

SUMMARY

Making Website as a Promotional Medium for Batik Ki Ronggo in Klabang Bondowoso, Nur Annisa Santikatmaka, F31201417, 2023, 28 Pages, Language, Communication and Tourism Departement, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd., M.Pd. (Supervisor)

This report is the final report of the project "Making Website as a Promotional Medium for Batik Ki Ronggo in Klabang Bondowoso". This project is a bilingual website that presents complete information about Batik Ki Ronggo Home Industry which is used to promote the products of Batik Ki Ronggo Bondowoso to expand the market of Batik Ki Ronggo products.

In this final project, the writer uses the procedure of making a website proposed by Utama (2011). The stages in making a website include determining the domain, choosing a hosting, designing a website, programming, testing, and website publication. All of these elements fulfill the way of creating an effective and dynamic website because the process of making it becomes more detailed.

This bilingual website consists of several main menus: Home (journey, vision and mission, achievements), Activities (the process of making Written Batik and Stamp Batik), Motifs (Kinds of motifs and the philosophy on each motif), Collection, News (news that covered Batik Ki Ronggo), and Contact (location and social media Instagram, Facebook, WhatsApp). To make the website informative and interesting, the writer collects the data needed by using four methods from Creswell (2012), which are observation, interview, documentation, and audio-visual. internet users can access the website through the website at <https://www.batikkironggobondowoso.com/>.

The writer used Photoshop to edit images by adjusting elements such as contrast, light, and the grid. Hosting is taken from Vercel App while the template and layout are developed according to the content. Hopefully, the website can provide more information to potential customers of Batik Ki Ronggo as well as expand marketing and sales of Batik Ki Ronggo Home Industry.