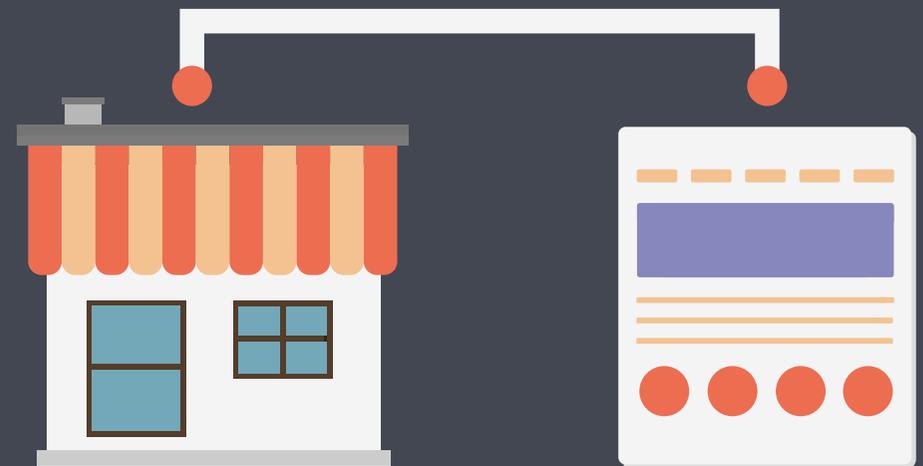


# Stu cel

Company Profile

# About Us



We are a group of highly driven people who really passionate about internet marketing and web design in Jakarta.



## Experienced Team

For years we have been doing strategic planning, creative implementation, website development, and provide full internet marketing solution, such as for SEO and SEM. You will work directly with the most experienced talents in the industry.



## Stucel History 101

Stucel is a privately owned web design and internet marketing company in Jakarta. Founded in June 2005 by Felix, previously he was a freelance web development and web designer in Jakarta. Stucel has continued from small enough to be personal, big enough to cater all your internet marketing needs. Its growth by working close with small, middle and big sized businesses, or companies and organisations.



We've been around for

10

YEARS



Web Designed

250+



Client Demographic

Angola

Australia

Canada

Germany

Hong Kong

Indonesia

Japan

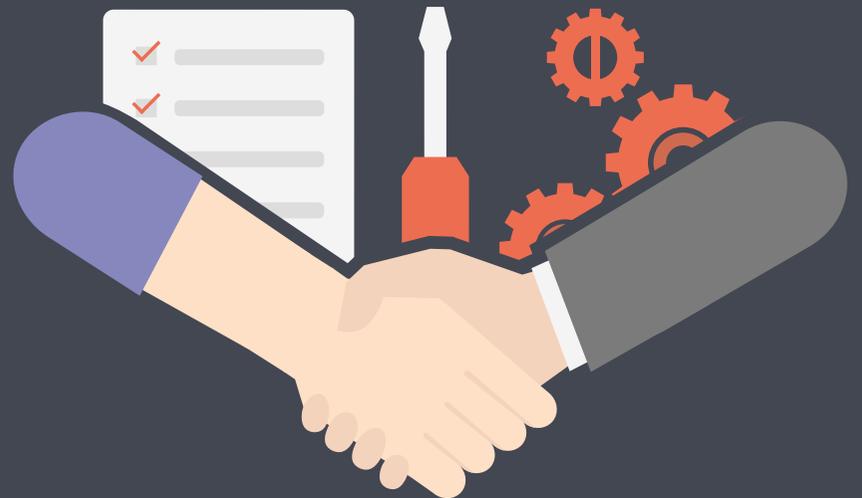
Romania

Switzerland

United Kingdom

United States of America

# Our Service



We are passionate to help any businesses, or companies and organisations to have better online presence and exposure.



**Web Design**



**Search Engine  
Marketing and Search  
Engine Optimization**



**Social Media Marketing**



**Newsletter  
Marketing**

# Our Philosophy



## Here to Help

We are passionate to help any businesses, or companies and organisations to have better online presence and online exposure. Strengthen their websites, digital marketing, and products. We are not just created websites, we also create identity.



## Every Project Is Unique

We are specialising in digital marketing, using the best techniques and the latest standard in industry. For each project, we are making sure the website is coherence with the brand, and having the right precise experience for its audience.



## Tight Collaboration and Streamlined Projects

We value rapid, iterative process, and fast feedbacks.

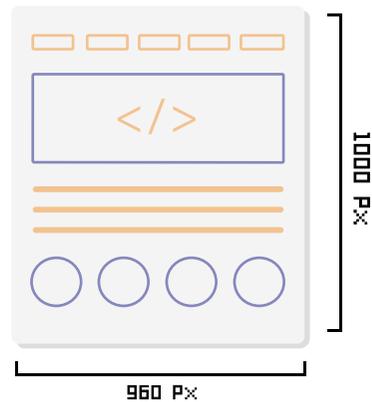
# Web Design Service



What makes a website very success? Lots of aspects for sure. But most importantly? Great website design.



**Web Design**



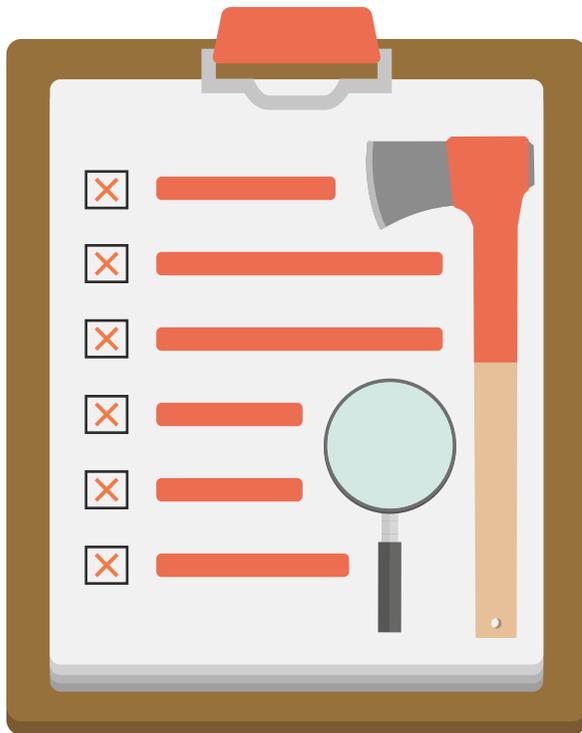
**Frontend Development**



**Backend / CMS (Content Management System) Development**



**Responsive Web Design**



## Insight and Think of a Strategy

"Give me six hours to chop down a tree and I will spend the first four sharpening the axe." – Abraham Lincoln

In a website project, we are faced with a problem that needs the capacity and deep understanding. This first process, we start by researching the project and give it an insight. We dig deep to find out what makes your business run. List the weak spots, strip it completely to identify the strategies and goals of the project. With our digital expertise, we will reinforce and put a better showcase of your ideas with the sharp axe.

## Research Activities

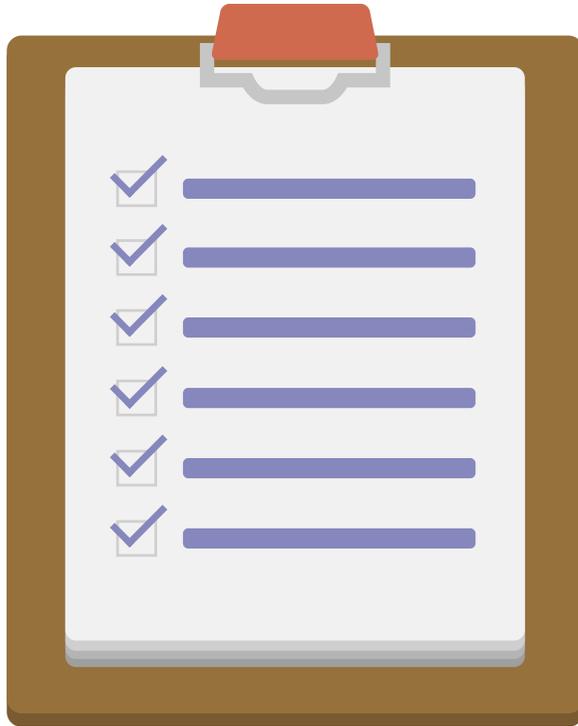
Client Interview.

