

SUMMARY

Making a Promotional Website of Puncak Badean, Rut Anjeli Ester Manik, F31191126, 2022, 48 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Julien Arief Wicaksono, S.Pd., M.Pd. as a Supervisor.

This is the report of the final project entitled “Making a Promotional Website for Puncak Badean”. Based on the preliminary study conducted by the the writer in Puncak Badean, the writer made this final project to help the problems experienced by the administrator of Puncak Badean. They wanted a promotional media that could put Puncak Badean on top of search when people are searching for tourist attractions that can be visited in Jember. Therefore, the writer has created a website containing complete information about Puncak Badean to help overcome Puncak Badean’s problems and promoted this attraction to the wider community. Like the logo icon, the name of this website is “Puncak Badean the Hidden Paradise”. This website contains information about the history of Puncak Badean, facilities, activities visitors can do at Puncak Badean, Puncak Badean latest news and galleries, a google map that can help visitors to direct them to Puncak Badean along with information about Puncak Badean social media. This website also made in bilingual, Bahasa Indonesia and English, and could be accessed on <https://puncakbadean.org/>.

In the process of data collection, the writer collects data through observation, interviews, documents, and audio-visual materials. The writer collects as much information as possible and after that the writer processed it to be used as the content of the website. In making the website, the writer used the six steps of the website creation procedure from Markey (2019) including preparation, planning, making the design, development, launching and maintenance. The writer also faced several difficulties during the website creation process. The writer has no experience in making websites, therefore the writer must hired a programmer and during the website creation process the writer also experienced difficulty in communicating with the programmer because the writer did not have any knowledge about programming,

the writer also faced difficulties in the data collection process where the writer cannot collect the latest photos or news of Puncak Badean because currently Puncak Badean is on hiatus and the writer also experienced difficulty meeting one of the administrators at Puncak Badean because at that time he was busy harvesting, so the writer had to wait about two weeks to get the required documentation. However, the writer managed to overcome it all and this project could be completed after eight months. The writer hope that this website will help Puncak Badean to introduce this tourist attraction to a wider community both local and international tourist, and can help visitor who want to come to visit or want to get information about Puncak Badean. The writer also hopes that the report of this final project can be used as a reference by students of English department who want to create a similar final project.