# SUMMARY

**Making a Website of Dewi Sekartaji Batik Pasuruan,** Alun Tama Fahtarochman, F3170709, 2020, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd. as a supervisor.

Batik as a result of Indonesian tradition become wealth of nation. Spread from Sabang to Merauke, a lot of batik home industry in every region and each region has own characteristic and pattern. Dewi Sekartaji Batik is one of batik home industry in Pasuruan. Dewi Sekartaji Batik is producing a lot of flower motifs as icon of Pasuruan. To advertise the product, Dewi Sekartaji Batik needs promotional media to give detail information and easily to be accessed by everyone. After conducted preliminary study in Dewi Sekartaji Batik, the owner told the writer that Dewi Sekartaji Batik needed an official website in order to spread further information. The writer made a website which was used to introduce Dewi Sekartaji Batik and promote the product.

Website is kind of promotional media that basis technology. Promotion done on a website do not take much effort, simply providing information on a web page and readers can know what we provide for them. According to Haiqal and Hidayat (2017), Website is chosen as promotional media because it is one of the media that is considered effective in reaching a wide target market because the website can be accessed anytime and anywhere through the internet which has now been widely used by Community.

This website could be accessed on www.dewisekarajibatik.com. It is made as promotional media of Dewi Sekartaji Batik and it is made in bilingual version Bahasa Indonesia and English because the reader are domestic and foreign. In this website, there are some features such as: home, about us, news, and collection. Every feature provides each information based on features tittle.

In collecting data for this website, actually there were four methods of data collecting methods, but the writer could not do observation and audio-visual material because any pandemic. So, the result of data collecting methods divided into interview and document result. In make the website, the writer got difficult problem, it was lack of knowledge in make a website. So, the writer hired a programmer to solve it. Furthermore, the process was done step by step divided into concept, design, material collecting, assembly, testing, and distribution.

This website hopefully are able to help Dewi Sekataji Batik to advertise the commodity and for the readers this website can be a way to get detail information and understanding about Dewi Sekartaji Batik. Beside that, by using this website can be attract customer for Dewi Sekartaji Batik.