comments
* Content calendar view with drag-and-drop functionality
* Real-time performance analytics and reporting
* Automated workflows using integrated workflow engine
* User management and permission controls
* Secure API integration and encrypted credentials storage
* Notification and reminder system for scheduled activities

## 4. Technology Stack

* Frontend: React.js / Tailwind CSS
* Backend: Laravel / Node.js
* Database: MySQL / PostgreSQL
* AI Integration: OpenAI API (Text Generation)
* Automation Engine: n8n or custom workflow service
* Hosting: Cloud Server (AWS, GCP, or DigitalOcean)
* Monitoring: Grafana or custom reporting tools

## 5. Development Timeline

The development process will be divided into two main phases:

* Phase 1 – Beta Release (3 Months): Core automation, AI text generation, and dashboard foundation.
* Phase 2 – Full Release (6 Months): Advanced analytics, full automation workflows, reporting, and optimization.

## 6. Budget Estimation (in IDR)

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| Item | Estimated Cost | Description |
| Cloud Server (1 year subscription) | IDR 250,000,000 | For hosting and scaling the web application securely. |
| Domain & Hosting | IDR 2,000,000 | Annual domain registration and basic hosting setup. |
| AI API (Text Generation) | IDR 15,000,000 | For OpenAI text generation tokens and API usage. |
| Google Workspace | IDR 3,000,000 | Used for documentation, collaboration, and system email integration. |
| Workflow Engine (n8n) | IDR 5,000,000 | Automation tool to handle repetitive or triggered tasks. |
| Development & Implementation | IDR 180,000,000 | Covers backend, frontend, and system analyst work. |
| Maintenance (12 months) | IDR 36,000,000 | Monthly maintenance and updates post-launch. |
| Contingency Reserve | IDR 20,000,000 | Reserved for unforeseen issues, bug fixes, or API overages. |

## 7. Payment Terms

The project payment will be divided into several milestones based on deliverables:  
• 30% upon project initiation (Phase 1 start)  
• 40% after completion of Beta Release (end of Phase 1)  
• 20% upon completion of Full Release (end of Phase 2)  
• 10% after final deployment and acceptance

## 8. Maintenance & Support

After project completion, a 12-month maintenance period will be provided, including bug fixing, system optimization, and minor feature updates. Major changes outside the agreed scope will be estimated separately. In the event that API usage or server demand exceeds the agreed limit, additional costs may apply.

## 9. Closing Statement

This proposal serves as a comprehensive overview of the system to be developed. Our objective is to deliver a scalable, secure, and efficient solution for social media automation and content scheduling. We look forward to collaborating and delivering an innovative digital ecosystem tailored to the client's operational needs.