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## **Optimization of Website Development to Increase Export Sales of Stone Resin Products: A Case Study of Pt. Als Pra Capital**

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### **Keywords**

SWOT, STP, Design Thinking, Website.

### **Abstract**

In the era of growing international trade, the use of digital technology has become very important for companies to increase their competitiveness. This research aims to optimize the use of PT Als Pra Capital's website as a digital marketing tool to increase export sales of Damar Batu products. The methods used include the Design Thinking approach, SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, and STP (Segmentation, Targeting, Positioning) to design a website prototype that supports e-commerce functionality and improves company branding. The results of the website prototype development show that the implementation of an effective digital marketing strategy can increase the visibility and accessibility of Damar Batu products in the international market. The discussion highlights that by optimizing the website and implementing appropriate digital marketing strategies, PT Als Pra Capital is expected to expand their export market share and strengthen their position in the global market. This research contributes to the development of digital marketing strategies in the export sector.

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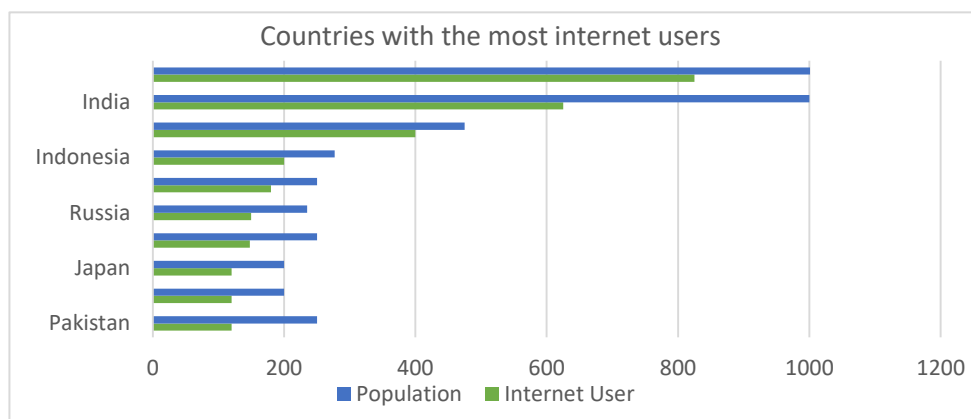
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## **INTRODUCTION**

In the ever-evolving modern era, international trade acts like a railroad engine that drives economic growth and development in Indonesia (Minayora, 2019). International trade expands the reach of countries, transcends domestic boundaries, and opens up access to international markets. This encourages increased production on a larger economic scale. One of the driving factors of international trade in this modern era is the development of the internet, which allows the global exchange of goods to reduce the cost of exporting goods to certain markets.

The Internet is also a means of communication between objects in the physical world and the virtual world connected by various sensors, multi-layered structures, and communication protocols that have various types with system specifications (Danev, 2021). Proving that today the Internet has become a basic need for many people. The ability to access information, communicate, and utilize various online services makes it an integral part of the routine of life. Not surprisingly, the number of internet users around the world continues to grow rapidly. It can be seen based on the number of statistics of internet users around the world in 2024 sourced from Data Reportal web [explodingtopics.com](http://explodingtopics.com).



**Figure 1 Top Internet Users**  
Source: explodingtopics.com

Figure 1 above defines that large population country such as China, India, and the United States top the list of the most internet users. This is due to factors such as large populations, developed infrastructure, and government policies that support internet access. China, which has the largest population in the world, leads with over 1.1 billion internet users. India, takes second place with over 825 million users. The United States, on the other hand, has over 318 million internet users.

The rapid growth in internet usage is not only happening in developed countries, but also in developing countries such as Indonesia, Brazil, and Nigeria are also showing a significant increase. Indonesia, with a population of more than 277 million, now has more than 200 million internet users, placing it fourth in the world. The results of these data can provide benefits for companies in using the internet not only for communication media, but also provide benefits for companies who want to open opportunities to market their products. Conversely, for consumers, the internet offers a variety of options for buying and selling activities.

