

## LAMPIRAN – LAMPIRAN

### LAMPIRAN A

#### Lampiran 1.1 Formulir Pengajuan Kerja Profesi

 Universitas Pembangunan Jaya	<b>FORMULIR PENGAJUAN KERJA PROFESI</b>	SPT-I/03/SOP-27/F-01
		No. Rekaman

#### Identitas Mahasiswa

Nama Mahasiswa : Evander Naufal Lasmanto  
NIM : 2018071028 Tahun Akademik : 2021-1  
Program Studi : Informatika  
Materi/Judul KP : Implementasi S.E.O. Pada Website Berita PT. Promo Literasi Prima

#### Identitas Instansi/Perusahaan

Instansi/Perusahaan : PT. Promo Literasi Prima  
Nama Pejabat : Budi Prabowo  
Jabatan : Pimpinan Perusahaan  
Alamat KP : Jalan BDN II No. 22A Cilandak Barat, Cilandak, Jakarta Selatan  
Telepon/email : admin@litasiprima.com  
Masa Kerja Praktek : Juni – Agustus 2021  
: Mulai dari : 2 Juni 2021 sampai dengan: 30 Agustus 2021  
Dosen Pembimbing : Hendi Hermawan, S.T., M.T.I. *(Diisi oleh Kaprodi)*  
Kerja Praktek


Tgl: 3 Mei 2021  
Yang mengajukan,

  
(Evander Naufal Lasmanto)

Tgl: 4 Mei 2021  
Mengetahui,  
Dosen Pembimbing KP,

  
(Hendi Hermawan, S.T., M.T.I.)

Tgl: 4 Mei 2021  
Menyetujui,  
Kepala Program Studi,

  
(Safitri Jaya, S.Kom., M.T.I.)

## Lampiran 1.2 Surat Pengantar Kerja Profesi



Tangerang Selatan, 3 Mei 2021

Nomor : 016/EKS-INF/UPI/05.21

Kepada Yth.  
**Bapak/Ibu Budi Prabowo**  
**Pimpinan PT. Promo Literasi Prima**  
Jl. BDN II No. 22A, Cilandak Barat  
Jakarta Selatan

Perihal : **Permohonan Kerja Profesi (KP)**

Dengan hormat,

Dengan ini kami sampaikan bahwa mahasiswa yang tersebut di bawah ini:

Nama : Evander Naufal Lasmanto  
NIM : 2018071028  
Semester : 6 (enam)

Adalah benar mahasiswa aktif yang terdaftar pada Program Studi Informatika Universitas Pembangunan Jaya. Mahasiswa tersebut bermaksud memohon ijin untuk melakukan pelatihan kerja profesi (KP) sebagai persyaratan wajib dalam perkuliahan dan juga tambahan ilmu serta pengalaman mahasiswa tersebut.

Untuk itu kami mohon kepada Bapak/Ibu untuk dapat membantu mahasiswa yang bersangkutan guna memperoleh pelatihan kerja sesuai dengan kebutuhan dari pihak PT. Promo Literasi Prima selama minimal 400 (empat ratus) jam sejak tanggal 2 Juni hingga 31 Agustus 2021. Pelatihan kerja tersebut sepenuhnya akan digunakan untuk proses pembelajaran dan peningkatan pengalaman mahasiswa untuk lebih memahami dunia pekerjaan setelah lulus nanti.

Apabila ada hal yang ingin dikonfirmasi, mohon kiranya dapat menghubungi Bapak Prio Handoko (0878-8991-2096) selaku koordinator kerja profesi (KP) mahasiswa tersebut.

Demikian surat permohonan ini kami sampaikan, atas perhatian dan kerjasamanya kami ucapkan terima kasih.

Hormat kami,  
Universitas Pembangunan Jaya

**Safitri Jaya, S.Kom., M.T.I.**  
Kepala Program Studi Informatika

Universitas Pembangunan Jaya  
Jl. Cendrawasih Raya, Blok B77P, Bintoro Jaya, Sawah Baru, Ciputat, Tangerang Selatan, 15413  
Phone: 021.745 5555 | Fax: 021.298 615 25 (Marketing) | Fax.: 021.298 615 45 (Rektorat) | Website: [www.upj.ac.id](http://www.upj.ac.id)

## Lampiran 1.3 Formulir Penerimaan Kerja Profesi

 Universitas Pembangunan Jaya	<b>FORMULIR PENERIMAAN KERJA PROFESI</b>	SPT-I/03/SOP-27/F-02
		No. Rekaman