Business Analysis.

Competitor Analysis.

Trends & Best Practices.

Fast Design Mockup to Help The Conversation.



## Never a Dull Moment to Solve it

From rapid, tight collaboration, and highly iterative design process; we dig wireframes, sketching samples. We nurture the fast feedback cycles and improve the strongest candidates while reviewing project milestones.

### Solve Activities

Wireframe.

Ideas to Solve the Problems.

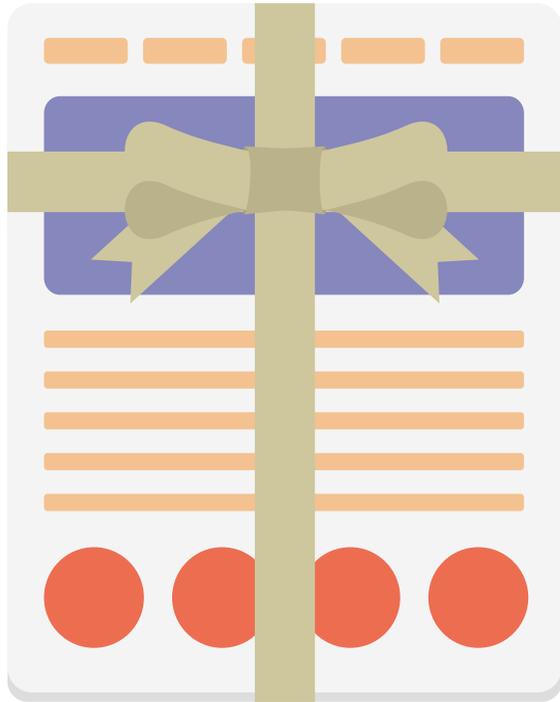
Mockups and Refinement.

Converting design into website code.

Frontend and Backend Development.

Prototype Testing..

# Deploy



## Finalise to Launch It

All those long Research, and Solve process will be nothing if we can't launch it. Internal testing for the stakeholders commenced while listing small dents. Perfecting and refining. We take on-time delivery very seriously and we are proud to have a good track record about that.

## Pre-launch Activities

Content Authoring.

Pre-release Analytics Data Collecting.

Quality Assurance.

# SEO Service



Have a beautiful and effective website is hard, but to get it to Google is harder. We provide **SEM and SEO** for you.

## Why your business need SEO and SEM?

### **Search Engine Position**

Having a beautiful website is not the ultimate goal. Search engine position is! Having a successful internet marketing campaign could attract throngs of potential customers by getting your website to rank better in Google.

### **Promotion is The Key**

Just like in normal business world, business promotion is the key to attracting customers to your business. The same concept also relates to your business website.

### **A Beautiful Website Will Not Attract Web Traffic**

Imagine a normal looking website with a slight out-dated design is on page one in Google, versus a very beautiful website in page four. Which will attract customers? Which will get most of the clicks?

Do you want your website to be an inactive marketing tool, or a powerful medium of attracting customers from all over the world? A website can be a virtual store that can allow you to contact millions of people, whereas a brick and mortar stores 'reach' is only as far as it's local area.



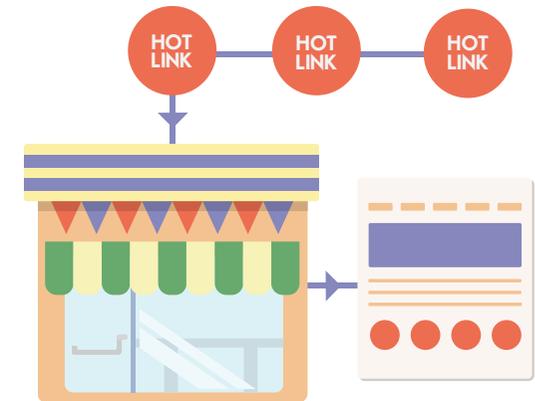
### Local Business Search Engine Optimization

If you are a local business and are targeting a specific local audience, we can help you dominate the search engines through specific techniques.



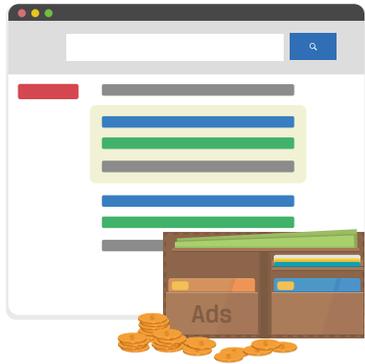
### Search Engine Optimization Services

Let's turn your website visitor into customer.



### Link Building Services

Link building is one of the best ways to rank your website on the first page of Google.



## Pay Per Click Services

Get on the first page of Google & Yahoo! fast through their sponsored listing.



## Online Reputation Management

Online reputation management (ORM) is needed to protect or repair your image by removing or pushing down negative comments.

