

FILE/Filemagz & Filetechno

Year Accomplished
Jul 2023 - Present

Role
Manager, Conceptor, Editor, Writer & Talent

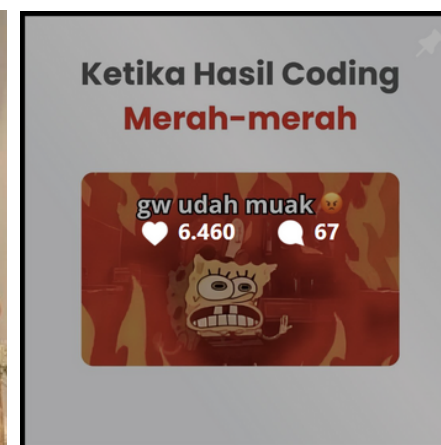
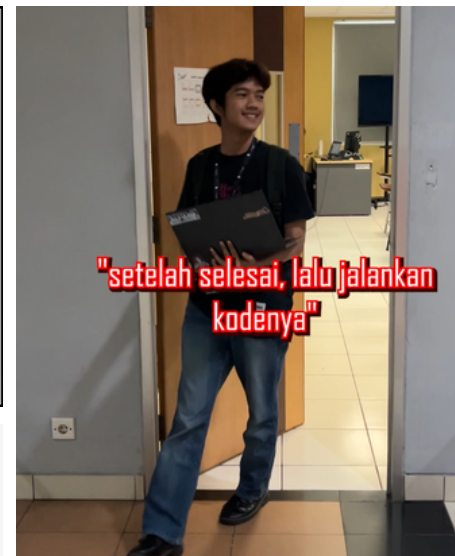
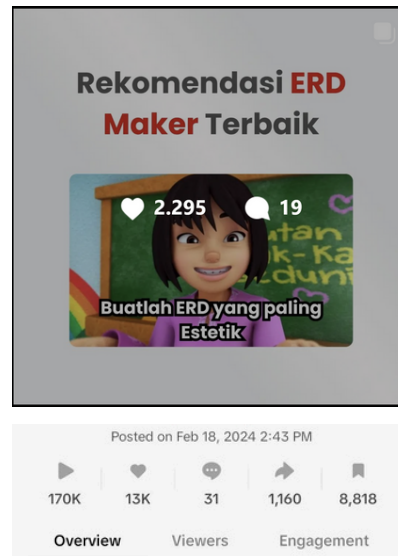
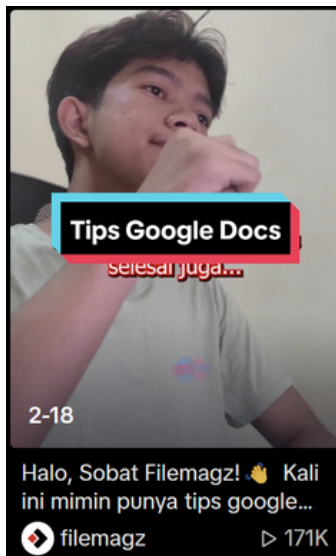
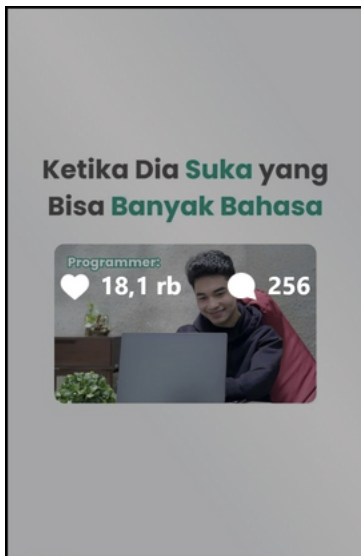
Publication Link

Social Media Publication:
<https://docs.google.com/spreadsheets/d/19042Nt6QhSd2BCfJjJspzHwrA0f4wIDiDyVW4sq0E0/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.



