

SUMMARY

Making a Website as Promotional Medium for Rumah Susu KUD Argopuro Probolinggo, Dinar Miftahul Hasanah, 2023, 45 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Gullit Tornado Taufan, S.Pd., M.Pd. (Supervisor)

Rumah Susu KUD Argopuro is an outlet that sold processed milk from KUD Argopuro. Rumah Susu KUD Argopuro has social media such as WhatsApp, Facebook, and Instagram. The writer made a bilingual website for Rumah Susu KUD Argopuro as a promotional medium. The purpose is to make Rumah Susu KUD Argopuro known to the public. Websites can be used for media marketing, information, education, communication, and promotion. Website is also a very suitable medium to introduce to the wider community the various potentials and advantages of a product to be marketed.

In making a promotional website, the writer did several activities in collecting the data, they were: interviews, observation, documents, and audio-visual. In making this website, the writer adapted the steps from Hostinger (2023) and adopt three steps from Suryadi and Zulaikhah (2019). The procedure of making the website included analysis, determining the domain name, choosing web hosting, to choose and changing website themes, testing, and support (maintenance).

On the website's main page (home page), the writer provides brief information, calls to action, activities, products, and testimonials. The second page is Activities which consists of milk acceptance, milk testing, pasteurization process, processing of dairy products, storage and packaging, and cleaning and sanitation. The third section is About us. On the menu, the writer included a history of Rumah Susu KUD Argopuro, employees, and facilities. On the fourth page is Gallery. The writer provides information about products, dairy farms, educational tour for dairy farms, local and foreign visitors, and exhibition. participated by Rumah Susu KUD Argopuro. In the last section, namely Contact Us. The writer lists admin contacts that are directly connected to WhatsApp, Google Maps, and social media Rumah

Susu KUD Argopuro for complete information. The result of the website can be accessed at [www. rumahsusuargopuro.com](http://www.rumahsusuargopuro.com). This product was conducted in 6 months, starting in February and finishing in July 2023.

The writer did edit photo for website content using Canva, and the layout or template was taken from the WordPress element provided. This website is made in bilingual versions of Indonesian and English. The writer hopes that this website provides complete information, meets user expectations, and is helpful to help promote Rumah Susu KUD Argopuro because the website is very important for a company in the face of the digital era that continues to grow.