SUMMARY

Content Writing of the Company Profile Website of UPA Bahasa Politeknik Negeri Jember. Nandu Okta Yuniratri, NIM F31191946, 2022, 22 Pages, English Study Program, Politeknik Negeri Jember, Adriadi Novawan, S.Pd., M.Ed. (Supervisor)

This final project is a company profile website entitled "The Company Profile Website of UPA Bahasa Politeknik Negeri Jember" in a bilingual version, English and Indonesian. The writer conducted this final project for eight months started from January until August 2022. It was made to help UPA Bahasa Politeknik Negeri Jember disseminate information about its services to the internal and external users.

To fulfill this final project, the writer collected data from UPA Bahasa Polije through an interview, observation, documents, and visual materials. The result of these data collecting methods was provided on the company profile website. In developing the website, the writer used the steps from Sevima (2016).

This website is presented with interactive and practical features for easy access and reader-friendly. This website consisted of several navigations to help visitors find the information from UPA Bahasa Polije. It consisted of home, profile, services, procedure, contact, and sign-in. In the home part, the writer inputted some information such as announcements, news, and about us of UPA Bahasa. In the profile part, the writer inputted the vision and teaching staff of UPA Bahasa. In the services part, the writer inputted some services that are available in UPA Bahasa, such as English Proficiency Test (EPT), TOEFL ITP, IELTS, Public Speaking, Academic Speaking and Writing, and BIPA Teaching. In the procedure part, the writer inputted the procedure to create an account. In the contact part, the writer inputted information such as the name of the office, contact person, email, map, and direct message. In the sign-in part, the writer provided the sign-in button or create an account for students and external parties. The result of the website can be accessed on http://ws-tif.com/upa-bahasa-polije/.

In finishing this final project, the writer faced many challenges in making this product, especially in writing scripts and inputting the data. In writing the

scripts, the writer experienced the grammatical error. In Inputting the data, the writer felt it was challenging to conduct the meeting with the website developer team to consult the layout. Hopefully, this website can help UPA Bahasa Polije to disseminate complete information about its services.