# Our Portfolio

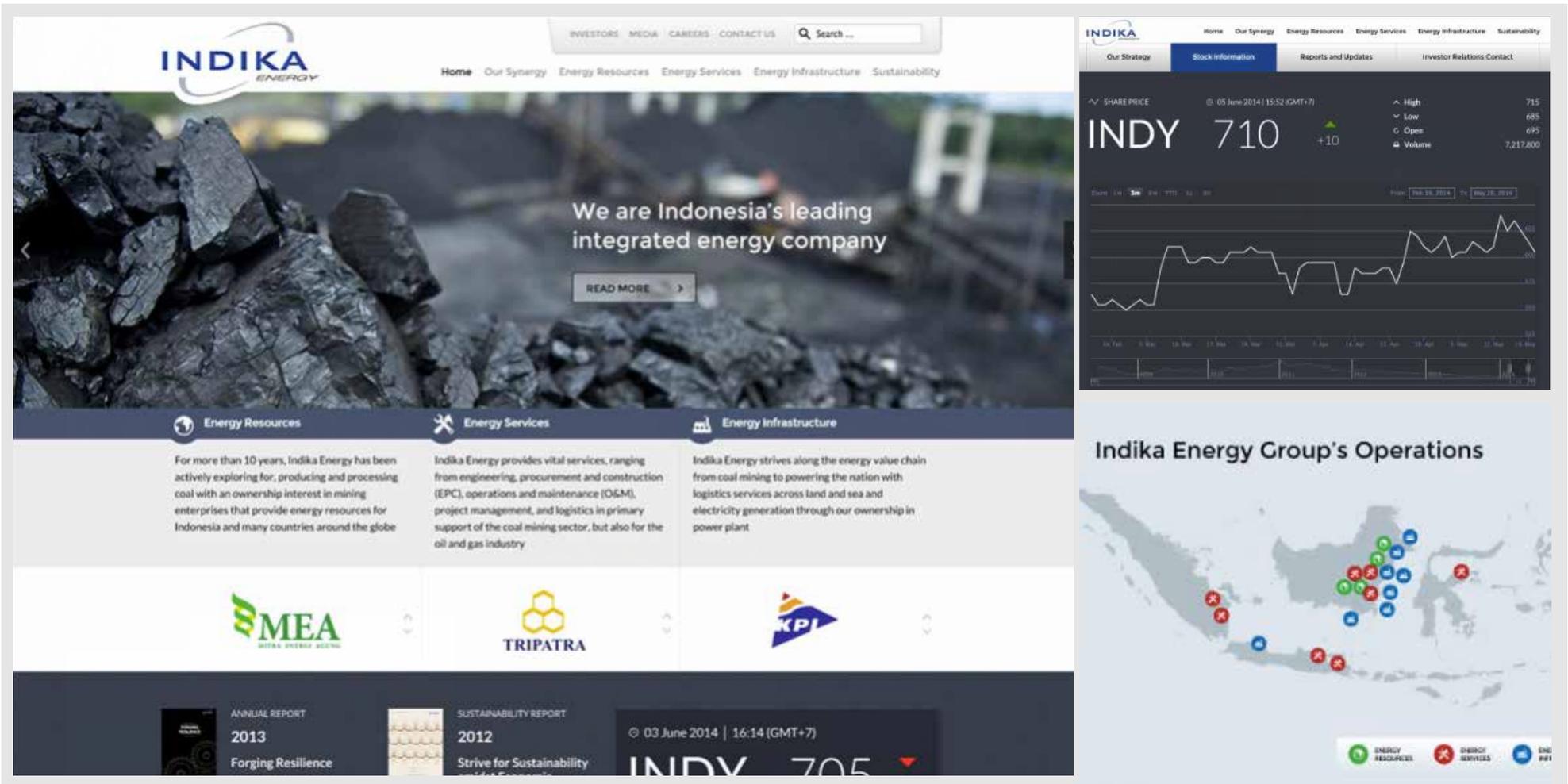


The screenshot shows the IPPUDO Indonesia website. At the top left is the IPPUDO logo. The navigation menu includes HOME, ABOUT US, OUR MENU, NEWS & PROMOTIONS, and STORE LOCATION. A large image of a bowl of ramen is the central focus. Below it, a red banner reads "Welcome to IPPUDO Indonesia, the best Ramen dining experience". To the right, a white box says "IPPUDO now open in Indonesia" with the subtext "Enjoy the best ramen now!" and a "READ MORE" button. On the far right, there is a profile for Takashi Mikami, including a circular photo, his name, and a short bio. Below that is a video thumbnail for Shigemi Kawahara with the text "To continuously innovate to remain true" and "Shigemi Kawahara Ramen King & founder of IPPUDO".

## Ippudo Ramen

IPPUDO was founded in 1985 in Japan's ramen capital of Hakata by Shigemi Kawahara, the internationally renowned Ramen King and founder of IPPUDO, which encompasses some of Japan's finest restaurants.

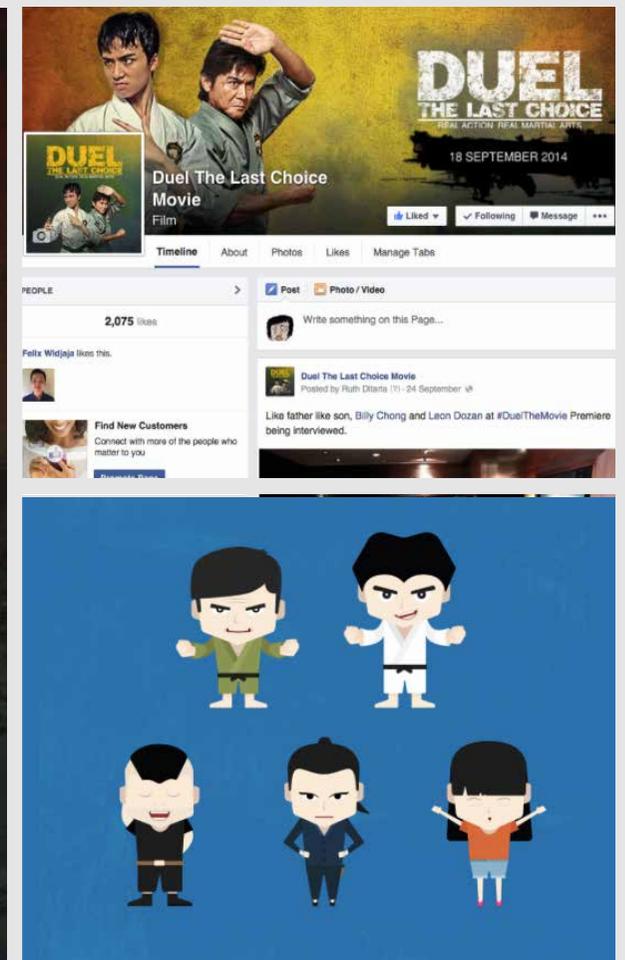
There are over 80 IPPUDO restaurants in Japan, and more than 40 globally in New York, Sydney, Hong Kong, Singapore, Taipei, Seoul, Shanghai, Kuala Lumpur, Guangzhou, Shenzhen, Beijing, Chendu, Manila, Jakarta, London and Bangkok.



## Indika Energy

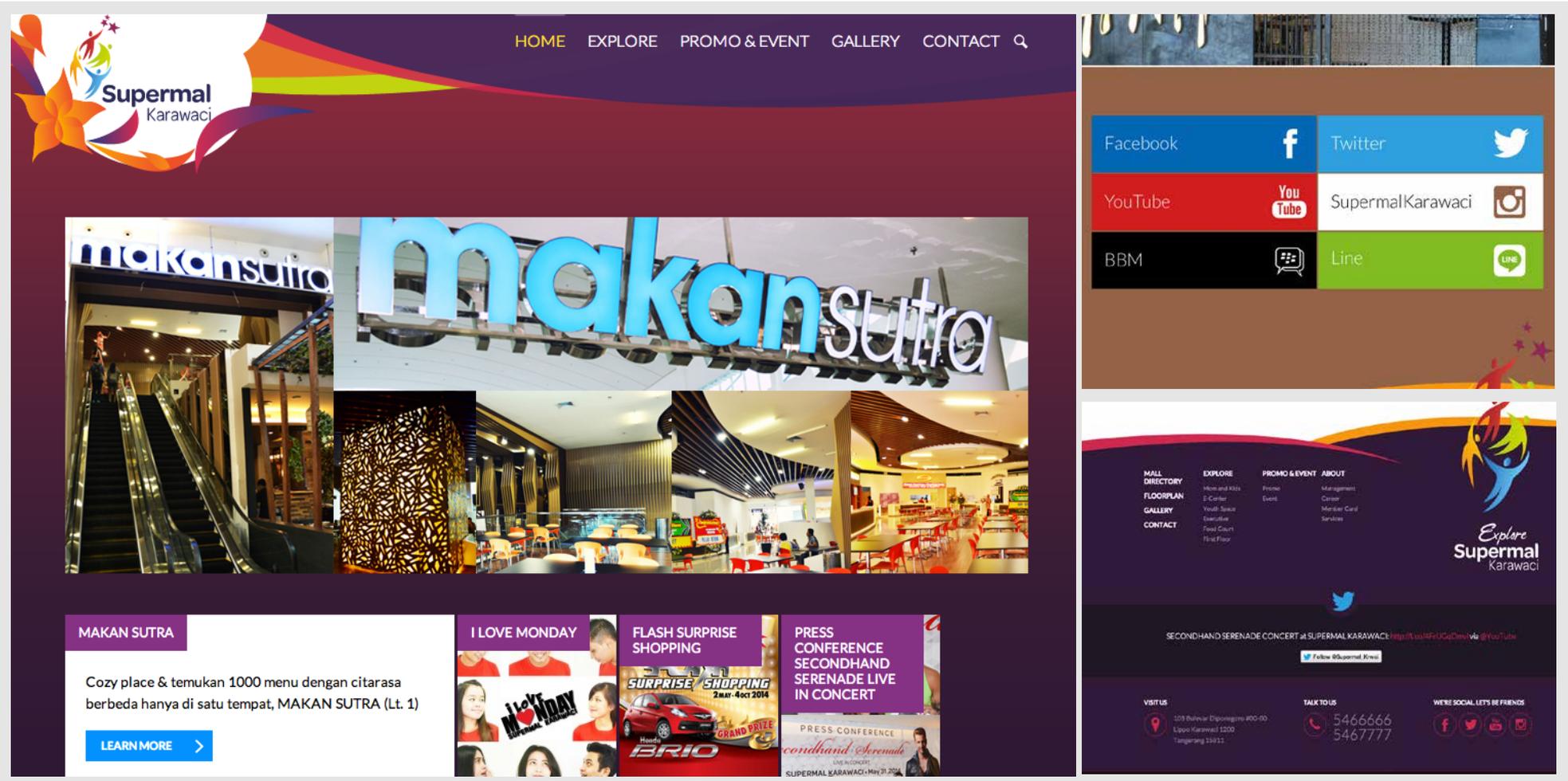
Indika Energy is Indonesia's leading integrated energy company. Which bring together energy resources, energy services and energy infrastructure into a complete value chain which provides energy solutions to meet the national and global needs.