Nama Instansi : PT. Promo Literasi Prima  
Nomor Identitas Instansi \*) : TDUP No.02.08.11.13.06229  
Alamat : Jl. BDN II/22A, Cilandak Barat, Kecamatan Cilandak,  
Jakarta Selatan, 12430 (Alamat Terbaru)

Bersedia menjadi tempat pelaksanaan kerja profesi untuk  
Nama Mahasiswa : Evander Naufal Lasmanto  
Nomor Induk Mahasiswa : 2018071028  
Program Studi : Informatika

Pelaksanaan Kerja Profesi dijadwalkan sebagai berikut:  
Tanggal Mulai : 2 Juni 2021  
Tanggal Selesai : 30 Agustus 2021  
Total Jam Kerja \*\*) : 61 Hari x 8 jam = 488 jam  
Bagian/Divisi : Web Developer  
Uraian Pekerjaan \*\*\*) : Build news website, analytic reporting, optimizing website that  
was built, maintenance website, set Up SEO and SEM

Nama Pembimbing Kerja : Daniel Budi Santoso  
Kontak Pembimbing Kerja : HP : 085155296779  
Email : \_julzcode98@gmail.com

Demikian informasi ini diberikan sesuai perihal di atas untuk digunakan sebaik-baiknya.

Tgl: 24 Mei 2021  
Mengetahui,  
Pembimbing Kerja



(Daniel Budi Santoso)

Tgl: 24 Mei 2021  
Menyetujui,  
Bagian SDM/Human Resources/  
Personalia



(Intan Nuriah)

\*) Instansi KP wajib berbadan hukum, dibuktikan dengan dokumen resmi antara lain tetapi tidak terbatas pada Akta Perusahaan, SIUP dan NPWP; dan bukan milik keluarga inti dari mahasiswa yang melakukan KP



















\*\*) Jumlah jam kerja KP minimal 400 jam kerja




















\*\*\*) Bisa dituliskan dalam lembar terpisah apabila tempat tidak mencukupi























## Lampiran 1.4 Lembar Harian Pelaksanaan Kerja Profesi



	<b>LAPORAN HARIAN PELAKSANAAN KERJA PROFESI</b>	SPT-I/03/SOP-27/F-03
		No. Rekaman

Nama Mahasiswa : Evander Naufal Lasmanto  
 Program Studi/NIM : Informatika / 2018071028  
 Nama Instansi/Perusahaan : PT. Promo Literasi Prima  
 Unit/Bagian/Seksi tempat KP : *Web Developer*  
 Tanggal Pelaksanaan KP : 2 Juni 2021 s.d. 30 Agustus 2021

No.	Tanggal	Materi yang Dikerjakan	Paraf Pembimbing Kerja
1	2 Juni 2021	Re-run websites campaign, report site audit websites from SEMrush for 3 websites, report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 4 websites.	
2	3 Juni 2021	Report position tracking keywords for 3 websites and upload articles with good SEO, image, and keywords for 3 websites.	
3	4 Juni 2021	Report position tracking keywords for 3 websites and upload articles with good SEO, image, and keywords for 3 websites.	
4	7 Juni 2021	Report position tracking keywords for 3 websites and upload articles with good SEO, image, and keywords for 4 websites.	
5	8 Juni 2021	Upload articles with good SEO, image, and keywords for 3 websites.	
6	9 Juni 2021	Upload articles with good SEO, image, and keywords for 4 websites.	
7	10 Juni 2021	Upload articles with good SEO, image, and keywords for 3 websites.	
8	11 Juni 2021	Report position tracking keywords for 3 websites and upload articles with good SEO, image, and keywords for 3 websites.	
9	14 Juni 2021	Report site audit from SEMrush for 3 websites, report position tracking keywords for 3 websites, do optimize websites, update WP Meteor plugin on websites, upload articles with good SEO, image, and keywords for 3 websites, and learn to build websites with Wordpress.	
10	15 Juni 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 2 websites, learn to build websites with Wordpress, and do optimize websites.	
11	16 Juni 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 4 websites, update Yoast SEO plugin on websites, learn to build websites with Wordpress, configure websites, and do optimize websites.	
12	17 Juni 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, report spam comments on websites articles, update WP Rocket plugin on websites, backup and update theme for 3 websites, learn to build websites with Wordpress, configure websites, and do optimize websites.	
13	18 Juni 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, backup and update websites theme, learn to build websites with Wordpress, configure websites, and do optimize websites.	
14	21 Juni 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, report spam comments on websites, learn to build websites with Wordpress, configure websites, and do optimize websites.	
15	22 Juni 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, learn to build websites with Wordpress, configure websites, and do optimize websites.	
16	23 Juni 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, learn to build websites with Wordpress, configure websites, and do optimize.	
17	24 Juni 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 4 websites, manage trash on websites, learn to build websites with Wordpress, configure websites, and do optimize.	
18	25 Juni 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 2 websites, learn to build websites with Wordpress, configure	

