

## SUMMARY

UD Pakemsari Batik Jember is a home industry located in Sumber Pakem area, Sumber Jambe district, Jember Regency, East Java. UD Pakemsari has its batik motif, namely the tobacco motif. This motif is used not because it is aimless, this motif is used because Jember is known as a city that produces tobacco. Not only that, but UD Pakemsari Batik also accepted a request for different motifs besides tobacco motif, such as leaves, flower, and vegetables.

UD Pakemsari Batik Jember promoting their Batik product from Instagram, and Whatsapp. Both social media are still not enough to attract customers. So, the owner of UD Pakemsari Batik Jember asked the writer to make another promotional medium in form of online media.

In making this final project, the writer needs to collect data about UD Pakemsari Batik Jember. So, the writer used interviews, observation, documentation, and audio-visual material to get the data. In the interview, the writer gets much information about the history of UD Pakemsari, the kinds of batik motifs, the process of making batik, and the price of each batik. In the observation, the writer knows about the location and facilities. In the documentation, the writer gets information about UD Pakemsari Batik Jember from Instagram related to the pictures, and photos from their album and analyze it. And in the last method audio-visual material, the writer collected data to get information by taking directly some photos of each object in UD Pakemsari Batik Jember.

After collecting the data, the writer start to making the website. The website was made in Bilingual version, English for foreign customers and Bahasa Indonesia for local customers. The website published at <https://batikudpakemsari.000webhostapp.com> that has several features such as home, about us, profile, gallery product and Indonesia version.

In making this final project, the writer found some difficulties and challenges. The writer couldn't make the content of the website, so that the writer should hire a programmer. The writer has difficulty communicating with programmers to the point of spending quite a long time in the process of creating a website. Besides that the writer also gets some advantages when finishing this final project, like he can improve his English skill in writing, getting knowledge about batik Industry and can increase his computer skill.