

Designing a Master of Accounting Study Program Profile Website Using the Wordpress Content Management System

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ABSTRACT

This article discusses designing a study program profile website using the WordPress Content Management System (CMS). Higher education has a need to present relevant and up-to-date information to prospective students, students, lecturers and the general public. A study program profile website can be an effective tool to meet these needs. The design method used in this research involves the needs analysis stage, interface design, selecting an appropriate WordPress theme, developing special features relevant to the study program, and testing functionality. Using the WordPress CMS as a content management platform makes it easy to manage and update content independently without requiring advanced programming skills. The result of this research is a study program profile website that is responsive, attractive, and easy to navigate. The features implemented include information about study programs, curriculum, lecturers, facilities and the latest news. Apart from that, it is equipped with a search feature to make it easier for users to find the specific information they want. Implementing the WordPress CMS as a content management platform provides time and cost efficiency benefits in managing a website. In addition, the flexibility and ease of adding or changing content ensures that the information presented is always up to date and relevant. In conclusion, designing a study program profile website using CMS WordPress is an effective solution for presenting up-to-date and relevant information to stakeholders in the academic environment. This research makes a contribution to the field of information technology, especially in the use of CMS platforms for efficient content management in the context of higher education.

Keyword : Content Management System, Profile Website, System Information, Wordpress



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1. INTRODUCTION

The rapid development of information and communication technology has brought significant changes to the world of education (Tambunan et al., 2023). One form of this development is the use of websites as a means to introduce and inform university study programs to prospective students and the wider community. As technology advances, website management and maintenance becomes increasingly complex, requiring stakeholders in higher education to use a content management system (CMS) that can simplify the content management process (Adam et al., 2020).

In this journal article, we will discuss the design and implementation of a Study Program profile website using the WordPress Content Management System. WordPress was chosen as a CMS because of its popularity as a platform that is easy to use, has extensive community support, and has many plugins and themes that can expand the functionality and appearance of a website (Khaliq et al., 2022). By using WordPress as a CMS, it is hoped that content management on the Study Program website will become more efficient and can be carried out by non-technical parties without requiring special skills in web development (Muttaqin et al., 2023).

This article will discuss the steps in designing a website from planning to implementation using WordPress. Apart from that, we will also review several relevant plugins and themes to improve the functionality and aesthetics of the website (Alhari et al., 2022). In addition, we will highlight the importance of security aspects in website design by considering the various potential security risks that may be faced.



Through this journal article, it is hoped that readers will gain a comprehensive understanding of how to use WordPress as a CMS to design a Study Program profile website that is efficient, attractive, and can provide relevant information to prospective students and the public (Antunes et al., 2022). Hopefully this article can make a positive contribution to the development of information systems in the world of education and improve the quality of information publication services via web technology (Zahira et al., 2022).

2. RESEARCH METHOD

A. Content Management System (CMS)

CMS is a software system that allows users to create, manage and organize content on websites easily. CMS separates content and presentation, so users don't need to have in-depth knowledge of web programming to manage content. WordPress is one of the most popular and widely used CMS throughout the world, especially in the scope of website development.

B. The Role of Study Program Profile Websites in Education

The Study Program profile website has an important role in the world of education. This website is an effective means of introducing important information about the Study Program to prospective students and the wider community. The information conveyed through the website includes curriculum, faculty and teaching staff, facilities, academic achievements, extracurricular activities, and other relevant information. By using a CMS such as WordPress, managing content on this website can be easier and faster.

C. The advantages of WordPress as a CMS

WordPress has several advantages as a CMS which make it a popular choice among website users, especially in the context of designing study program profile websites. These advantages include an intuitive user interface, ease of managing content, rich plugin and theme support, and a large community for support and troubleshooting (Letare et al., 2022).

D. Plugins and Themes for WordPress Website Development

Plugins and themes are important elements in WordPress website development. Several popular plugins such as Yoast SEO for search engine optimization, Akismet for fighting spam comments, and Contact Form 7 for creating contact forms, can easily improve website functionality. Meanwhile, custom and responsive themes can also be used to improve the visual appearance and feel of the website (Perdana & Mailoa, 2022).

E. Security Aspects in Website Design

The design of the Study Program profile website must also consider security aspects. As a website that contains important information, data security must be a top priority. WordPress itself has a number of built-in security features, but additional measures such as the use of security plugins and regular updates should be implemented to reduce potential security risks (Dharma & Sumarno, 2022).