Luthfi's Website Portfolio

Year Accomplished
Sep 2024 - Oct 2024

Role
Developer

Publication Link

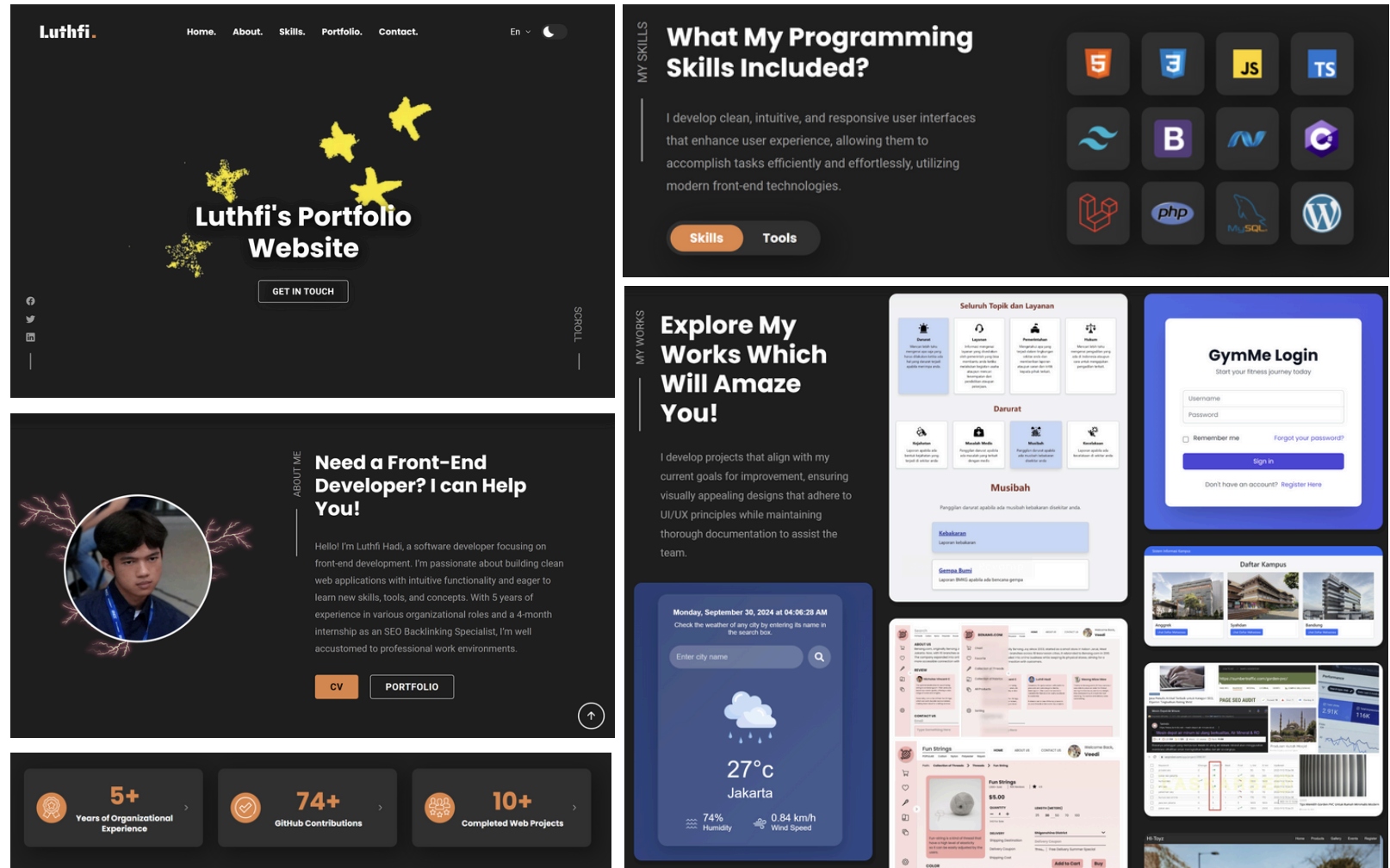
Website URL:
bit.ly/Luthfi-Web-Portfolio

Github Repository:
<https://github.com/luthfidi/luthfi-Portfolio-Website>

Project Description

This is my personal portfolio website, aimed at showcasing my achievements and projects in the field of software engineering, particularly as a front-end developer. The website is designed to provide an easy way for external parties to contact me for potential collaborations or projects.

The content is kept up-to-date with my latest work, demonstrating my skills in responsive design, modern web technologies, and user-friendly interfaces.



SEO Article Publication

Year Accomplished

Sep 2021 - Dec 2021

Role

SEO Backlinking Specialist

Publication Link:

SEO Article Publication:

https://docs.google.com/spreadsheets/d/1ItE1Otu6CbqB-zVjtZGjYDdF3_ha1oZMrQIOgsDqDA/edit?usp=sharing

Social Bookmarking Report:

<https://docs.google.com/spreadsheets/d/1Lt07EkfPjPPRjltQ9Wf1qJGkULx9sJsl3iPOYyQ8Dh4/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.