According to (Ravi & Rajasekaran, 2023) the use of internet technology and digital marketing tools that can be used more effectively to improve traditional marketing strategies because the word digitalization has begun to understand the world. Another opinion says that digital marketing is a promotional activity and market search through digital media online using various facilities such as social networks (Hasanah, Mashar, & Darmaji, 2020). This statement can support that more consumers are shopping online, especially with the many discounts offered, attractive appearance and easy-to-track delivery, which will lead to attitudes, trust, adaptation, value and quality towards companies that sell a product.

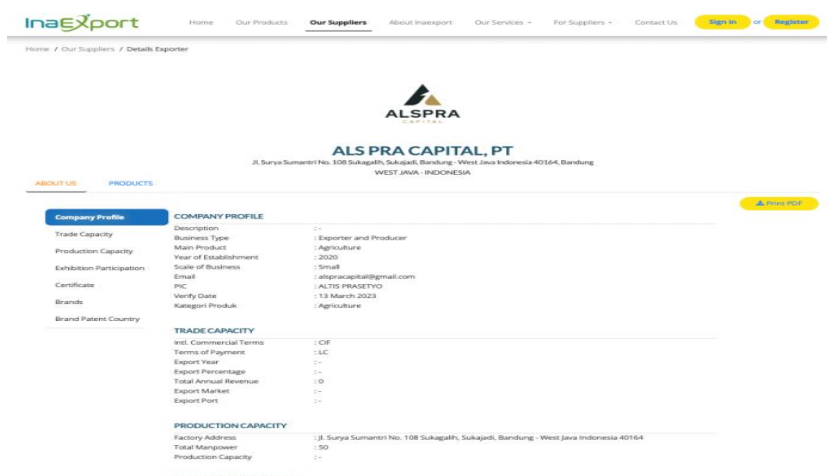
Based on research conducted by (Hopia, Maryam, Saiddah, Gadzali, & Ausat, 2023) research on the Yogya Grand Subang company state that online business affects consumer buying energy and has a significant effect on increasing sales. One of the business media that can be used in business development via the internet is digital marketing development using a website.

A website is a series of web pages that are connected to each other and interrelated with existing files (Syahputri, Rizkya, Siregar, & Syardhi, 2021). Websites are also usually used for companies as a medium in developing company branding and promotional media. (Setiyaji & Anggitya, 2017).

PT ALs Pra Capital is a trading company located in Bandung, Indonesia, with extensive expertise in import-export. Starting from raw material trading, the company now also handles components, agricultural products and forestry products. PT Als Pra Capital emphasizes the importance of building long-term and collaborative relationships with clients as well as suppliers, committed to providing reliable services and exceeding expectations. The company specializes in managing commercial flows, exporting products, and handling international projects. Their business model focuses on a thorough evaluation of the objectives of all parties involved, ensuring every transaction is profitable and flawless. By

working together with integrity and professionalism, PT Als Pra Capital aims to achieve mutual success and support sustainable growth in the global trade industry.

From the results of interviews conducted with Altis Prasetyo as the director of PT Als Pra Capital, that in 2021 a website registered with in an export was created.



**Figure 2 Company Profile of PT Als Pra Capital**

Source: Ina Export

Figure 2 illustrates the utilization of the website for digital marketing which is not optimal because currently it only lists the company profile without providing product sales features. As a result, PT Als Pra Capital still needs to find customers by contacting them directly via email and is more focused on selling business to business (B2B) than business to customer (B2C). Faced with this problem, the author suggests that the company rebuild their website as the main means for selling Damar Batu products with the HS code 13019022. In addition, it is also necessary to make effective branding efforts so that the website not only functions as a sales platform, but also as a tool to increase PT Als Pra Capital's brand awareness and image in the global market. This effort is expected to optimize the company's digital marketing strategy and increase efficiency in reaching international customers.

