ABSTRACT

This research focuses on the rapid development of the internet and web technology, particularly in the context of front-end and back-end development. During the internship, the author was involved in several web development projects, including ProductZilla Academy, Apilogy.id - Telkom INS, and Lion Parcel - Creative Technology Solutions.

At ProductZilla Academy, the author was responsible for implementing the UI/UX design outcomes to improve the appearance of the Identity web service. The outdated appearance needed to be developed to remain up-to-date with current trends and responsive across different devices.

For the Apilogy.id - Telkom INS project, the author was responsible for applying the latest design from the UI/UX team so that it doesn't seem neglected because it hasn't been updated for a long time.

At PT. Creative Technology Solutions, the author was involved in converting the Lion Parcel website from Client-Side Rendering (CSR) to Server-Side Rendering (SSR) to improve web performance through Search Engine Optimization (SEO). A total of 54 pages needed to be modified to implement SSR.

This research is expected to contribute to understanding the latest developments in web technology and their application in web development projects carried out during the internship. Keyword: front end, back end, web, service, SSR, CSR, dan SEO

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