SUMMARY

Making a Website as a Promotional Medium for Jember Ketuts Art Gallery, Aika Fajrin Apsari, F31201901, 2023, 32 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd. (Supervisor).

The final report of this final project entitled "Making a Website as a Promotional Medium for Jember Ketuts Art Gallery." A bilingual website was created to optimise information technology to promote and expand the marketing of Jember Ketuts Art Gallery. Website is one of the developments in information technology that is often used to disseminate, obtain information, and is usually displayed in the form of a site with a supporting display. A website can contain a lot of information to introduce the products and activity to internet users to find out more details about Jember Ketuts Art Gallery.

In this final project, the writer adopted four steps about the procedure of making a website from Sevima (2016) which is planning, designing , scripting, testing, and complete it by adding the step given by Idcloudhost (2018) which can support the website creation process including determining the domain name, uploading content, updating content, updating website and maintenance. These stages have an important role for the writer to analyze the needs and test the performance of the website. So that the website creation process becomes more detailed and functional if the six stages are combined.

This bilingual website consisted of several menu navigations: Home (short description, activity, location), About Us (history, mentors, facilities), Special Program (Art exhibition, "*Serbaneka*" Art class, Art Workshop), and contact information (linked direction of Jember Ketuts Art Gallery location and social media Instagram, linktree, WhatsApp). Internet users can access the website at https://galeriketutsjember.com/. This product was conducted in 8 months, starting from December 2022 and finished in July 2023. In the process of doing this final project, the writer collected the data needed using four methods observation, interview, document, and audio-visual materials.

The writer edited photo and combined the artwork editing for website content using MadibangPaint, and the layout or template was taken from the WordPress element provided. This website is made in bilingual versions of Indonesian and English. Hopefully, this bilingual website can support the sales expansion and give more information to all potential customers about Jember Ketuts Art Gallery.

The writer faced several challenges while making the product of this final project especially when creating a website. The writer must study first the procedures for creating a website using Wordpress so that she can fulfill requests from the administrator of Jember Ketuts Art Gallery. The writer also studied how to combine artworks to be included on the website using the Medibangpaint application. The last challenge was the writer had to disable automatic translation and adjusted the translation according to the validation script.

The writer learned several things during finishing this final project. The writer learns about the types of galleries based on the content brought. During the process of collecting data the writer also learned how to communicate with new people and coordinate with them for the first time. The writer also has experience in creating websites and realizes that the importance of choosing colors on a website because it can affect the nuances of the website.