An interview with Altis Prasetyo, director of PT Als Pra Capital, revealed that the company has successfully exported Damar Batu products to India in the amount of approximately \$156,000 per quarter. However, in line with the company's goal to expand its export market, it is expected to explore export opportunities to other potential countries. Below are data on the export potential of Stone Resin products in other countries:

**Table 1 Potential exports of stone resin**

No.	Countries	Export Potential (USD)	Actual Export (USD)	Unrealized Potential (USD)
1.	Afghanistan	\$247 mn	\$144 mn	\$133 mn
2.	India	\$212 mn	\$102 mn	\$124 mn
3.	Thailand	\$59 mn	\$26 mn	\$35 mn
4.	Brazil	\$44 mn	\$42 mn	\$28 mn
5.	Somalia	\$33 mn	\$32 mn	\$9.9 mn

Source: Exportpotential.intracen.org 2024

Table 1 shows potential export opportunities that can attract buyers through the website, not only to India but potentially to expand the global market. To support the creation of the website, it is necessary to apply SWOT analysis and STP analysis, as well as improve the display of data on the website using the design thinking tool method.

SWOT analysis, which stands for Strengths, Opportunities, Weaknesses, and Threats, is one of the most popular strategies in the world and can be used as a tool for long-term planning (Puyt, Lie, De Graaf, & Wilderom, 2020). The utilization of SWOT analysis is very important to evaluate the company's internal and external factors that affect the ability of a

product (Susilawaty & Lubis, 2023). In addition to SWOT analysis, the author also applies STP analysis to develop marketing strategies.

STP analysis or (Segmentation, Targeting, Positioning) is the core of strategic marketing that involves providing value through product features, price, distribution, and on-going communication (Kotler, Keller, Brady, Goodman, & Hansen, 2016). Analyzing potential market segments can determine the right target segment and design the optimal positioning of Damar Batu products, so the author will use this information to develop an effective marketing strategy. By combining the results of the two analyses, the author can design an effective and innovative digital marketing strategy, and use the results of the analysis as the basis for the prototype design developed through the design thinking tool method.

Design thinking method which consists of empathize, define, ideate, prototype, and test stages (Sidabutar, Seah, & Singgalen, 2023). This process can produce products in the form of prototypes that are expected by using procedures that are able to solve problems appropriately (Rabbani, 2021). In order to create a website for PT Als Pra Capital, the design thinking stage will be used to design innovative and effective marketing solutions. This process starts with understanding user needs and formulating problems, then developing ideas and prototyping. Finally, the testing phase will involve usability testing and heuristic evaluation to assess the effectiveness and usability of the website, so as to increase export sales of Damar Batu products and achieve optimal website prototype results.

There are several objectives that can be concluded from this research, namely:

1. Developed and implemented an effectively designed prototype website to support the digital marketing of Damar Batu products in the international market.
2. Determine and include important features and digital content on the website to support increased export sales of Damar Batu products.

Based on the research objectives above, the following benefits can be concluded:

1. For the author, this research will provide an in-depth understanding of website design and development and effective digital marketing strategies, which will enhance his professional and academic abilities, as well as enrich the academic literature on digital marketing optimization in the context of export products such as Damar Batu, which can be used as a reference for future related studies.
2. For business actors of PT Als Pra Capital, the research results are expected to make the website prototype a reference for selling Damar Batu products, which directly contributes to increasing company revenue and strengthening the competitive position in the global market by attracting more potential buyers from various countries.
3. The results of this research can serve as a basis for further research that studies how to optimize websites and digital marketing, especially for export products. The empirical data collected will also be useful for other researchers in developing more effective digital marketing theories and practices.

## **RESEARCH METHODS**

### **1. Type of Research**

In research, qualitative research is research that has descriptive and analytical properties, where descriptive means describing and describing an event, phenomenon, and social situation under study, while analysis means interpreting and comparing the research data.

Therefore, it can be concluded that qualitative research is a method that uses narratives or words to describe and explain the meaning of various phenomena, symptoms, and social situations, where the researcher as the main instrument must understand the theory to analyze the differences between theoretical concepts and the reality that occurs.