They decided to redesign in early 2014. We presented the idea to make this big energy company to be more human, more pleasing, and more friendly.t



## Duel The Movie

Duel The Last Choice is a martial-arts action movie starred by Willy Dozan (a.k.a. Billy Chong – martial-arts action movie star, appeared in Crystal Fist, A Fist Full Of Talons; in the 70's), Leon Dozan, Regina Wulandari, Cintya Ramlan, Rohim, Rio Desta Rengga, Volland, Asep Jaya. We are running the internet marketing campaign, building crowds / recognitions among action movie fans, focusing on quality content / graphic for retweets, twitter quiz, and maintaining Twitter hashtag: #DuelTheMovie.



## Supermal Karawaci

Supermal Karawaci is a well established middle-high class mall located in Karawaci, Tangerang, Indonesia. In the new website, visitors can explore better with channeled sections throughout the site. From the homepage, visitors could choose which channel they want to explore. The staffs could also broadcast the Promo and Event better for the returning visitor. We also animate the logo to emphasize the youth and variety concept.

5-7 Oct 2013 - Bali, Indonesia

Home The Summit The Host Economy Registration Delegates Sponsors

ABAC Chair 2013 & APEC CEO Summit 2013 Chair Wishnu Wardhana and APEC CEO Summit 2014 Chair Wan Jifei

at the closing session, APEC CEO Summit 2013

**Welcome message from the APEC CEO Summit Chair**

**Wishnu Wardhana**, APEC CEO Summit 2013 Chair

Dear Leaders,

*Salam sejahtera* from Indonesia.

On behalf of the Indonesian business community, I respectfully invite you to attend the APEC CEO Summit 2013 on 5-7 October in Bali, one of the world's most beautiful islands. Indonesia is delighted to be hosting APEC once again, at a time when the global economy is at a pivotal juncture, almost 20 years on from the Bogor Goals when the leaders of Asia-Pacific first envisioned free and open trade and investment.

SHOW/HIDE COMPLETE MESSAGE

Watch APEC CEO Summit 2013 Sessions **WATCH VIDEOS**

CONFIRMED SPEAKERS TO DATE

RECENT UPDATES

COVERAGE

11 OCTOBER 2013 Koran Sindo  
**Youngsters Population Boost IT Investment**

INDONESIA

**BALI**  
The Island of Gods

**Nature**

- Kintamani
- Lovina
- West Bali National Park
- Sempu
- Wanggang Island

**Economy**

- Calvin village
- Yula
- Sukawati

**Culture / Society**

- Tanah Lot
- Besakih
- Ulumbatu
- Ubud

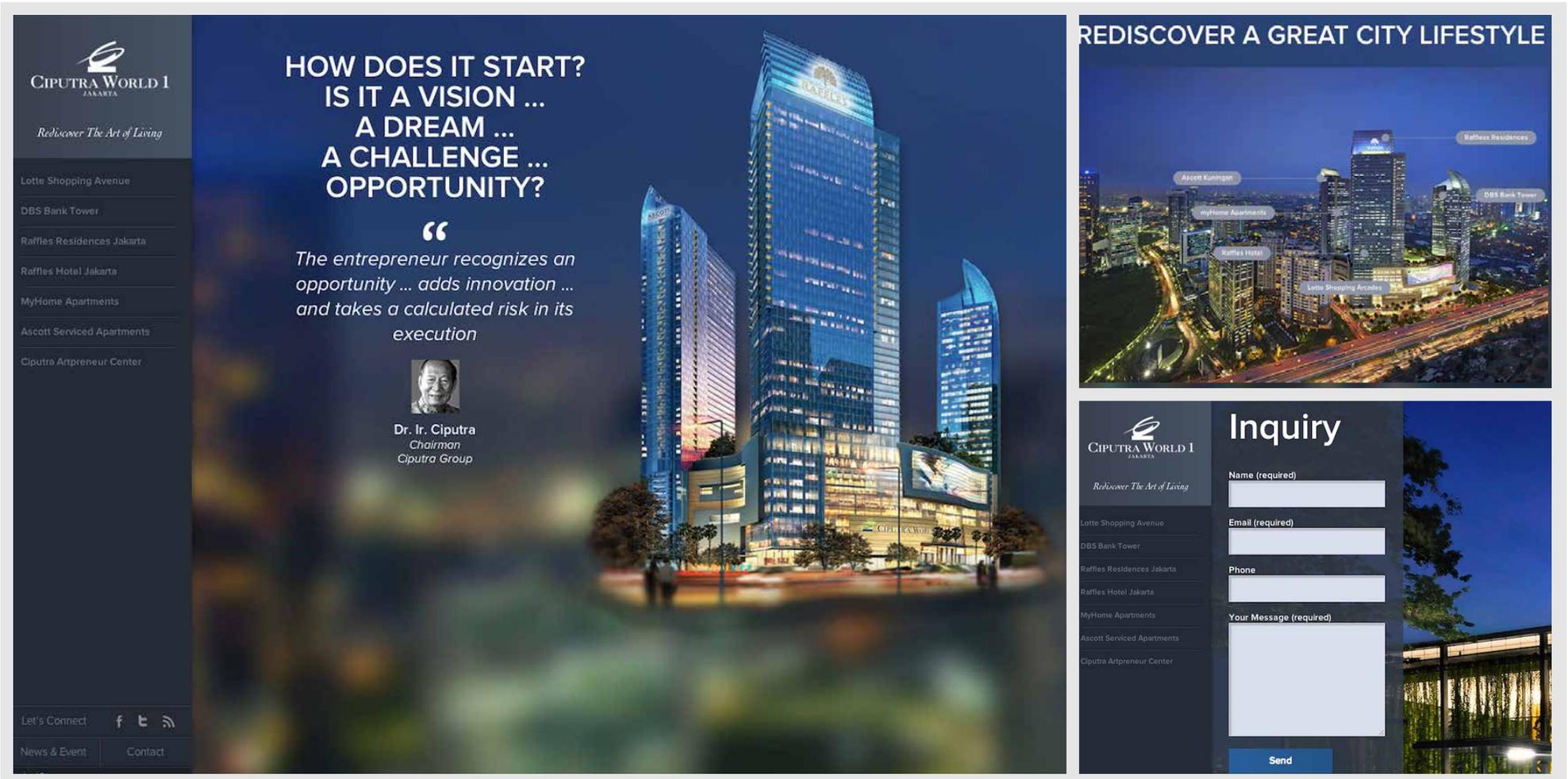
**Airport**

- Ngurah Rai

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## Apec CEO Summit

The APEC CEO Summit is the premier business event in the Asia-Pacific. The Summit's theme of "Towards Resilience and Growth: Reshaping Priorities for Global Economy" will provide enriching discussion by policy makers, business leaders and innovative thinkers on securing inclusive sustainable growth and achieving the aim of shared development and common prosperity for all. The Summit program will be exceptional and will include the Presidents and Prime Ministers of the Asia Pacific, some of whom are new, CEOs of global corporations and thought leaders in a dynamic interactive format. Through the discussions on stage, and through the high quality networking, delegates will gain the latest and perspective on the issues that matter most to your business and the region.



## Ciputra World Jakarta 1

Ciputra World Jakarta 1 is super-block property project with deep integration of office space, apartment, hotel and mall. CWJ1 team approached Stucel in 2012, and asked about website that could present building's concept, promoting its luxury and modern interior.

Their original idea is to have side-scrolling / horizontal scrolling website (which is quite rare), and expose the concepts and images. The contents are simple and we have to take the user experience to the next level. Animation, fancy loading system, fluid elements are the solutions.