		websites, and do optimize.	
19	28 Juni 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, optimize cache websites, report spam comments in websites articles, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
20	29 Juni 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize cache websites, report spam comments in websites articles, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
21	30 Juni 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, update websites Wordpress version, update Yoast SEO plugin on websites, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
22	1 Juli 2021	Report site audit from SEMrush for 3 websites, report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, optimize cache for websites, report spam comments on websites articles, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
23	2 Juli 2021	Report position tracking keywords for 3 websites and upload articles with good SEO, image, and keywords for 2 websites.	
24	5 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 2 websites, update Yoast SEO and WP Meteor plugin on websites, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
25	6 Juli 2021	Re-run websites campaign, report site audit from SEMrush for 3 websites, report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 2 websites, update WP Meteor and WP Rocket plugin on websites, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
26	7 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 2 websites, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
27	8 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, update WP Meteor and Really Simple SSL plugin on websites, report spam comments on websites articles, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
28	9 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 2 websites, learn to build websites with Wordpress, configure websites, do optimize on Lite Speed Cache.	
29	12 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize cache websites, update WP Meteor plugin on websites, report spam comments on websites articles, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
30	13 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, do optimize cache websites, report spam comments on websites articles, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
31	14 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, update Yoast SEO plugin on websites, report spam comments on websites articles, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
32	15 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, report spam comments on websites articles, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
33	16 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, update Limit Login Attempts Reloaded and WP Meteor plugin on websites, report spam comments on websites articles, learn to build websites with Wordpress, configure websites, and do optimize on Lite Speed Cache.	
34	19 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 4 websites, do optimize websites, and update WP Meteor plugin websites.	
35	21 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, update Wordpress version 5.8 (do backup data before update) and Classic Editor for all client websites, and update Really Simple SSL and WP Meteor plugin on websites.	
36	22 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, update Classic Editor websites, do optimize websites, and report spam comments on websites articles.	
37	23 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, backup data and update theme websites, do optimize websites, and update WP Rocket plugin on websites.	

38	26 Juli 2021	Report site audit from SEMrush for 3 websites, report position tracking keywords for 3 websites, and upload articles with good SEO, image, and keywords for 3 websites.	
39	27 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, do optimize websites, update Autooptimize, WP Meteor, and Yoast SEO plugin on websites, and report spam comments on websites articles.	
40	28 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, do optimize websites, update WP Meteor plugin and Really Simple SSL plugin on websites, and report spam comments on websites articles.	
41	29 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, do optimize websites, update WP Meteor plugin and ShortPixel Image Optimization plugin on websites, and report spam comments on websites articles.	
42	30 Juli 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, do optimize websites, update Really Simple SSL plugin on websites, and report spam comments on websites articles.	
43	2 Agustus 2021	Re-run websites campaign, report site audit from SEMrush for 3 websites, report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, update WP Meteor, Really Simple SSL, and Limit Login Attempts Reloaded plugin on websites, do backup and update theme websites for all client websites, solved websites error theme update, and report spam comments on websites articles.	
44	3 Agustus 2021	Report site audit from SEMrush for 3 websites, report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, and report spam comments on websites articles.	
45	4 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, update WP Meteor plugin on websites, report spam comments on websites articles, and repair error websites interface.	
46	5 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 3 websites, do optimize websites, and report spam comments on websites articles.	
47	6 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, and report spam comments on websites articles.	
48	9 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, and report spam comments on websites articles.	
49	10 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, update Yoast SEO plugin on websites.	
50	12 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, update Litespeed cache and Really Simple SSL plugin on websites, and report spam comments on websites articles.	
51	13 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and for 5 websites, update autooptimize plugin on websites, and report spam comments on websites articles.	
52	16 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, update Really Simple SSL plugin on websites, and report spam comments on websites articles.	
53	18 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, update Really Simple SSL plugin on websites, and report spam comments on websites articles.	
54	19 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, and report spam comments on websites articles.	
55	20 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, and report spam comments on websites articles.	
56	23 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, and report spam comments on websites articles.	
57	24 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, and update WP Rocket, Yoast SEO, and Really Simple SSL plugin on websites.	
58	25 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 6 websites, do optimize websites, report spam comments on websites articles, and update Yoast SEO plugin on websites.	
59	26 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 6 websites, do optimize websites, and report spam comments	

		on websites articles.	
60	27 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, and report spam comments on websites articles.	
61	30 Agustus 2021	Report position tracking keywords for 3 websites, upload articles with good SEO, image, and keywords for 5 websites, do optimize websites, report spam comments on websites articles, and clean all data and search history on the laptop.	

