COMPANY PROFILE 2026

PT Rekanara Digital Labs

Build software that works in the real world.

A software house for web, mobile, IoT, and AI. From concept to production.

rekanara.id hello@rekanara.id +62 818-0322-7753

About Us

Rekanara started in 2022 to help businesses build clear, robust digital products they can fully own.

Rekanara grew from frustration with systems built without quality or transparency. Founded by Muhamad Zidan Fathoni, the goal is not merely to make software, but to become a trusted partner.

Agile Scrum became the working culture: sprints, backlogs, demos, risks, and technical decisions remain visible to clients. The team now works across web, mobile, backend, IoT, cloud, and product design.

> **"We do not sell hours. We build systems that are maintained, understood, and ready to grow with your business."**
> — Muhamad Zidan Fathoni, Founder

BY THE NUMBERS

10+	20+	20+	4	4
Projects Delivered	**Maintenance Clients**	**Teams Rescued**	**Internal Products**	**Years Operating**
Handed over to clients	Long-term trust	Bug fixing & rescue	Urusin & RekoKit	Since 2022

OUR VALUES

Clarity First
We align goals, scope, and the definition of success before building.

Craft Matters
Code must stay readable, maintainable, testable, and extensible after handover.

Real Ownership
We treat project problems as shared responsibility, not tickets to pass around.

Build in Public
Progress, technical decisions, risks, and blockers are communicated openly.

Our Services

Six core services, from concept to post-launch support.

Software Development

Web apps, APIs, and enterprise systems shaped around your business workflow.

`Astro` `React` `Node.js` `Go`

Starting from IDR 5M · Timeline 1–16 weeks

IoT Solutions

Sensor integration, firmware, and real-time monitoring dashboards.

`ESP32` `MQTT` `InfluxDB` `Grafana`

Starting from IDR 35M · Timeline 6–20 weeks

AI & Machine Learning

Chatbots, computer vision, NLP, and automation grounded in business data.

`Python` `PyTorch` `FastAPI` `OpenAI`

Starting from IDR 40M · Timeline 6–24 weeks

Mobile Development

iOS and Android applications with fast, consistent experiences.

`Flutter` `React Native` `Firebase`

Starting from IDR 30M · Timeline 8–24 weeks

Cloud & DevOps

Cloud, CI/CD, containers, monitoring, and operational hardening.

`AWS` `GCP` `Docker` `Terraform`

Starting from IDR 15M · Timeline 4–12 weeks

UI/UX Design

Research, user flows, UI, prototypes, and design systems.

`Figma` `Prototyping` `Usability Testing`

Starting from IDR 10M · Timeline 3–10 weeks

How We Work

01 **Discovery** 1–2 WEEKS
Business research, requirements analysis, and scope design.

02 **Design** 1–3 WEEKS
Wireframes, prototypes, and design systems before development.

03 **Develop** 4–12 WEEKS
Biweekly sprints with demos and a live project board.

04 **Deploy** 1 WEEK
QA, production deployment, and post-launch monitoring.

05 **Support** ONGOING
Maintenance, bug fixes, and continued development.

Quality Standards

Code Review & Git Workflow
Every change goes through a pull request and is reviewed by another engineer before it reaches the main branch.

Automated Testing & CI/CD
Unit and integration tests run automatically in the CI/CD pipeline. A failing build never gets deployed.

Staging & UAT
New features are tested on a staging environment and approved by the client (UAT) before release to production.

Monitoring & Backup
Once live, errors and uptime are monitored and data is backed up on a schedule.

Security & Confidentiality
An NDA before technical discussions, least-privilege access, no secrets in repositories, and checks for common vulnerabilities (OWASP Top 10).

Documentation & Handover
Technical documentation, runbooks, and all access are handed over in full at handover.

Selected Work

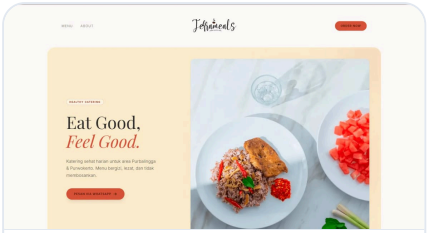
A selection of projects we have delivered. See more at rekanara.id/en/portfolios.



