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WIDIGITAL TRIBUANA

PT Widigital Tri Buana

Creative Service, Creative Solution

Company Profile 2026

About Us

Your Trusted Digital Partner Since 2019

PT Widigital Tri Buana was founded in 2019 with a clear mission: to help Indonesian businesses compete in the digital economy through high-quality, results-driven digital services. Based in Jakarta Selatan's Satrio Tower, we started with a focus on education technology — building content management systems and writing thousands of educational articles for platforms like Extramarks.

Today, our team of 30+ professionals serves clients across industries including education, government, e-commerce, and professional services. We combine multiple disciplines — content writing, SEO, web development, AI, and automation — into integrated solutions that deliver measurable business results.

What sets us apart is our ability to handle projects end-to-end. Instead of hiring separate vendors for content, design, development, and marketing, our clients get a single integrated team that understands how all these disciplines work together. This means faster delivery, better coordination, and results that compound over time.

17+	50+	30+	5,000+
Successful Projects	Happy Clients	Team Members	Articles Written

Industries We Serve

Education Technology	Government & Public Sector	E-Commerce & Retail	Professional Services

Our Journey

2019 Founded in Jakarta, focused on education technology content

2020 Expanded to SEO and web development services

2021 Built first AI and automation solutions for enterprise clients

2022 Launched IoT monitoring division, grew to 20+ team members

2023 Reached 5,000+ articles milestone, expanded to government sector

2024 Integrated AI services, serving 50+ clients across Indonesia

Vision & Mission

VISION

To be Indonesia's most trusted digital agency — known for content excellence, technical innovation, and measurable client results.

MISSION

To deliver digital solutions that generate real business outcomes — more traffic, more leads, more efficiency — through expert content creation, modern web development, and intelligent automation.

Our Core Values

Respect

We value every client and project with equal dedication and professionalism, regardless of scale.

Embrace

We embrace new technologies and challenges to deliver innovative, future-proof solutions.

Care

We care deeply about quality, deadlines, and your business success as if it were our own.

Focus

We stay focused on delivering measurable results that exceed expectations every time.

What Drives Us

Every project we take on starts with one question: how will this create real, measurable value for our client? We do not chase trends or sell services our clients do not need. We listen first, understand the business challenge, and then design solutions that deliver results. This principle has earned us long-term partnerships with clients who return to us year after year.

Why Choose Us

Integrated Approach

1

We combine content, design, development, and automation into unified solutions. No need to manage multiple vendors — one team, one vision, one invoice.

**5+ disciplines
in one team**

Measurable Results

2

Every project is driven by data. We track KPIs and deliver transparent reporting so you see real ROI from day one.

**340% avg.
traffic increase**

Industry Experience

3

From education to government to e-commerce, we understand the unique challenges, regulations, and opportunities of each sector.

**4
industries served**

End-to-End Service

4

From strategy and design to development, testing, and ongoing support — we handle the entire digital lifecycle.

**6-step
proven process**

Our Promise

We stand behind our work with clear commitments: transparent pricing with no hidden fees, regular progress updates throughout every project, dedicated project manager for every engagement, and post-delivery support to ensure lasting results. Our 90% client retention rate speaks to the trust we have earned.

Our Services

12 comprehensive digital solutions for your business

1 **SEO & Backlink Building**

Boost search rankings with comprehensive SEO audit, keyword research, on-page optimization, and strategic backlink building. We help businesses achieve page-one rankings and sustained organic traffic growth.

2 **Article & Content Writing**

High-volume blog articles, product descriptions, and thought leadership content that rank on search engines, build authority, and convert readers into customers. 5,000+ articles delivered.

3 **Copywriting & Social Media**

Engaging social media captions, ad copy, email marketing campaigns, and brand messaging that convert followers into paying customers across all major platforms.

4 **Web Development**

Modern websites built with Next.js, React, and WordPress — from landing pages and company profiles to complex web applications. Fast, responsive, and SEO-optimized.

5 **UI/UX Design**

User-centered design with Figma wireframes, interactive prototypes, and usability testing. We create interfaces that are intuitive, accessible, and optimized for conversion.

6 **Data Entry & Web Scraping**

Automated data extraction with Playwright and Python, replacing manual processes. We build reliable pipelines that save hundreds of staff-hours monthly with near-zero error rates.

Most Popular Package

Website + SEO + Content package. Get a professional website, search engine optimization, and 3 months of content writing in one integrated engagement. Ask us about bundled pricing.

7 Language Translation

Professional English-Indonesian translation for business documents, websites, marketing materials, and technical content with full TEP (Translation-Editing-Proofreading) quality assurance.

8 Desktop Programming

Custom Python scripts, Telegram/WhatsApp chatbots, and desktop automation tools that eliminate repetitive tasks and free your team for higher-value work.

9 Mobile App Development

Cross-platform mobile apps built with React Native and Flutter. From MVP to production — we handle design, development, testing, and app store submission.

10 Automation

Workflow automation with n8n, Zapier, and custom scripts. We streamline business processes, reduce human error, and cut operational costs by up to 70%.

11 Artificial Intelligence

AI chatbots, NLP systems, machine learning models, and intelligent automation. We help businesses leverage AI for smarter decisions and faster customer service.

12 Internet of Things

IoT monitoring systems with Arduino, Raspberry Pi, and custom sensors. Real-time dashboards, automated alerts, and data-driven insights for physical environments.

Portfolio Highlights

Selected projects with measurable results

EDUCATION

Extramarks Learning Platform

CHALLENGE

Client needed a scalable e-learning platform for K-12 students across Indonesia.

SOLUTION

Built comprehensive platform with real-time progress tracking, adaptive content delivery, and a CMS handling 10,000+ learning modules.