*\*\* jika tidak mencukupi, dapat menggunakan lebih dari 1 (satu) lembar*

Tanggal: 30 Agustus 2021

Pembimbing Kerja,











*P. Budi Literasi Prima*

(Daniel Budi Santoso)

## Lampiran 1.5 Lembar Bimbingan Kerja Profesi

	<b>FORMULIR BIMBINGAN KERJA PROFESI</b>	SPT-I/03/SOP-27/F-04
		No. Rekaman

Nama Mahasiswa : Evander Naufal Lasmanto  
 Program Studi/NIM : Informatika / 2018071028  
 Nama Instansi/Perusahaan : PT. Promo Literasi Prima  
 Unit/Bagian/Seksi tempat KP : *Web Developer*  
 Tanggal Pelaksanaan KP : 2 Juni s.d. 30 Agustus 2021  
 Nama Dosen Pembimbing KP : Hendi Hermawan, S.T., M.T.I.

No.	Tanggal	Materi	Paraf Mahasiswa	Paraf Dosen Pembimbing KP
1.	Rabu, 8 September 2021	Pembahasan judul serta Bab 1 dan Bab 2 pada laporan Kerja Profesi.		
2.	Jumat, 17 September 2021	Pembahasan Bab 3 dan format penulisan pada laporan Kerja Profesi.		
3.	Rabu, 29 September 2021	Pembahasan Bab 4 pada laporan Kerja Profesi.		
4.	Kamis, 30 September 2021	Finalisasi laporan Kerja Profesi dan pembahasan ppt sidang Kerja Profesi.		

*\*\* jika tidak mencukupi, dapat menggunakan lebih dari 1 (satu) lembar*

Tgl: 1 Oktober 2021

Dosen Pembimbing KP,



(Hendi Hermawan, S.T., M.T.I.)



## Lampiran 1.6 Formulir Rencana Tindak Lanjut Pemantauan Kerja Profesi

	<b>FORMULIR RENCANA TINDAK LANJUT PEMANTAUAN KERJA PROFESI</b>	SPT-I/03/SOP-27/F-05
		No. Rekaman

Nama Mahasiswa : Evander Naufal Lasmanto  
 Nomor Induk Mahasiswa : 2018071028  
 Instansi : PT. Promo Literasi Prima  
 Program Studi : Informatika  
 Bagian/Divisi : *Web Developer*  
 Uraian Pekerjaan : *Learn to build news website, do analytic reporting, optimizing website, maintenance website, and set up SEO and SEM*

Hasil Pemantauan Capaian Pembelajaran Mata Kuliah (CPMK) Kerja Profesi :	
1	CPMK 1 : Mahasiswa mampu memahami gambaran dunia kerja serta kebutuhannya, khususnya yang sesuai dengan bidang ilmu Informatika.
2	CPMK 2 : Mahasiswa mampu meningkatkan wawasan pengetahuan, pengalaman, kemampuan dan keterampilan dalam dunia kerja, khususnya yang berkaitan dengan penerapan bidang ilmu Informatika.
3	CPMK 3 : Mahasiswa mampu memberikan masukan kepada prodi terkait kebutuhan lulusan di dunia kerja yang sesuai dengan bidang ilmu Informatika.
4	CPMK 4 : Mahasiswa mampu mengurai masalah di bidang Informatika yang dijumpai di dunia kerja serta dapat mengaitkan antara teori dengan praktik.
5	CPMK 5 : Mahasiswa mampu meningkatkan kemampuan bernalar, kemampuan untuk mencari solusi sendiri, dan berpikir runut/sistematis.
Catatan Tambahan : Sikap kerja yang menjunjung etika organisasi, bersikap jujur, disiplin, komitmen, membangun sikap professional, dan dapat diandalkan.	

Tgl: 30 Agustus 2021  
Pembimbing Kerja,



(Daniel Budi Santoso)

Tgl: 30 Agustus 2021  
Dosen Pembimbing KP,



(Hendi Hermawan, S.T., M.T.I.)

Tgl: 30 Agustus 2021  
Mengetahui,  
Kepala Program Studi,



(Safitri Jaya, S.Kom., M.T.I.)