Ahza Tani

Web App · 2024 · Agriculture

A modern landing page for an agricultural store serving customers for over a decade.



Terrameals Healthy Food

Web App · 2024 · F&B

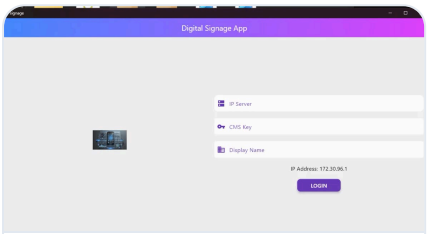
A warm platform presenting healthy daily menus with clarity.



Bhumi Kopyor Coffee

Web App · 2024 · F&B

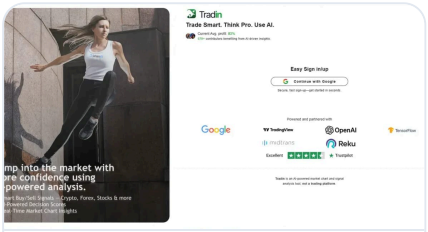
A mobile-first experience for an Indonesian coconut coffee brand.



Digital Signage

Mobile App · 2023 · IT

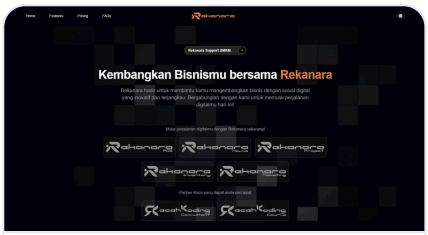
A platform for displaying and managing content on screens in public spaces.



Tradin AI

Web App · 2023 · Finance

A market analysis platform with AI-assisted data and recommendations.



Rekanara ID

Web App · 2023 · IT

A platform helping business owners manage operations more efficiently.

Our SaaS Products

Urusin Event AVAILABLE

An event operations platform for managing clients, vendors, budgets, teams, guests, and event-day execution in one place.

urusinevent.com

Urusin Masjid PHASE 1

A mosque management system for finances, prayer schedules, public information, TV displays, qurban, and zakat.

urusinmasjid.com

Urusin Kasir WEB

A multi-business POS adapting to how stores sell, from checkout and inventory to warehouses, credit, and agricultural workflows.

urusinkasir.com

RekoKit PLATFORM

A digital shop for ready-made source code, kids' learning materials, courses, one-on-one mentoring, and AI tokens.

rekokit.com

Service Packages

Basic

Ideal for small businesses starting digitalization

IDR 1–5M
per project

- 1–5 page profile or landing site
- Responsive mobile-friendly design
- Basic SEO & analytics
- Contact form integration
- Deployment + hosting setup
- 1 month technical support

Professional

For businesses that need a working system

IDR 5–15M
per project

- Custom web app / management system
- Backend API + database design
- Authentication & user management
- Real-time dashboard & reports
- Payment gateway integration
- 3 months support & maintenance

Enterprise

Large-scale solutions for growing companies

Custom pricing
discuss directly on WhatsApp

- Custom ERP / SaaS / IoT platform
- Microservices / cloud-native architecture
- AI & machine learning integration
- Multi-tenant & multi-role system
- SLA & dedicated engineer
- 6 months priority support

Prices are estimates and may change based on project scope and complexity.

Legal Details

COMPANY NAME **PT Rekanara Digital Labs**	LEGAL ENTITY **Limited Liability Company (PT)**	NIB (BUSINESS ID NO.) **1611260119174**
FOUNDED **2022**	HEADQUARTERS **Purbalingga, Central Java**	TEAM LOCATION **South Jakarta, DKI Jakarta**

Formal engagements can begin with an NDA. Source code transfers to the client after handover. Data processing follows least-privilege and applicable data-protection practices.

Contact Us

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Office Hours	Monday–Friday, 09:00–18:00 WIB

Scan to chat on WhatsApp

The first consultation is free.

Tell us what you need. We reply with a technical estimate and budget within 2–4 business hours.