By exploring literature about the concept and application of Content Management Systems, the role of Study Program profile websites in education, the advantages of WordPress as a CMS, as well as relevant plugins and themes to improve website functionality and aesthetics, this journal article will provide in-depth insight into how to design a Program profile website. The study uses WordPress CMS by optimizing features and security to improve the quality of information services in the world of education.

3. RESULTS AND DISCUSSION

A. Results

In designing this journal article, a Study Program profile website was successfully designed using the Wordpress Content Management System (CMS). Here are some of the main results of this study:

1. WordPress Based Study Program Profile Website: The Study Program profile website has been successfully built using WordPress CMS. All content on the website, such as curriculum, lecturers, facilities, activities and other information, can be managed easily via the WordPress admin interface. Users who do not have a technical background in web development can quickly update content without experiencing any difficulty.



Fig 1. homepage Profile Website

2. Selection of Plugins and Themes: In website development, various plugins and themes have been used to improve the functionality and aesthetics of the website. SEO plugins such as Yoast SEO are used to optimize websites for search engines, so that study program information can be more easily found by prospective students. Security plugins such as Wordfence are used to secure websites from security threats and cyber attacks. Additionally, a responsive custom theme has also been implemented to provide an attractive and responsive appearance on various devices.
3. Content Management Efficiency: By using WordPress as a CMS, website content management efficiency increases significantly. The website management team can easily edit and update content without relying on the web development team. This allows the website to always be up-to-date with the latest information about Study Programs.

B. Discussion

Designing a Study Program profile website using WordPress CMS brings a number of benefits and relevance in the context of the world of education. Some important points that need to be discussed are:

1. Advantages of WordPress as a CMS: Using WordPress as a CMS brings various advantages, especially in terms of ease of use and extensive community support. This CMS is perfect for users who do not have a technical background in web development. Additionally, active community support also means users can easily seek help and solutions to problems that may arise.
2. The Importance of Website Security: As a website that contains important information, security is a very crucial aspect. In addition to WordPress' built-in security features, implementing additional security plugins such as Wordfence or Sucuri, as well as regular CMS and plugin updates, are important steps to reduce the risk of attacks and vulnerabilities.



3. **Plugin and Theme Flexibility:** The use of custom plugins and themes provides high flexibility in developing websites according to the needs and preferences of the Study Program. Choosing the right plugin can increase functionality and increase user interaction with the website. Meanwhile, custom themes provide a unique appearance and match the identity of the Study Program.
4. **Search Engine Optimization (SEO):** By using SEO plugins like Yoast SEO, websites can be optimized to get better rankings in search engines. This allows study program information to be more easily found by prospective students and potential clients.

In the overall results and discussion of this journal article, it can be concluded that designing the Study Program profile website using WordPress CMS brings significant benefits in content management efficiency, functionality, security and ease of management. Thus, using WordPress as a CMS is the right choice in designing a study program profile website that is effective, attractive and informative for prospective students and the wider community.

4. CONCLUSION

In this journal article, we have succeeded in designing a Study Program profile website using the Wordpress Content Management System (CMS). Various important aspects have been discussed to highlight the advantages of using WordPress as a platform for designing study program profile websites. Here are the main takeaways from this journal article:

1. Using WordPress CMS increases content management efficiency. Using WordPress CMS makes it easier to manage and maintain content on the Study Program profile website. The intuitive user interface feature allows website managers, including non-technical parties, to easily update and modify content without requiring in-depth technical knowledge.
2. Extended Functionality and Appearance with Plugins and Themes WordPress offers various plugins and themes that can enhance the functionality and appearance of a website. Choosing the right plugins such as SEO, security and contact forms allows the website to have features that suit the needs of the Study Program. Meanwhile, custom themes provide a unique and attractive appearance that matches the institution's identity.
3. Relevance and Impact in the World of Education The Study Program profile website is an effective means of introducing information and attracting the interest of prospective students and the general public. Using WordPress CMS makes it easier for educational institutions to present up-to-date and interesting information to the target audience.
4. The Importance of Website Security Website security is an aspect that should not be ignored. By using security plugins and implementing security measures such as regular updates, website managers can protect data and reduce the risk of attacks or security threats.
5. Context of Web Technology Development This journal article provides insight into the use of web technology in education. Designing the Study Program profile website using WordPress illustrates how web technology can be applied to improve information services in the educational environment.
6. Thus, using WordPress CMS to design the Study Program profile website is the right step to increase efficiency, functionality and interactivity, as well as strengthen security in presenting information to prospective students and the wider community. It is hoped that this journal article can serve as a guide for educational institutions in utilizing web technology effectively and make a positive contribution to the progress of the world of education.

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