## 2. Research Location



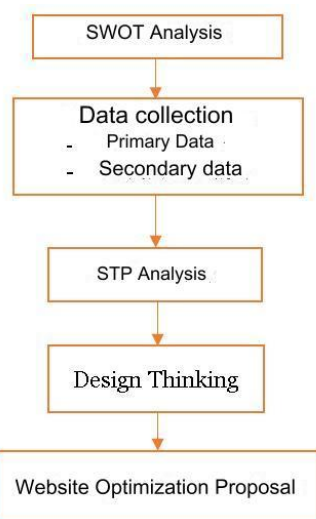
**Figure 3 Research location**

Figure 3.2.1 Is the location of the PT Als Capital office, precisely located on Jl. Surya Sumantri No. 108 Sukagalih, Sukajadi, Bandung - West Java Indonesia 10164. The head office is more focused on storing the administration of export activities while the location of the Batu Damar farm is in central Kalimantan, Palangkaraya.

## 3. Research Design

The main focus of the research is on the problems faced by PT Als Pra Capital related to the lack of optimal marketing of digital products through their website. Currently, PT Als Pra Capital's website is not functioning properly because it only lists the company profile without offering product sales features. Therefore, the author proposes a more optimal website development through a study entitled "Optimization of Website Development to Increase Export Sales of Stone Resin Products: Case Study of PT Als Pra Capital." By using descriptive qualitative methods.

This research was conducted with reference to a predetermined research paradigm, with the aim of designing the right methodology and approach in order to achieve optimal research results. A paradigm is a way of seeing, understanding, and interpreting, which serves as a framework for thinking and basic beliefs that direct action.



**Figure 4 Research Paradigm**

Data will be collected through interviews, observations, and literature studies to understand the condition of the company which will be used as the basis for website development. Furthermore, the design thinking method will be applied to focus on creating a user-oriented website, in order to identify the elements that need to be included in the website to expand the export market for Damar Batu products.

The process of creating a prototype will be carried out as an initial description of the PT Als Pra Capital website, using a user interface which will then be tested for usability through usability testing and heuristic evaluation. In addition, the design and features of the new website will be tested to ensure its suitability to the needs of the international market, as well as its ability to increase export sales of stone resin products from PT Als Pra Capital.

Thus, this research is expected to provide practical and academic solutions in optimizing digital marketing of export products through the development of user-friendly websites and targeted marketing strategies.

#### **4. Data and Data Sources**

This research combines primary data from in-depth interviews with the management and staff of PT Als Pra Capital, as well as direct observation at the research site. Secondary data includes academic literature, company documents, and reliable online information related to digital marketing. The combination of these two data sources is expected to provide a broad, comprehensive and thorough picture of the challenges faced by the company and the solutions that can be applied.

#### **5. Data Collection Technique**

The techniques used in collecting data used in this study are divided into three, namely:

##### a. Interview

Interview is a method of obtaining information through direct interaction between researchers and respondents, either in person or through various communication platforms such as telephone, Zoom, WhatsApp, and others, with the intention of collecting various relevant information related to research objectives.

This technique is used by the author to explore the digital marketing strategy that has been implemented. Then, identify SWOT and STP analysis for the website development needs desired by PT Als Pra Capital. Through question and answer sessions with directors and management, researchers can get information directly from the most influential parties in the company. After that, the author conducted interviews with prospective website users in the design thinking stage.

This approach not only helps to recognize successes and obstacles in digital marketing, but also clarifies specific expectations and needs regarding the development of the company's website.

##### b. Observation

The observation technique is a method for observing the behavior and activities of participants at the research site, where the author records directly with an approach that can be structured or not, and can act as an active participant or objective observer. The author will make observations by coming to the office of PT Als Pra Capital on Jl. Surya Sumantri No. 108 Sukagalih, Sukajadi, Bandung - West Java Indonesia 10164 to observe the digital marketing process of the website.

##### c. Literature Study

The method applied is a literature study, where data is collected through research and summarization of various sources such as books, journals, and previous studies. This qualitative research focuses on a design that does not apply statistical analysis or calculations, but aims to describe phenomena holistically and contextually, by collecting data from natural environments and using researchers as the main instrument.

#### **6. Sampling Technique**

The sampling technique used was purposive sampling technique. Purposive sampling is a method in which subjects are selected based on the purpose of the study with the expectation that each participant will provide unique and valuable information for the research (Etikan, 2016). So, in this research, sources are needed to strengthen the results of the research. The author determines the sources as follows:

##### a) Company Resource Persons

The criteria for sources from the company are employees of PT Als Pra Capital who have the highest position, both men and women.