Eyelashes, Wigs, Hair Extensions, Toupees made in Indonesia

SGS UKAS ISO 9001:2008 Certificate No: ID13/02527

SGS UKAS ISO 14001:2004 Certificate No: ID13/02526

Home About Products Services **Bio Takara** Product Gallery News & Blog Contact

# Your Strategic Partner in Indonesia



100% INDONESIA

ISO 9001:2008

ISO 14001:2004

SGS UKAS ISO 9001:2008 Certificate Number: ID13/02527

SGS UKAS ISO 14001:2004 Certificate Number: ID13/02526

Search Now

Sort by: Item Code Descending

			
1222 HH	1219 HH	1218 HH	1217 HH
			
1216 HH	1215 HH	1214 HH	1170 HH
			
1140 HH	1118 HH	1112 HH	1105 HH

Page 1 of 3

### Bio Takara Tradeshow Schedule



**Cosmoprof Asia 2014**  
Date 12th - 14th November 2014  
Venue Hong Kong Convention & Exhibition Centre  
Booth TBA

PT. BIO TAKARA WE ARE EVERYWHERE

Headquarter & Hong Kong

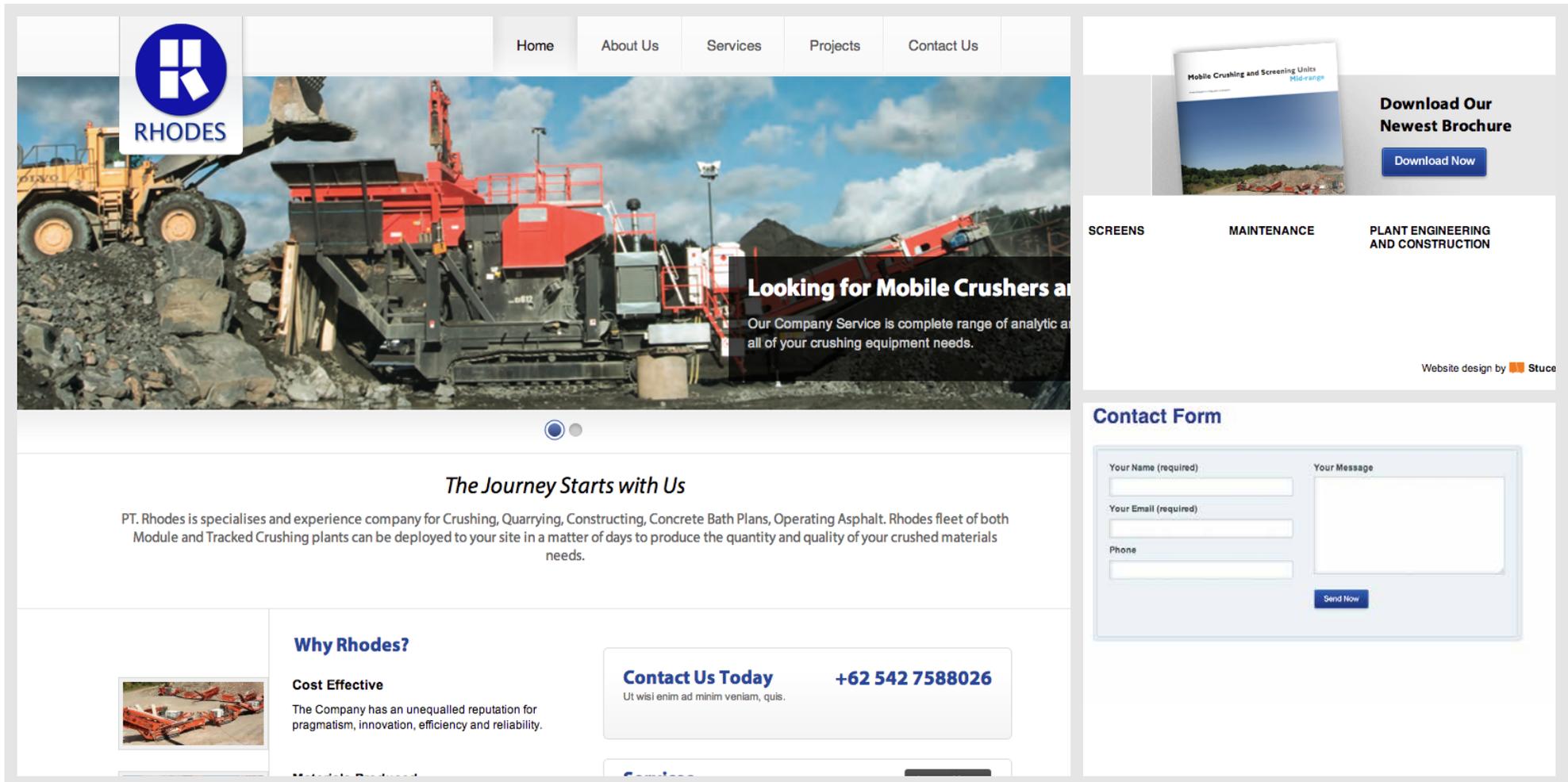
Facebook LinkedIn

Your Brand,

## Bio Takara

Bio Takara is a leading and largest manufacturer of eyelashes, wigs, hair extensions, and toupees in Indonesia.

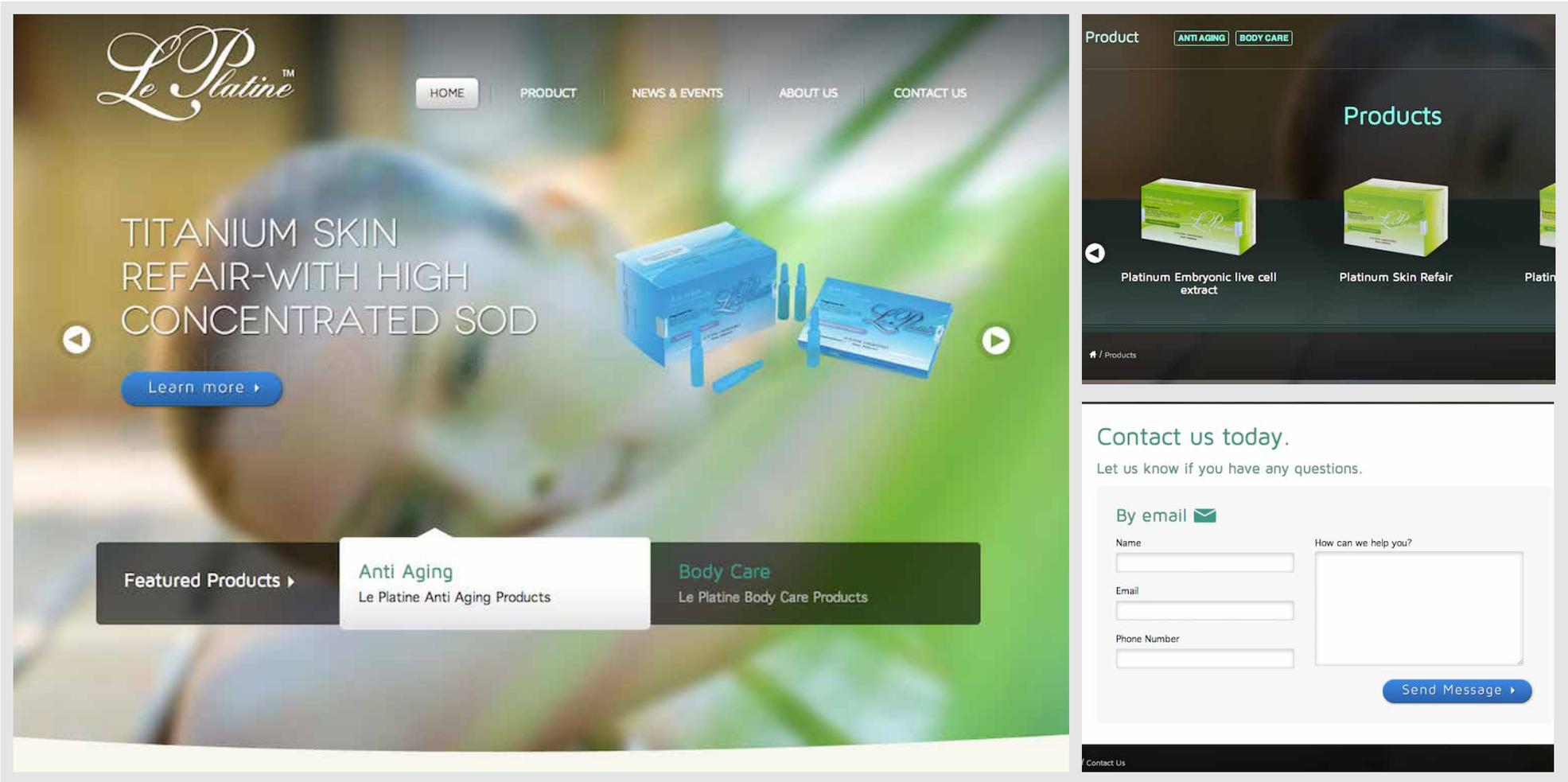
We did Bio Takara's website in 2010, and early 2012 they decided to redesign their website. The website designed to be more Business to Business minded in mind, to expose Bio Takara's extensive product line-up from its factory. The goal is to get sales leads from overseas potential customer to produce their product in Bio Takara.