Project 3 of 8

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 13:24:08
pakar seo	0	3	1	4	2900	2900	2022-11-12 13:24:23

TechnoScape 2024

Year Accomplished

Feb 2024 - Present

Role

Publication Coordinator

Publication Link

TechnoScape Instagram Account:

<https://www.instagram.com/technoscapebncc>

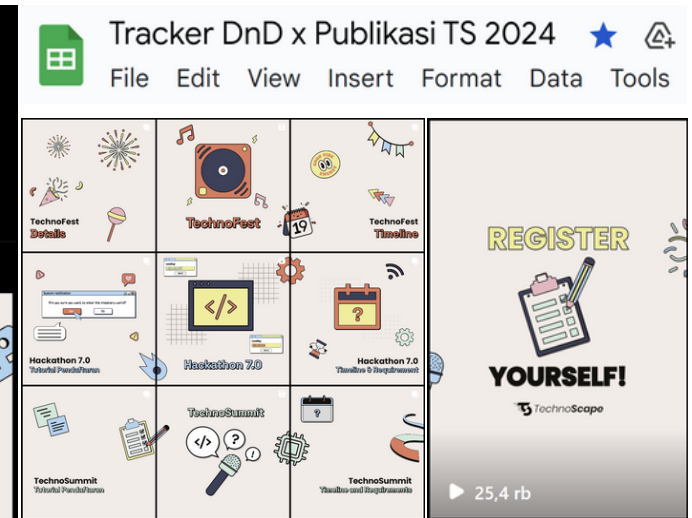
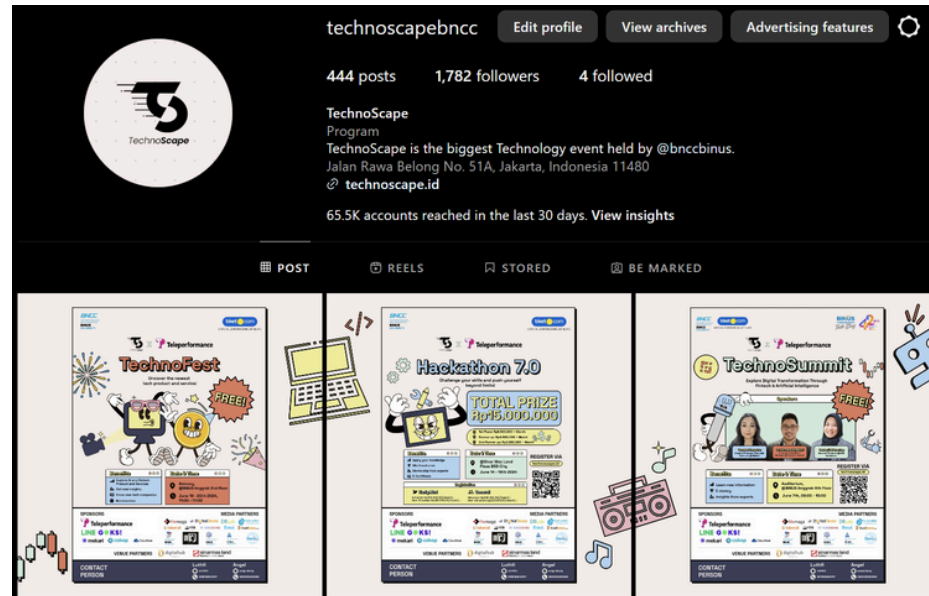
Project Description

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.

Project 4 of 8



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Portfolio Submission for
BINUS University
Enrichment Program

Recap Things I Did With BNCC Content

Year Accomplished
Aug 2024

Role
Creator

Publication Link

LinkedIn Post:
<https://www.linkedin.com/feed/update/urn:li:activity:7233701290332041216>

TikTok Post:
<https://www.tiktok.com/@anordinarycat/photo/7407306998473149701>

Project Description

This content serves as a recap of my journey and experiences with BNCC (Bina Nusantara Computer Club) over the past two years. It is designed to summarize the contributions I've made and the lessons I've learned, while also sparking curiosity among external audiences, particularly new students from Batch 28, to encourage them to join BNCC.

Through this content, I aim to showcase the valuable skills and insights gained during my time with the organization, making it both informative and engaging for prospective members.