- 1) Name : Altis Prasetyo  
Position : Director of PT Als Pra Capital  
Age : 21  
Domicile : Bandung

b) Interviewee Prospective User

The criteria for prospective users are active students, having a productive age of 20-40 years, both men and women.

- 1) Name : Ratu Alika  
Occupation : Student of Faculty of Economics and Business, Padjadjaran University  
Age : 21  
Domicile : Bandung

- 2) Name : Syifa Fadiyah  
Occupation : Student of the Faculty of Business Management at Maranatha Christian University  
Age : 21  
Domicile : Bandung

c) Evaluator heuristic evaluation (usability testing)

The evaluator criteria are having a job as a practitioner or lecturer, having a productive age of 20-60 years, both male and female.

- 1) Name : Dika Djatnika, S.Si., MT  
Occupation : Lecturer at Padjadjaran University  
Age : 49 years old  
Domicile : Bandung
- 2) Name : Zidny Ilma Hasan, S.E., MM  
Occupation : Lecturer at Padjadjaran University  
Age : 30 years old  
Domicile : Bandung

## 7. Data Analysis Technique

### 1) SWOT

The analysis technique that will be used in this research is the SWOT method, which will be systematically used to evaluate the strengths, weaknesses, opportunities, and threats identified through interview techniques with relevant parties at PT Als Pra Capital. The data collected from this interview process will be the main foundation in developing a website development strategy that is not only effective but also responsive to changes in market dynamics and meets current consumer needs, so as to increase the company's competitiveness in the information and communication technology industry.

### 2) STP

The STP (Segmentation, Targeting, Positioning) technique was conducted to segment the potential market of PT Als Pra Capital. The process starts with market segmentation to identify groups of customers with similar characteristics. The next step is to target the most promising segments to increase export sales of rosin stone products. Finally, in the stage of developing a positioning strategy by designing a website that highlights the advantages of the product and adjusts its message and design according to the preferences of the target audience.

### 3) Design Thinking

In the digital marketing method, there are empathize, define, ideate, prototype, and test stages as follows:

#### a. Empathize

The empathy stage is a stage that focuses on the users of innovative products, so that designers can understand what users think, say, feel, and do so that products can be made according to their needs (Juniantari et al., 2023). The methods used in this

research include interviews, observations, and literature studies to collect important data about the company.

b. Define

The identification stage is to identify problems faced by users. Considering that PT Als Pra Capital's website has not been optimized, the author collects information from potential users and the company to design website features that are more suitable and effective.

c. Ideate

This stage is carried out to evaluate several creative ideas that have been defined from the defined results and generate ideas that can be used to solve the problems obtained from the previous process. In this stage, the authors discuss developing ideas thoroughly and thoroughly to solve the various problems that have been identified. After that, an in-depth analysis will be carried out on how each solution can be implemented effectively to optimize the performance and function of PT Als Pra Capital's website, so as to meet user needs and company goals.

d. Prototype

The Prototype stage is directly used to find out how users of the product are made, by finding solutions from the previous stage. The author develops a prototype made using a user interface as a design tool, which serves to visualize the concept and function of the features to be implemented. This prototype not only helps in designing an attractive and intuitive display for users, but also plays an important role in testing and evaluating user interactions with the system.

Thus, this prototype is an essential tool to ensure that the final design of PT Als Pra Capital's website meets the desired quality standards and overall user needs.

e. Test

It is the last stage of the design thinking process, where this stage conducts experiments on users to measure the efficiency and effectiveness of the product. Usually the results are in the form of experience from users and feedback that is used for product evaluation. The author will conduct testing using the heuristic evaluation method by involving carefully selected evaluators. This evaluator will use questions designed based on the aspects described by Sharma in section 2.2.9.2.

The author aims to gain in-depth insight into the effectiveness and efficiency of the user interface design, as well as to identify potential improvements needed. The results of this evaluation will provide valuable input that will be used to refine the prototype design so that it meets usability and comfort standards for users.