## Rhodes

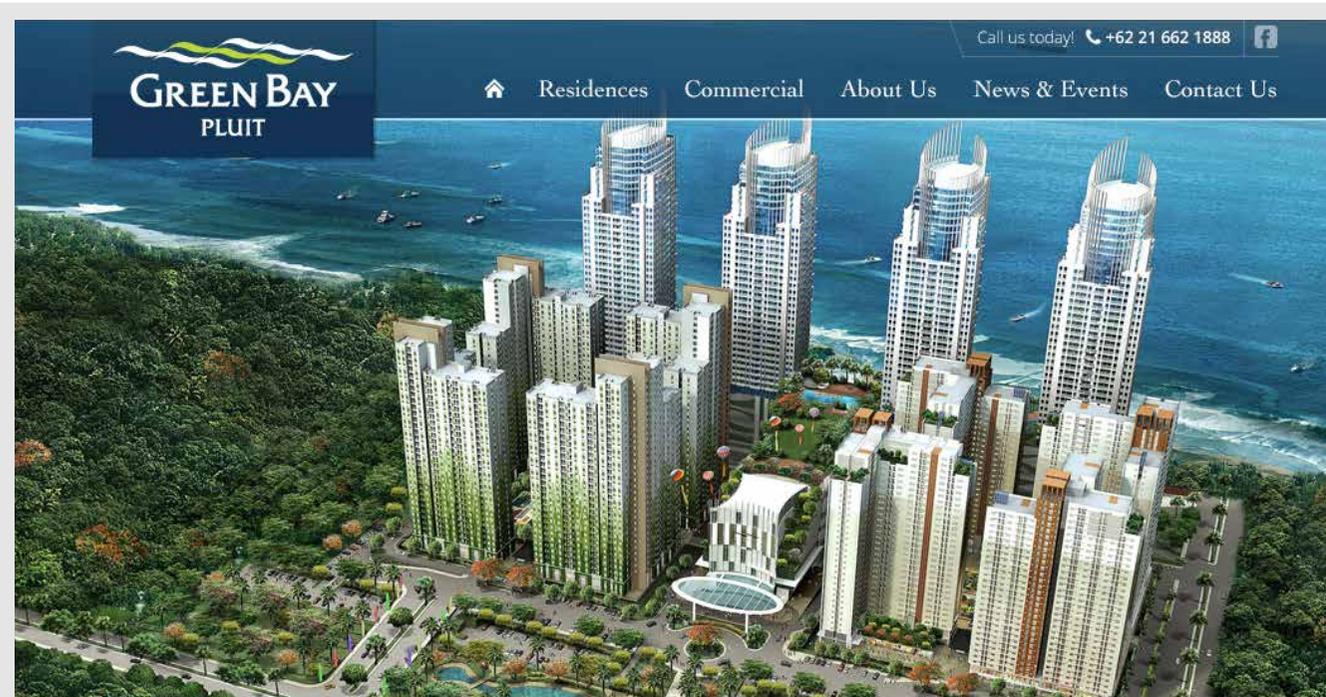
PT. Rhodes is Balikpapan, East Kalimantan based company; who specialises in full contract services for quarrying, crushing, constructing and operating asphalt and concrete batch plants. The company provides a wide range of materials handling expertise including design, construction and operations.

We built Rhodes website to help them for online presence, promote their service, and strengthen their brand.



## Le Platine

Le Platine is a French company specializing in advanced anti aging. We help strengthen their branding throughout the website by showcasing their product better.



The lighthouse of Jakarta    Green Nautical    Sea View    Gold Location    All in one



Call us today! ☎ +62 21 662 1888

ABOUT US

NEWS & EVENTS

Summer Breeze  
Aug 03, 2012

[View all](#) →

### About Us



**ICON BARU SUPERBLOK PRESTISIOUS DI PERMATA JAKARTA UTARA**

Green Bay Pluit satu-satunya superblok yang dibangun di pinggir laut yang memadukan Mall berpanoram, laut, apartemen, condominium serta 60% daerah hijau sehingga merasakan lingkungan yang hijau, sehat, air dan nyaman.

Green Bay Pluit berlokasi di kawasan emas Pluit, lokasi yang aman, elit dan strategis serta memiliki nilai investasi tinggi. Hanya 10-15 menit dari bandara Internasional Soekarno - Hatta. Dikembangkan oleh developer berpengalaman yang terdapat dan terpercaya Agung Podomoro Land.

Dibangun di atas lahan 12,5Ha, Green Bay Pluit dikembangkan dengan konsep yang sangat unik dan

### Contact Us

**Marketing Gallery**

PT. Kencana Unggul Sukses  
Jl. Pluit Karang Ayu 01 Utara  
Jakarta, Indonesia  
Ph. +62 21 6621 888  
Fax +62 21 6620 557  
Open daily from 10:00 - 21:00

**Send Message**

Name:  Email:

Phone:  Message:

Company:

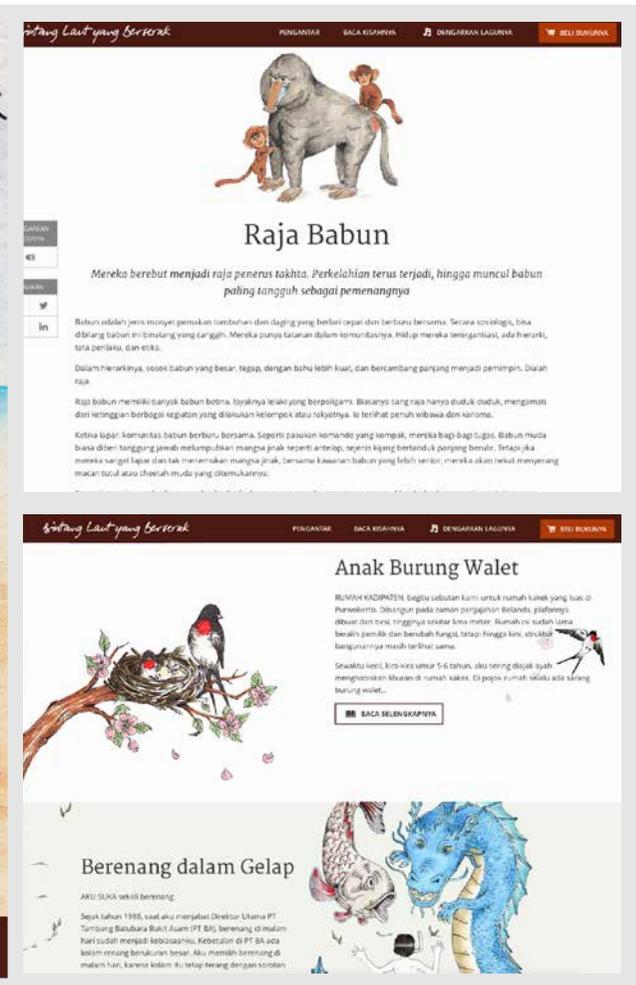
[Send Message](#) >



## Green Bay

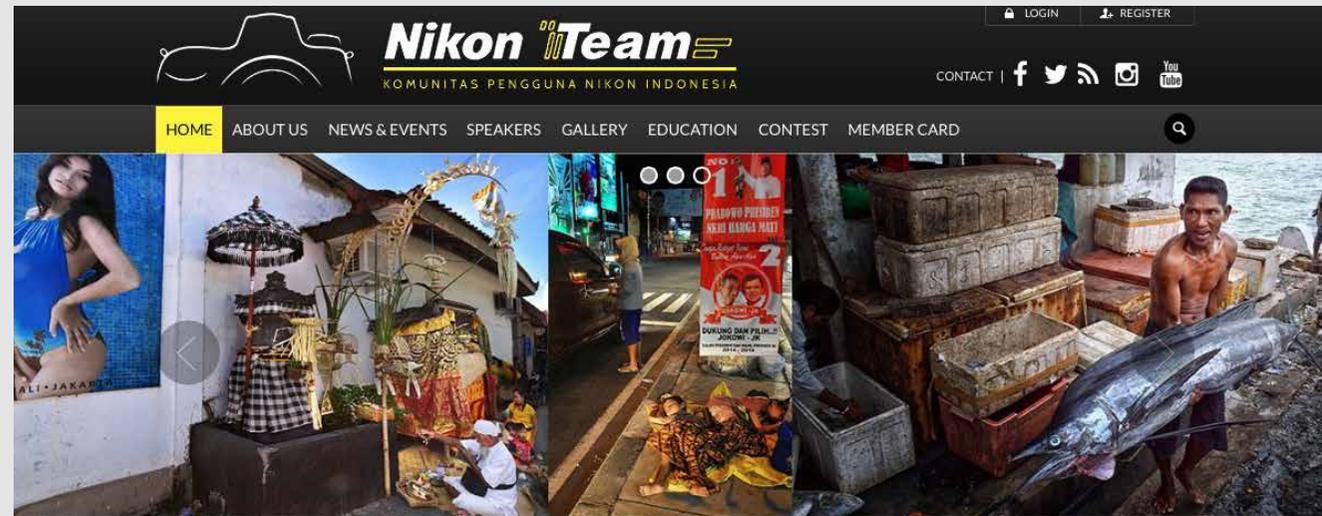
Green Bay is sea side superblock located in Pluit, North Jakarta, Indonesia. With its Mall, apartment, condominium, and 60% dominated by park; Green Bay is the true iconic building in North Jakarta.

The website focus is exposing events, informations, contact maps, and building specification.



## Bintang Laut yang Berserak

Bintang Laut yang Berserak is a book consist of compilation short stories that has been written by Kuntoro Mangkusubroto. He share about his journey when he was a kid and stayed in a lot of different areas that gave him valuable lessons. Each of story flows naturally in the most simple way but have strong meaning at the end of it. Content wise, this book is a new recommendation for people to learn about leadership and patience. This is a non-profit project made by Stucel and all the revenue of the books will be fund to orphanage.



