

SUMMARY

Making Website to Promote Sekar Waru Batik Mayang Jember, Fadhila Nurul Fazriyah, F31190734, 2022, 28 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Adriadi Novawan, S.Pd., M.Ed. (Supervisor).

The final report of this final project entitled “Making Website to Promote Sekar Waru Batik Mayang Jember.” A bilingual website was created to optimise information technology to promote and expand the marketing of Sekar Waru Batik products. Website is one of the developments in information technology that is often used to disseminate, obtain information, and is usually displayed in the form of a site with a supporting display. A website can contain a lot of information to introduce the products to internet users to find out more details about Seka Waru Batik.

In this final project, the writer adopted four steps from (Idcloudhost, 2018) which can support the website creation process including making a feature and creating a graphic layout, determining the domain name, uploading content, updating a website and maintenance. The writer also adapted the “analysis” and “testing” stages (Mulyanto, 2009) because these two stages have an important role for the author to analyze the needs and test the performance of the website. So that the website creation process becomes more detailed and functional if the six stages are combined.

This bilingual website consisted of several menu navigations: Sekar Waru Batik world (journey, certificate appreciations, and testimonials), motifs collection, fashion (batik clothes for work, party or carnival, and kids, *ublang*, and batik sarong), batik-making process, and contact information (linked direction of Sekar Waru Batik location and social media Instagram, Facebook, WhatsApp). Internet users can access the website at <https://sekarwarubatik.com/>. This product was conducted in 7 months, starting from February 2021 and finished in August 2022. In the process of doing this final project, the writer collected the data needed using four methods interview, observation, documentation, and audio-visual materials.

The writer did edit photo editing for website content using Adobe Photoshop, and the layout or template was taken from the WordPress element provided. This website is made in bilingual versions of Indonesian and English. Hopefully, this

bilingual website can support the sales expansion and give more information to all potential customers about Sekar Waru Batik.