## RESULTS AND DISCUSSION

### 1. Company Profile

PT Als Pra Capital is a trading company based in Bandung, Indonesia that has been established since 2021. PT Als Pra Capital started its business with raw materials and later evolved into a provider of components, finished products, agricultural products, and forestry products with a vision to be a reliable business partner that provides a memorable purchasing experience as well as expanding its international customer base to Southeast Asia, the Middle East, South America, and Africa, and a mission to deliver exceptional value through innovative solutions, ethical and sustainable business practices, and building long-term relationships based on trust and mutual success, the company promotes values such as valuing customers, diversity, ethical business practices, protecting the environment, and respecting cultural differences (Camilleri, 2017).

Its business model focuses on carefully evaluating the objectives of the parties involved and ensuring each transaction is conducted with integrity and professionalism, offering products such as natural gums and resins, spices and herbs, vegetables, fruits, coconut-derived products, seaweed, and frozen seafood, and has the competitive advantages of an extensive network, business function integration capabilities, a focus on long-term

relationships with clients and suppliers, a commitment to exceeding expectations, and expertise in creating commercial flows, as well as importing and exporting products and managing international projects (Hunter, 2014).

## 2. Interview

The author conducted an interview with Mr. Altis Prasetyo, as director of PT Als Pra Capital, a company that focuses on the export of Damar Batu products. This interview aims to gain in-depth insight into the application of SWOT (Strengths, Weaknesses, Opportunities, Threats) and STP (Segmentation, Targeting, Positioning) analysis by the company in an effort to increase export sales (Rahmandi & Aprianingsih, 2023).

The interviews provided a clearer picture of the strategies and steps taken by PT Als Pra Capital in facing challenges and capitalizing on opportunities in the international market. In addition, these interviews also helped the author understand how the company maintains product quality and builds good relationships with customers internationally.

## 3. SWOT

In this analysis, the author identifies the internal and external conditions of PT Als Pra Capital through the SWOT matrix.

**Table 2 SWOT Matrix**

<b>Factor External</b>	<b>Power (Strengths)</b>	<b>Weaknesses</b>
<b>Factor Internal</b>	Damar Batu's superior product quality ensures high quality products before export.  Extensive distribution network and strong relationships with local farming communities. Certificate of legal incorporation and export-free products.	Reliance on B2B requests and inefficient email communication Marketing through the Ina Export website, which does not have a product sales feature, has not been optimized. Too limited focus on one market (India) despite potential exports to other markets.
<b>Opportunities</b>	<b>S-O Strategy</b>	<b>W-O Strategy</b>
Market expansion through optimized website development and improved digital marketing strategies. Increased demand for natural and eco-friendly products in the global market. Invest in health and education initiatives that can improve the company's image and the well-being of farming communities.	-Utilizing the superior quality of Stone Resin to meet the growing global market demand for natural and eco-friendly products. Utilize an extensive distribution network to support a more effective digital marketing strategy, so as to reach a wider market through website optimization. Utilize the company's official certificate of incorporation as a marketing tool to expand the market and build trust with new customers through health and education initiatives supported by the company.	Develop and optimize the website to provide better product sales features, thereby reducing reliance on less efficient email communication. Devise strategies to expand export markets beyond India by capitalizing on the increasing demand for natural and eco-friendly products in the global market. Strengthen the effectiveness of digital marketing strategies to capitalize on broader market opportunities. Invest in health and education initiatives to strengthen the company's image and attract new customers through improving the well-being of farming communities.
<b>Threats</b>	<b>S-T Strategy</b>	<b>W-T Strategy</b>
Logistics challenges and shipping costs that can affect export efficiency. Competition with other companies that also target the Stone Resin export market. International trade policies are subject to	Use superior product quality to improve logistics efficiency and seek reliable logistics partners to reduce shipping costs. Utilize extensive distribution networks and strong relationships with local farming communities to ensure stable and quality supply, so as to compete more effectively in the export market.	Developed a website sales platform to reduce reliance on B2B, improve communication efficiency, and seek more efficient logistics solutions to reduce shipping costs. Optimize the company website with product sales features to increase visibility and competitiveness in the export market. Develop a digital marketing strategy

change and affect product exports.	Use official certificates and export-free product status to build credibility and flexibility in the face of changing international trade policies.	to open up export opportunities outside India, to mitigate risks due to changes in international trade policies.
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#### 4. STP

