

SUMMARY

Creating a website as a promotional medium of Yoko Batik Home Industry Banyuwangi. Shinta Dwi Prismadani, NIM F31201511, 2023 English Study Program, Jember State Polytechnic, Yuslaili Ningsih S.Pd., M.Pd. (Supervisor).

This final project is entitled "Making a Website As a promotional medium for Yoko Batik Home Industry Banyuwangi." Yoko Batik Home Industry Banyuwangi is a batik home industry in Simbar Hamlet RT 01RW 04, behind the Baitussalam Islamic Boarding School, Tampo, Cluring, Banyuwangi Regency, East Java 68482, Indonesia. As one of the home industries for making batik which is engaged in the manufacture of written and stamped batik. Yoko Batik Banyuwangi has a vision and mission to preserve batik culture in Banyuwangi.

Previously the writer had conducted a preliminary study by interviewing the owner and obtaining information related to social media at Yoko Batik and found that Yoko Batik Home Industry Banyuwangi has several social media accounts that are used as promotional media, such as Instagram (*batik_yoko*), Youtube (*Yoko Batik*), and Facebook (*Mujiyoko*). However, the media was last active in 2021, making it difficult for visitors to find the latest information about Yoko Batik. From the problem of this social media account, the writer offered information medium in the form of a website as a media for promotion and information on Home Industry Yoko Batik Banyuwangi

Making this website, the writer made in bilingual version using Indonesian and English. Making this website, the writer obtained data collected using the Creswell (2012), namely the observation stage, document interviews, and audio-visual material. In addition, for creating this website, the writer used procedures from (Desti & Nugraha, 2019), namely Planning to create a website, Analysis, Website menu design, Development, Testing, and Implementation, and adopts one step from (Niagahoster, 2022), which is about purchasing Hosting and Domains. In this website has six menus. The website's first (*Home*) menu contains a short story about Yoko Batik and a picture of the Yoko Batik information board. Menu 2 (*Batik Gallery*) included information on products, motifs, and product and price ranges. Menu 3 (*Batik Making Process*). The third menu displays the process of making batik using handwritten and stamped batik

techniques at Yoko Batik with a brief explanation. Menu 4 (*About Us*) contains information about the history of the Yoko Batik home industry and, Menu 5 (*Contact*) consists of ordering contact persons, social media, and the location of Yoko Batik, and Menu 6 (*View Menu*), home, batik gallery, batik making process, about us, contact and language)

The final project has strengths, weaknesses, and challenges. Making this website has several steps, such as holding an interview with the owner of Yoko Batik. From there, the writer gets correct and complete information. In addition, also discussed with the supervisor when making manuscripts, products, and reports.

In writing scripts and reports. The writer used the Grammarly and Google Translate applications to help the writer check the use of grammar and sentences. The writer can also learn and used her writing skills in the process of making reports, booklet scripts, and creating websites. It is hoped the website that the writer created can help Yoko Batik to promote their products, and this website can help domestic and foreign visitors to get information quickly on the website www.yokobatikbanyuwangi.com.