SUMMARY

Making a Website as Promotional Media of Ma'ayu Batik Probolinggo , Wiqi Bangun Kusuma, F31172170, 2022, 33 Pages Language, Communication and Tourism Department, Politeknik Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li. as a supervisor.

Making a website as promotional Ma'ayu Batik Probolinggo is the writer's Final Project. The project was conducted based on the need of the wider platform to deliver complete information about Ma'ayu Batik Probolinggo. Therefore, Ma'ayu batik is home industry in Probolinggo, then they needed website in the form of a website which contain detailed information. There are five main features on the website, those are Homepage, Our History, Photo Gallery, and Contact us.

In providing the content of the website, the writer used four data-collecting methods based on Creswell (2008). They are interview, observation, documents and audiovisual material. From the data-collecting activities, the writer got several information such as the profile, their facilities, kinds of batik, motifs they produced and its meaning, the process of making batik, prices, and their speciality. Meanwhile in making the website, the writer did some techniques in combining the complete information about the procedure of making website from Utama (2010) and the complete procedure of making website based on Icloudhost (2018). They are; determining the theme, purpose and content of the website, determining the domain and hosting, creating layout design of the website, coding, testing the system and Website Online.

For the theme, the writer used the responsive theme which is it will be adjusted with the screen resolution. The writer rented www.maayubatik.com for one year as the domain of the website and chose wordpress as the base of the website. In making the layout, the writer choose theme Astra for base wordpress. Next, the writer edited the html code that the layout could be applied on the website display.

The next step is testing the system that was aimed to make sure that every element of the website runs well. Then, after the system has been tested and there is no errors occured, At the end if the process, the website is ready to be accessed.

The website contains information such as greeting and overview, explanation of batik product, motifs they have and its meaning, the process of making batik, , and photo gallery of Ma'ayu batik. The writer believes that this website later will be very useful as a platform to deliver information to the public.