

SUMMARY

Making a Website as Promotional Media of Jember Green Herbalist, Larasati Inesty Devi, F31182167, 2023, 28 pages, English Study Program, Politeknik Negeri Jember, Nanik Mariyati, S.Pd., M.Pd. (Supervisor).

This final project entitled “Making a Website as Promotional Media of Jember Green Herbalist”. The purpose of this final project was to help the owner of Jember Green Herbalist to promote the products wider, better known and can increase sales. Based on the preliminary study, Jember Green Herbalist promoted the products through social media by adding information related to them, such as the location in several cities, the benefits of each products, and their activities. The writer decided to make a website as additional promotional media for Jember Green Herbalist. The website was made in bilingual version, Indonesia and English.

In making the website, the writer adopt five steps from Sevima (2016) and one step from Niagahoster (2017) to make the website. There were planning, scripting, creating the domain, design, testing, and promote. In planning, the writer determined the purpose of the website and collecting the data by doing interview, observation, documentation, and audio-visual materials. The writer made the script for the website in scripting steps. The writer bought hosting and registered www.jembergreenherbalist.com as the domain and downloaded WordPress to help the writer to write the content. While in design steps, the writer made design to the WordPress based on the script and the idea. In testing, the writer asked the supervisor and the owner of Jember Green Herbalist to open and access the website. After finishing the website, the writer gave the owner the username, password, and email of the website so that the owner could promote the website to the public.

During making the website, the writer faced some difficulties. The writer decided to not hiring an expert and learnt how to make the website first. The writer also needed to adjust to the appearance of WordPress. To make the website

run as planned, the writer needed to choose and use the appropriate plugins as well as possible.