The use of Stone Resin is very diverse, covering a wide range of industries such as emulsion materials for dyes, paint manufacturing, candles, plastics, insulating materials, varnish mixtures, paper fillers, food industry, and medicinal materials (Lefteri, 2014). Therefore, this analysis is necessary to determine market segmenting, targeting, and positioning internationally. The following are the results of the STP analysis:

**Table 3 STP results**

<b>Segmenting</b>	<b>Targeting</b>	<b>Positioning</b>
<p><b>Geographical</b> The focus countries and cities are countries with high demand for Stone Resin products such as India, China, and European countries, as well as large port cities and industrial center that require raw materials such as stone resin.</p> <p><b>Demographics</b> The target age includes entrepreneurs or factory managers in the chemical and industrial sectors, as well as large-scale companies that have sufficient budgets for purchasing raw materials in bulk.</p> <p><b>Psychographic</b> The preferred lifestyle is a company that focuses on the quality and sustainability of raw materials, and customers who are committed to natural and eco-friendly products.</p> <p><b>Behavioral</b> The benefits sought are companies that want high-quality raw materials to produce better end products, as well as customers who have already used stone resin or similar products.</p>	<p><b>Potential Market Segments</b> Companies that produce paints, varnishes and other chemicals that require rosin as a raw material. Craftsmen who use Stone Resin for making craft products</p> <p><b>Target Selection Criteria</b> Selection of segments that are large enough and have potential for growth, have sufficient purchasing power to buy products in large quantities, and are in line with the vision and mission of PT ALS PRA's sustainability and quality.</p>	<p><b>Key Values</b> emphasizes the high quality of the Stone Resin produced.</p> <p><b>Product Differentiation</b> Describe production processes that ensure products are free from contaminants and conform to international standards. Highlighted the uniqueness of PT ALS PRA's stone resin compared to competitors, such as reliable raw material sources and modern processing.</p> <p><b>Positioning Communication</b> Developed a strong brand with a logo and tagline (trade with trust, trade with us) that reflects the company's values. Use various promotional channels, including digital marketing, to reach the target market.</p>

#### 5. Design Thinking

The analysis revealed that PT Als Pra Capital can reduce digital marketing costs that were previously done through direct messages or emails to loyal customers. By utilizing the website, PT Als Pra Capital can now increase brand awareness and expand the global market, which positively affects export sales of rosin. This research focuses on proposing a website design prototype, which was designed using a design thinking approach with five stages: empathize, define, ideate, prototype, and test.

#### CONCLUSION

Based on the SWOT matrix analysis, PT ALS PRA Capital has advantages in product quality and business network, but needs to overcome weaknesses by optimizing the website to increase sales and expand export markets outside India, as well as strengthen branding (Weaknesses-Opportunities). In addition, the company should reduce reliance on the business to business (B2B) model by developing a more effective sales platform and strengthening digital marketing strategies to strengthen business resilience (Weaknesses-Threats).

Segmenting, Targeting, and Positioning (STP) analysis, PT ALS PRA Capital designed a marketing strategy that focuses on countries with high demand for Stone Resin, such as India, China, and several countries in Europe. Their target market is large companies in the chemical and industrial sectors that require superior quality raw materials. The company emphasizes the importance of high quality and sustainability in their production process, and positions themselves as a trusted provider of Stone Resin. PT ALS PRA Capital strengthens its branding image through effective communication and utilization of digital marketing to better reach their target market. These two analyses can be integrated through a design thinking approach in creating a prototype website, which makes it easier to visualize and implement these strategies.

By making design improvements, adding e-commerce features such as product details, ordering, and order tracking, as well as strengthening branding through company information that includes the vision, mission, and marketing network of Damar Batu, PT ALS PRA Capital has achieved a score of 88% in the heuristic evaluation on usability testing. These results indicate that the optimization of the prototype website has reached a good standard and is ready to be implemented to increase export sales of Damar Batu products.

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