

## SUMMARY

**Making a Website as Promotional Media of Anisa batik Warna Alam Banyuwangi**, Syafirah Salsabilah, F31181564, 2021, 53 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga S.S., M.Pd (Supervisor).

This is report of final project entitled “Making a Website as Pomotional Media of Anisa Batik Warna Alam Banyuwangi”. This project was created because Annisa Batik Warna Alam does not have promotional media to promote their products and they need promotional media that can help promote their products from all walks of life and can be reached easily. The writer then creates an e-commerce website that can help them to promote their products. The creation of this website is done because this website can overcome the difficulties experienced by Annisa Batik Warna Alam. in making the final project, the author collects data to be used through interviews, observation, documentation, and audio-visual. The title for the website is "Annisa Batik, the Natural Color of Banyuwangi". making the title because the type of website used for media promotion is an e-commerce website. the contents of the website include about us, the kinds of batik that are produced, various kinds of batik motifs typical of Banyuwangi, the products produced such as bags, shirts, tradisional headband, and scarf. the price of each product, the location of Annisa Batik Warna Alam, contact person and testimonials. on the website visitors can see the recommended products and the most crowded products.

In making this final project the writer uses five methods of making a website from Madcoms (2019) analysis of system requirements, the design, testing the system, preparing the Website for online, and launching the website for online. And two other methods from Niagahoster (2016) creating a domain and writing the content. Website creation from 2 different methods is done because the manufacturing process is more detailed.

In making this final project, the writer found several difficulties. first the author can not make a website so the author must hire a programmer. second, the difficulty in the process of translating the contents of the website from English to Indonesian. third, the author has difficulty communicating with programmers to the point of spending quite a long time in the process of creating a website. and lastly, the author also has difficulty in creating the content that will be used to create a website. writers also have to learn how to create website content that can attract readers' interest.