

SUMMARY

Making a Promotional Website for Mastery English Course, Setiani Indah Wijayanti, F31201457, 2023, 32 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Agus Setia Budi, S.Pd., M.Pd. (Supervisor).

This is the final project report entitled "Making a Promotional Website for Mastery English Course". This final project aimed to provide complete information about the course to the public. MEC is an English course located in Lumajang Regency. MEC opens regular, private, and online classes with target registrants around 6 until 30 years old. The materials taught are from elementary to advance with programs English for Specific Purposes and English for Academic Purposes. MEC has only social media promotions on Instagram and Facebook. Therefore, MEC needs a website to reach a wider target audience.

In making the website, the writer collected data in 4 methods, including observations, interviews, documents, and audiovisual materials. There are eight features on the website, which are: home, about us, courses, gallery, our teachers, testimonials, achievements, and contact person. The website was made in bilingual, Indonesian and English, to make it easy for visitors to understand the content. In making the website, the writer used the waterfall method with five steps based on Koentjoro et al. (2022), including requirement analysis, design, implementation, testing, and maintenance. At the requirement analysis step, the writer collected data to get information about user needs specifications of the website. Furthermore, the writer made a wireframe at the design step to make it easy for the programmer to implement into programming language. In the third step, the programmer began to implement the results of the wireframe made by the writer into code. Furthermore, at the testing step, the writer and the programmer checked the website to ensure that the content, links, and navigation are functioning properly. The last step is maintenance, which the owner of MEC should do by extending the domain for the following year and updating the content if needed.

The writer faced some difficulties in making the website as the final project. First, the writer faced difficulties when discussing with the programmer, especially

in making a website, because the writer needed more knowledge about websites. Second, the writer also needed a long time to make wireframes. Last, the writer must also learn things related to the website, such as programming languages that are beyond the writer's knowledge. In making this website, the writer can implement several skills such as translation, writing, and computer.