PEMENANG INPC 2013 - 2014 KATEGORI JURNALISTIK & STREET FOTOGRAFI

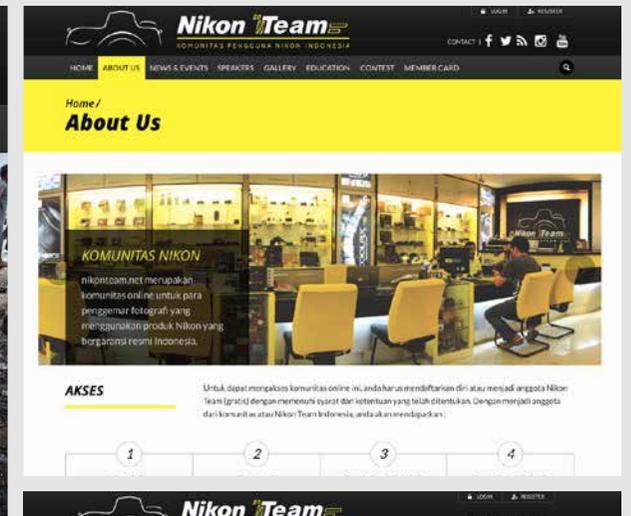
## VIDEO TUTORIAL

VIEW ALL



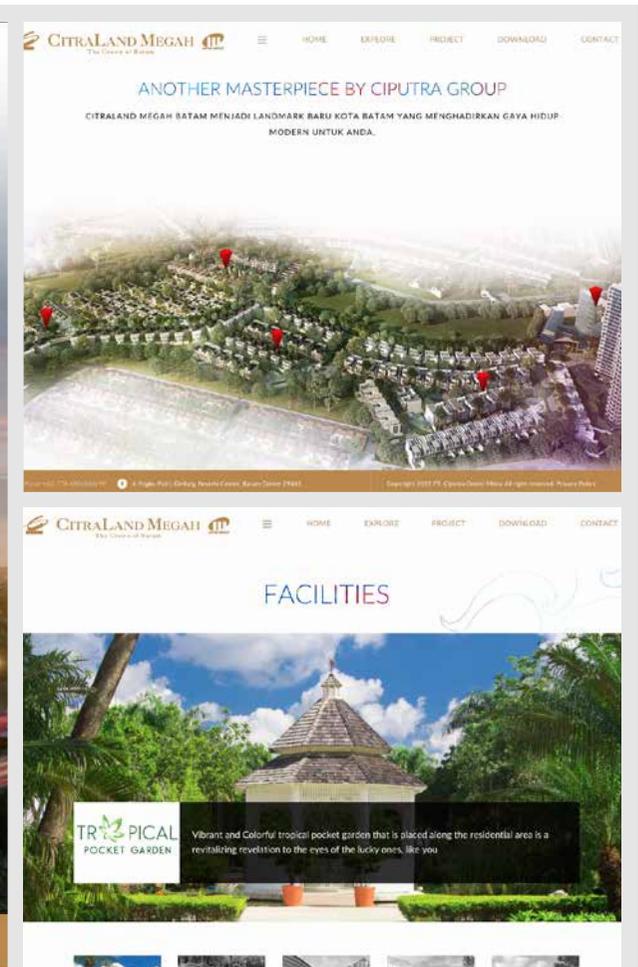
## EVENTS

VIEW ALL



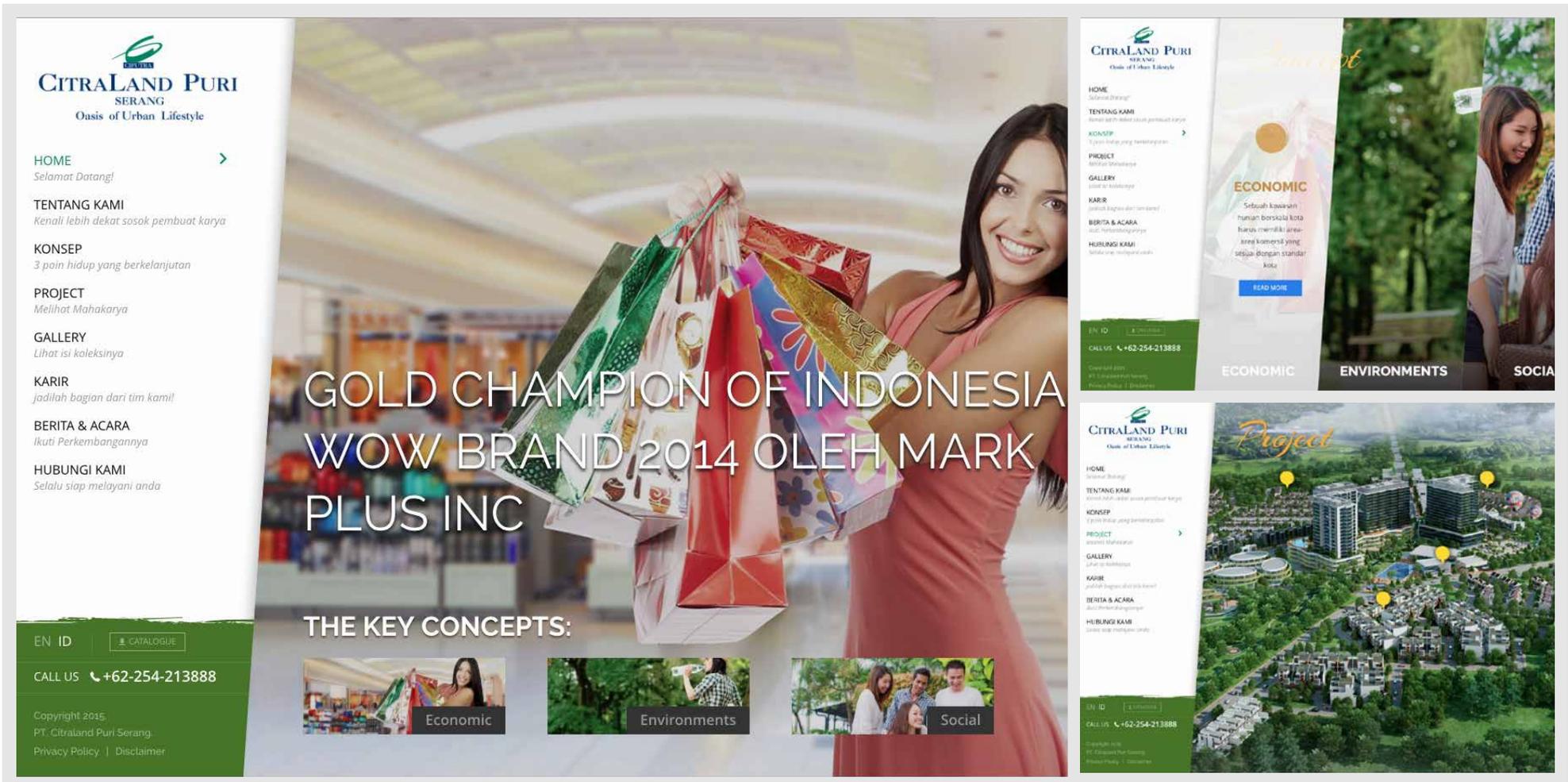
## Nikon Team

Nikon Team Indonesia is an official online community for passionate Nikon owners. Nikon customers are encourage to join. By joining, members could post and get comments about their photos; ask the experts; get informations about news & events; sharing photography tips; and contest.



## CitraLand Megah Batam

CitraLand Megah Batam is an exclusive and prestigious real estate project by Ciputra Group. It is located in Batam, Indonesia. Starting from the homepage, visitors greeted with the eco living concept along with bird eye's view of project map.



## CitraLand Puri Serang

CitraLand Puri Serang is one of the real estate project of Ciputra Group. It is located in Serang, Indonesia. In this website project, we decided to pull something fresh layout to go inline with their environment-aware concept. Homepage is filled with the three key concepts of living here: Economic, Environments and Social.

09:00-18:00 Darmadi +(62) 812 9912 9888 Khalid +(62) 812 2000 5465 Nadia +(62) 812 1000 1986

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Konfirmasi Pembayaran

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# Jamu Asli 100 % Natural Tanpa Bahan Kimia Obat

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## Tentang Produk Ini

Maggo adalah jamu tradisional dengan formula istimewa yang berkhasiat mengatasi sakit maag akut maupun kronis dalam bentuk nyeri lambung maupun kembung dalam waktu singkat, aman, murah dan tuntas.

Maggo terbuat dari bahan herbal alami dan bermutu tinggi yang terdapat di Indonesia, yang diolah dengan baik & higienis, sesuai Cara Pembuatan Obat Tradisional yang Baik (CPOTB) yang ditetapkan oleh BPOM (Badan Pengawas Obat dan Makanan RI), oleh karena itu tidak ada efek samping yang negatif, selain mendatangkan kesembuhan.



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## Maggo

IDR 240.000,00 **Rp. 180.000/dus**

Tulis deskripsi yang singkat dan padat mengenai produk ini

Jumlah Pembelian: 1

**Tambahkan ke Keranjang Belanja**

**JNE** Cek Biaya Kirim >

DESKRIPSI PRODUK ATURAN PAKAI SARAN PEMAKAIAN BELIYA DMS

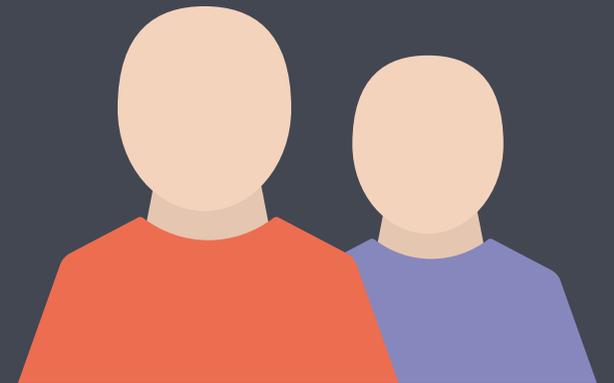
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## Maggo

Maggo is a herbal medicine to cure stomach problem. In this website, visitors could learn about the medicine, its ingredients, read customer's testimonials and online order it.

Meet The Team Who  
Makes it All Happen





## Andrew Teh

Digital Marketing, Project Manager

In Stucel, Andrew works as Internet Marketing officer. He oversees the growth of Stucel and drives the strategy development of global pitches. His industry experience span 10 years and includes software and website development, business development, business management, service quality assurance, training and support.



## Felix Widjaja

Founder, Designer

Felix is the art/creative guy in Stucel. He comes from technical and information system background. Felix holds degree in computer science and work as programmer in his early career; before built Stucel from the ground up. He's one of the first dot com bubble survivors and has been designing websites since late 90's. Stumbled into web design (again) at his late office career, quickly turned him to what he truly is. Fun fact: Felix had a rock band on 8th grade as guitarist until college.



## Florentina Noviana

Designer

Flo works at Stucel to create the jaw-dropping design materials. She put her passion and her strong will into branding design. Although her background was from Visual Communication Design at Binus University, she is a persistent learner to get to know new media technology. She also put her interest into dancing, cooking, and writing.



## **Irvan Yaowita**

Project Officer, Junior SEM

Irvan is responsible for eagle-eyeing the project developments. His day to day work is auditing and making reports of SEM clients. All about science fiction is his muse. He read lot of books, Michio Kaku, Stephen Hawking, Neil D Tyson, you name it. His background from IT web technology IBII makes him suitable with this job right now.



## **Kamal Chaneman**

Programmer

Kamal's specialities are cross browsers, semantic XHTML & CSS, love to craft perfectly formed website and passionate about web standard. He has an accounting degree, but then he finds out he is more into web.



## **Lany Listijo**

Project Manager

Lany loves to interact with people with her winning personality. She holds degree in Information System, but however her passions are sales, content development, marketing and promotion. Usually, accompanied by green tea, she'll reply all your email inquiries in no time. Besides managing project, she's also in charge for bookkeeping.



## Linawati Martana

Content Manager

Lina is a passionate writer who has been writing extensively about food, travel, and life for Indonesian publication, both print and online magazines. With her background from Mass Communication major, she believes that people who can keep their words are the best on earth. She loves dogs, travel, handcrafting, getting lost and capturing random daily stuff for her Instagram. She joins Stucel as Content Manager to help building, and monitoring the good quality content for any materials.



## Pria Kusumawardana

Designer

Pria has an architecture school background for a year before he realised he is more into IT guy than a building guy. But, soon after he graduated in Computer System, he never applied to IT field jobs. And then he realised (again) that his true talent is digital artist. His main skill set is hand drawing, vector illustrator. As junior designer, Pria is responsible to handle wireframe, early design mockups and making sure our design has meet the specification details. Besides HTML 5 animation, he also do illustrations for our clients.



## Ruth Ditaria

Assistant Project Officer

At the beginning, Dita started as an intern in Stucel. But then she proves that she's more than an intern girl. From assisting project manager, assisting designer, assisting programmer (in bug finding) to eagle-eyeing social media marketing project in the office with her positive personality. Dita currently working her thesis for the final campus year majoring in Information System. During spare times, she watch movies, listening to music, biography reading, browsing fashion news, and getting lost in the internet.

Interested to work with us in a project?  
Hit us



**PT. Stucel Media Kreatif**

Biru Laut Barat Raya, A5/1D  
Kelapa Gading  
Jakarta 14240  
Indonesia



hello@stucel.com



stucel.com