

SUMMARY

Making a Website as a Promotional Medium of Gubyab Batik Banyuwangi,
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Gubyab Batik is a batik home industry in Banyuwangi which was established since 2015. Gubyab Batik produces several batik products such as batik cloth, shirts for men, women's clothing, shawls, sarongs, and udeng (headpieces for men). The writer created a website with the aim of promoting and introducing Gubyab Batik as a unique batik home industry.

The website was made in a bilingual version, namely *Bahasa* and English. The website has four navigations (menus or features) that can be accessed by Internet users. The first feature is 'Home,' which contains an overview and general information about the Gubyab Batik website. The second feature is 'About,' which contains history, facilities, activities at Gubyab, events, and *awards* for Gubyab Batik. The third feature is 'Product,' which provides types of batik products and batik motifs produced by Gubyab. The last feature is 'Contact,' which contains WhatsApp contacts, social media accounts, and the location address of Gubyab Batik. Besides that, it also displays order procedures and testimonials from customers.

In making the website, the writer did several data-collecting methods to meet the detailed information needs of the website content. The first data-collecting method was an interview with the owner of Gubyab Batik to ask for some information. The second was an observation, with the writer did a direct visit to the Gubbyab Batik area. Third, namely, documents, in which the writer collected several documents in the form of photos or other data from the internet and those already owned by the Gubyab owner. The fourth was audiovisual material, in which the writer took some pictures directly related to Gubyab Batik and its products. After the data-collecting methods were carried out, the website creation procedure was carried out.

The writer used seven steps of the website creation procedure. The first step was 'analysing', to find out the purpose of making a website for Gubyab Batik. The second was the 'determining domain' step, where the writer determined the purchase of the website domain. The third was the 'Designing' step for Designing the appearance of the website and also the website content script. The fourth was the 'coding' step or programming language. The fifth was 'uploading to the server', where the database was imported to the hosting so that the website could be accessed using the Internet. The sixth was the 'testing' step, where the writer checked the performance of the website by distributing questionnaires with Google Forms to obtain an assessment of website performance by several questionnaire participants. The seventh was the 'maintenance' step, where the maintenance of a website should be carried out continuously to maintain website performance.

Finally, the writer could complete this final project along with making the product (website). The writer was able to complete the website for Gubyab Batik even though there were still weaknesses on the website, namely in the form of images was having low-resolution quality. However, the website still had advantages, namely, the website could convey detailed information and was made in a bilingual version (both Indonesian and English).