

## SUMMARY

**Making A Website As A Promotional Medium For Sheina Batik Ambulu Jember**, Diah Ayunin Tias, F31200829, 2023, 31 Pages, Language, Communication, and Tourism Department, State Politechnic Of Jember, Renata Kenanga Rinda S.Pd., M.Pd (Supervisor)

The final report of this final project is entitled “Making A Website As a Media Promotion For Sheina Batik Ambulu Jember”. A bilingual website was created to optimise information technology to maintain the market, promote and expand the marketing of Sheina Batik products. Website is a web service that internet users can access containing a domain used to show document information about the company and its products to the public in more detail about Sheina Batik. In this final project, the writer elaborated procedure of two experts in making a website. The writer applied six stages from Idcloudhost (2018) and stages from (Mulyanto, 2009).

This bilingual website consists of several menu navigations: About Us (History of Shina Batik, Certificates, and Testimonials product of Shina Batik), In the part of Our Gallery menu, the writer shows the Sheina Batik gallery, collection of batik motifs, fashion products, and batik making process. In the last part, the writer display information about the activity while doing the workshop the process of making batik beside the gallery, and on one page the writer also add the contact person menu which will proceed to the buying process, social media, and the location of Sheina Batik.

Finally, the writer managed to complete the final project. Hopefully, this bilingual website can help the sales expansion and provide greater information to all potential customers of Sheina Batik.