

CHAPTER 1. INTRODUCTION

In this chapter, the writer explores the underlying information related to the final project. This chapter is divided into three main part they are background, objective, and significances of the final project.

1.1 Background

Creative economy is a human activity related to creativity and innovation in the development of a product (Iskandar, 2021). He further explained that developing an existing or non-existing product to be used as a profitable business is an effort to support economic growth in an area, including in Banyuwangi. There are many Creative Economy industries in Banyuwangi that offer a variety of services to meet all the needs of large and small events. I chose the Barfin Project as a strategic partner because it has many advantages and uniqueness. Barfin Project, one of the creative economy in Cluring, Banyuwangi is a creative economy that focuses on fashion and beauty. It is described as a large project where the owner can provide services according to consumer needs in all events, including makeup artist (MUA) and decoration/backdrop services for wedding and birthday parties. Besides, design and make dresses, men's shirts, family costumes, bouquet especially snack or product request from consumers for small or big events. In other words, Barfin Project covers all products and services completely in one time.

Based on preliminary study which was conducted through interview by the writer with the owner, Barfin Project actively promotes their activities and products through their official social media such as Whatsapp (+62 812-3276-5383), Facebook (Barfin_MB), and Instagram (Barfin_Project). However, promotional activities on all social media were only seen by followers and considered less effective since only a few people recognize out and knew about the Barfin Project. To expand the promotion and marketing widely, the owner needs additional promotional media that will provide more complete and details information about the Barfin Project in the form of website.

Probing technically, the website is a medium that is easily accessible to the general public and practical. In the era of digitalization, people, especially consumers, have a view, the easier the access to information obtained, the more consumers will not be disappointed. The website can be a means of complete business information, ranging from product info, product catalogs, and promotional info so that the use of the website is suitable for promotional media for a brand or company, especially for creative business actors will be very helpful.

A website comprises text, images, sounds, and animations that are processed and managed into an attractive page display for others to see and visit. Zufria & Hasan (2017) stated the more effective managing a website, the more people reach out to it and know the product. The owner will use the website optimizing as a promotional medium for the Barfin Project. The website created will provide bilingual in order to reach local and foreign consumers. It will contain of SEO (Search Engine Optimization) program to make a website appear highest on the list of results given by a search engine and contains a registration form that is linked to WhatsApp for visitors who are interested and plan to buy products. It will be displayed in the bio or main page of Instagram, Facebook, or other social media to reach more visitors. To illustrate, the content on the website will be loaded bilingual for access to foreign consumers to visit exhibitions and direct visits to Barfin Project Banyuwangi

In conclusion, the writer decides to make a bilingual website that provides complete information about Barfin Project products to attract more consumers from both local and international consumers. The websites will publish existing events, products, services, activities, and sales. In addition, consumers will get all information needed more efficient and effectively only by clicks the website of Barfin Project. Besides, the website will be used by the owner to optimize further development related to all information for the promotional media of Barfin Project Banyuwangi.

1.2 **Objective**

The objective of this final project aims to make a website as Promotional media of Barfin Project Banyuwangi.

1.3 **Significances**

Based on the objective above, the significances are:

1.3.1 For the writer

This project can help the writer apply her English skills, such as writing the content and translation. It also improves the ability to create writing-based content creation on websites and blogs. It can also upgrade the writers skill in operating computer software, especially for making websites.

1.3.2 For the owner of the Barfin Project Banyuwangi

The promotional website can assist the owner in reaching a wider community and introduce the product of the Barfin Projects Banyuwangi.

1.3.3 For the Consumer

The website can help the consumer to get more information completely about project Barfin Project Banyuwangi.

1.3.4 For the Students of English study program

This final project can be used as a reference for a student who will conduct the final project of the same product, a promotional website.