

## SUMMARY

**Making a Website as a Promotional Medium of Kemiri Tourism Village.** Firyal Eka Nadira, F31201222, 2023, 53 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd. (Supervisor).

This is the report of the final project entitled “Making a Website as a Promotional Media of Kemiri Tourism Village”. The objective of this final project is to make a promotional media in form of website for Kemiri Tourism Village to attract more visitors to come. According to the preliminary study that was conducted by the writer, the writer got information about the Kemiri Tourism Village that this tourism village is located in Delima, Kemiri Village, Panti Sub-district, Jember Regency, East Java. Kemiri tourism village is one of the villages that provides several types of tourism for instance agritourism, educational tourism, adventure tourism and culinary tourism. Kemiri Tourism Village has several promotional media in form of Instagram, Youtube, Facebook, and website. Unfortunately, the website is no longer available on the internet because the domain is no longer active. Besides, the information on the website has not been updated for a long time. Based on this problem, the manager asked the writer to make a promotional media in the form of website to reach wider range of visitors.

In making the final project, the writer did several activities in collecting the data. According to Creswel (2008), they are interview, observation, documents, and audio visual. After the writer collected all the data needed for making the website, the writer started to make a website. In website making process, the writer adapted the steps from Iqbal (2020) and combined the design and the planning step to make it efficient. The procedure of making the website are: gathering information and learning, planning and designing, developing, testing, reviewing, and launching, and support (maintanance).

In the gathering information and learning step, the writer collected information about how to build a website as well as the information about Kemiri Tourism Village according to the data collecting method. Then, in the planning and designing step, the writer made a script for the website as well as outlining the features that will be used on WordPress. In the developing step, the writer hired someone to help the writer in the domain and the hosting for the website. The writer used the (.com) domain. The website could be accessed through [www.wisatakemiri.com](http://www.wisatakemiri.com). In testing, reviewing, and launching step, the writer asked 10 respondents to test the website as well as the supervisor and the manager of Kemiri Tourism Village, whether there was any issue that needed to be fixed. In the support (maintenance) step, the writer will be helped by the staff of Kemiri Tourism Village to manage the website in the future.

The product of this final project is a bilingual promotional website of Kemiri Tourism Village that provides Indonesian and English website content. This product is expected to be useful for the alternative promotional media of Kemiri Tourism Village. The website has 5 features, they are Home, About Us, Tour Packages, Gallery, and Contact. The home section displays an introduction to the Kemiri Tourism Village, the destinations, and the facilities. The About Us feature explains about the history and organizational structure. The tour Packages displays the activity packages offered by the Kemiri Tourism Village. The gallery displays some pictures related to the destination and activities in the Kemiri Tourism Village to attract tourists to come. In Contact feature, the writer attaches a contact person, social media, and also a location in the form of Google Maps.

During making this promotional media, the writer faced two major challenges. The first challenge was that the writer was not familiar with WordPress as the platform for making the website. Another challenge that the writer faced was the route of each of the destinations in Kemiri Tourism Village was quite far from each other. The writer also learned several things during making this final project. The writer learned how to build a website using WordPress platform. Another thing that writer learned was how to take a good pictures using phone camera by adjusting the angle and the light.