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Portfolio Submission for
BINUS University
Enrichment Program

LnT UI/UX Mid & Final Project

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/design/dbB4g2CcLbAXDlujQZWGfS/LnTMidProject_UI%2FUX-B_Luthfi-Hadi?node-id=0-1&t=zvMRWQ6VfzkyECM2-1

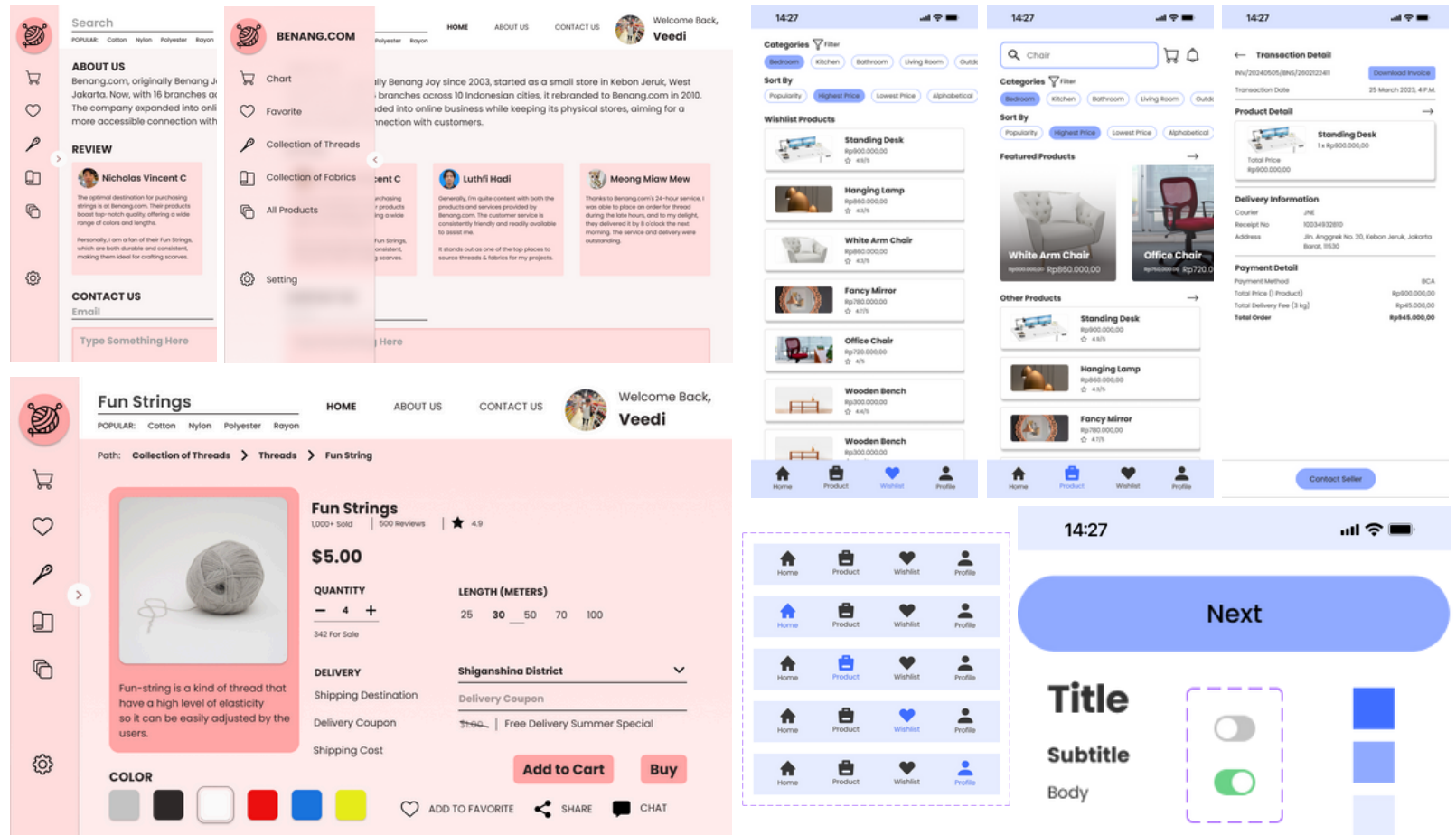
LnT UI/UX Final Project
(Mobile App Design):
https://www.figma.com/design/vsV0CvI4Ofja46NNS08INb/LnTFinalProject_UI%2FUX-B_Luthfi-Hadi?node-id=0-1&t=9p47f18WBav2u2K9-1

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](https://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.