RESULT
500,000+ students served

UI/UX

Government Ministry Portal

CHALLENGE

Ministry needed to replace legacy paper-based workflows with a digital system accessible to non-technical staff.

SOLUTION

Designed and developed a modern document management portal after conducting user research with 50+ government staff members.

RESULT
14 days reduced to 3 days processing

MARKETING

EdTech Content Campaign

CHALLENGE

Education technology brand needed to scale organic engagement and generate qualified leads across 5 social platforms.

SOLUTION

Executed 6-month multi-platform campaign producing 360+ original content pieces including articles, social posts, video scripts, and newsletters.

RESULT
185% engagement increase, 12,000+ leads

AUTOMATION

WhatsApp & Telegram Bot

CHALLENGE

E-commerce business needed to reduce customer support response time and handle high inquiry volumes 24/7.

SOLUTION

Developed multi-platform chatbot with inventory integration, automated FAQ handling, and intelligent escalation to human agents.

RESULT
73% autonomous resolution, <30s response

DATA

Educational Data Pipeline

CHALLENGE

Organization processing 10,000+ educational records daily was relying on 5 full-time data entry staff with 8% error rate.

SOLUTION

Built automated extraction pipeline with Playwright, OCR, data validation, and database population replacing the entire manual workflow.

RESULT
0.1% error rate, 5 FTEs replaced

IOT

Smart Office IoT System

CHALLENGE

Jakarta office building needed real-time environment monitoring across 6 floors to optimize HVAC energy costs.

SOLUTION

Deployed 48-sensor network on ESP32 microcontrollers with Node-RED pipeline, InfluxDB storage, and Grafana dashboards.

RESULT
23% HVAC energy cost reduction

What Our Clients Say

> "
>
> *Widigital helped us improve our SEO and content strategy. Our website visibility improved steadily, and their team was responsive and easy to work with. We saw measurable traffic growth within the first 3 months.*

Ahmad Rizky
Head of Digital, Education Technology Company

> "
>
> *They built a solid, well-structured website for our business. The development process was smooth, they were open to feedback, and the final product exceeded our initial brief.*

Sarah Chen
Marketing Director, E-Commerce Company

> "
>
> *The automation bot they developed saved our team a lot of manual work. It handles routine inquiries reliably and the integration with our existing systems was straightforward.*

Budi Santoso
IT Manager, Government Institution

Trusted By Leading Organizations

Extramarks	DANA	GoTo	Untirta
Kemenkes RI	Polines	UIN Sunan Kalijaga	Universitas Bakrie

By the Numbers

90%	**4.8/5**	**12+**
Client Retention	Avg. Satisfaction	Month Avg. Partnership

Our Team

30+ experienced professionals across 11 specializations

Leadership

Witdono
Founder & CEO

Leads company strategy and client relationships. Background in education technology and content systems with 7+ years in the digital industry.

Veronica
Co-Founder & Commissary

Oversees corporate governance and business development. Ensures operational excellence and strategic partnerships.

Our Expert Team

SEO Specialists	Content Writers	UI/UX Designers
Frontend Developers	Backend Developers	QA Engineers
Data Engineers	AI Engineers	IoT Engineers
Project Managers	Translators	

Our Culture

We believe great work comes from great people. Our team operates on principles of continuous learning, open collaboration, and ownership. Every team member is encouraged to experiment with new technologies, share knowledge through internal workshops, and take ownership of their projects from start to finish. This culture of empowerment is why our team consistently delivers work that exceeds expectations.

Technology Stack

Frontend
React, Next.js, Flutter, Tailwind CSS, HTML5/CSS3

Backend
Python, Node.js, PostgreSQL, MongoDB, REST APIs

AI & ML
TensorFlow, PyTorch, OpenAI, LangChain, Hugging Face

IoT
Arduino, Raspberry Pi, ESP32, MQTT, Node-RED, Grafana

DevOps
Docker, Vercel, Git, n8n, Zapier, Figma

Our Process

1 **Discovery**
Understanding your business goals, challenges, and target audience through research and consultation.

2 **Strategy**
Developing a data-driven plan with clear KPIs, milestones, and resource allocation.

3 **Design**
Creating wireframes, prototypes, and visual designs for your review and approval.

4 **Development**
Building the solution with clean code, best practices, and regular progress updates.

5 **Testing**
Rigorous QA testing across devices and scenarios to ensure quality and reliability.

6 **Launch & Support**
Deployment, monitoring, and ongoing optimization to maximize long-term results.

Quality Guarantee

Every project goes through our 3-layer quality assurance: peer review by a senior team member, automated testing for technical deliverables, and client UAT (User Acceptance Testing) before final delivery. We do not ship work we would not be proud of.

Let's Grow Your Business Together

Get a free consultation with our team. We will analyze your current digital presence and recommend practical next steps.

✓ No sales pitch — just honest, expert advice

✓ Understand your current digital gaps

✓ Get a clear roadmap with actionable next steps

✓ No commitment required

Book Free Consultation

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"Working with Widigital was one of the best decisions we made for our digital strategy." — Ahmad Rizky

What Happens Next

1

Book a Call

Schedule a 30-minute consultation at your convenience

2

Get Your Assessment

We analyze your digital presence and identify opportunities

3

Receive Your Roadmap

Get a clear, actionable plan with timeline and investment

Get In Touch

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Business Hours
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Frequently Asked Questions

Q: What is your typical project timeline?
A: Most projects take 4-12 weeks depending on scope. We provide detailed timelines during the proposal phase.

Q: Do you work with small businesses?
A: Absolutely. We serve businesses of all sizes, from startups to enterprise. Our solutions scale to fit your budget.

Q: How do we get started?
A: Simply reach out via email, WhatsApp, or our website contact form. We will schedule a free consultation within 24 hours.

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