

SUMMARY

Making a Website as a Promotional Medium of Barfin Project Banyuwangi, Sarifatun Nabilah, F31201600, 2023, 47 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd. (Supervisor).

This final project is entitled “Making a Website as a Promotional Medium of Barfin Project Banyuwangi”. Website as a promotional medium for the Barfin Project provided bilingual in order to reach local and foreign consumers. It will contain 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.

In this final project, to finish this final project, the writer used seven steps to steps to make a website, starting from preparation, planning, making a feature, and creating a graphic layout, determine the domain name, making the design, launching, and maintenance. Then, the writer used the observation, , interview, document, and audiovisual methods to collect data as material for making a website .Also, the product of final project was bilingual to explore information related Barfin Project Banyuwangi product. The benefits of the bilingual aspect of the project was to attract international consumers and to increase sales of the products Barfin Project Banyuwangi. The navigation menu on the website is Home, Gallery Photo, Home, Contact Us, About Us, and Pricelist.

Moreover, the writer did editing for website content using Canva, 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 Barfin Project Banyuwangi.

To sum up, in the process of making a website, the writer has some difficulties. The first challenge, the writer had no experience in creating websites

so the writer have to learn extra to learn by myself. Then when the writer intended to collect data, the owner was constrained because he was busy with work projects, so the writer had to be extra patient to wait for the right day. However, although there were many obstacles and challenges experienced in making this product, all those difficulties were valuable experiences that they can be learning and evaluation material in the future for the writer in the future.