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Portfolio Submission for
BINUS University
Enrichment Program

My video Editing & Shooting Project

Year Accomplished
Nov 2022 - Present

Role
Editor & Talent

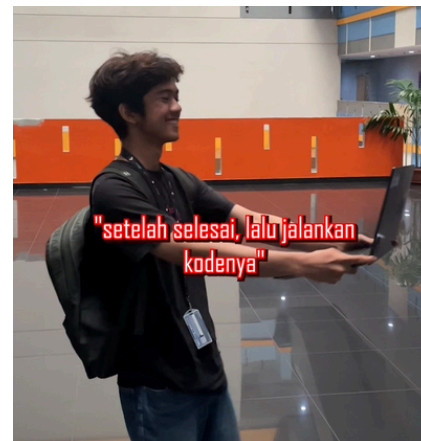
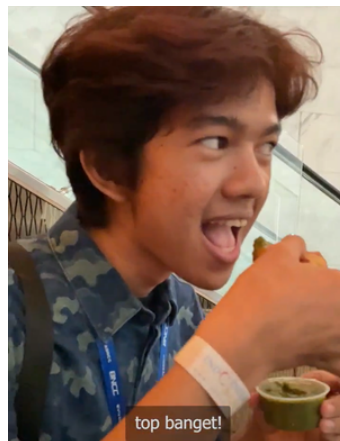
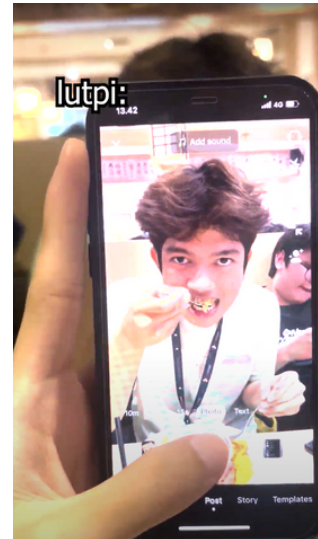
Publication Link

GDrive Link:
<https://drive.google.com/drive/folders/1YbEXurhhDWtszwYpgTjmKn31LiudKZ5O?usp=sharing>

Project Description

This ongoing project showcases my skills in both video editing and acting. I began my video editing journey with beginner-friendly tools like VN and Capcut, and have since transitioned to using Adobe Premiere Pro to achieve a more refined and detailed output.

As part of this project, I've also taken on the role of a talent, collaborating with MarshaOshi in a love-themed video project. This experience has strengthened my expertise in visual storytelling while allowing me to grow creatively both behind and in front of the camera.



Paper Submission to ICSCSI 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.

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 (ICSCSI 2024)

Revamping Indonesian Government Websites: A Methodology for Enhanced Public Value, Usability, Accessibility, And Readability

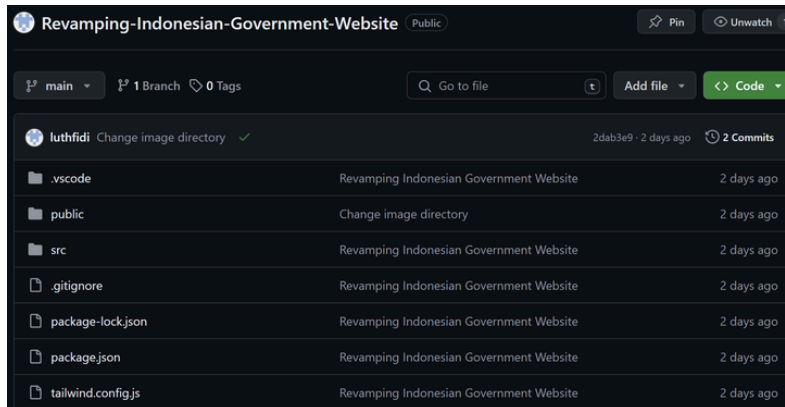
Luthfi Hadi^{a*}, Ryan Nathanael Budisetiawan^a, Kristien Margi Suryaningrum^a, Rezky Yunanda^a

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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.

© 2024 The Authors. Published by ELSEVIER B.V. This is an open access article under the CC BY-NC-ND license (<https://creativecommons.org/licenses/by-nc-nd/4.0>) 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
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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 melakukan kegiatan usaha ataupun mencari kesempatan dari pendidikan ataupun 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

Kejahatan

Laporan apabila ada bentuk kejahatan 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