

SUMMARY

Creating a Website as a Promotional Medium of Green Art Eco Print Jombang, Ratna Rahmawati, F31211631, 2024, 30 pages, English Study Program, Politeknik Negeri Jember, Nodistya Septian Indrastana, S.S., S.Pd., M.Pd. (Supervisor)

Green Art Eco Print Jombang is one of the home industries of the batik eco print industry at jombang. was established in 2021. Green Art provides products with batik eco print patterns. Such as various fabrics, women's clothing, men's shirts, hats, bags, shoes, and sofa stools with nuances of ethnic Eco Print. Owners of green art eco print need a bilingual website as their promotional medium to attract local to international customers, therefore this final task aims to make a website for Green Art Eco Print Jombang.

The website is entitled “Experience the eternal beauty of green art Eco Print”. The writer collected the data through observation, interviews, documents, and audiovisual material. The writer adopts techniques to build a website from Ansar and Nirsal (2023). Data collection, system requirements analysis, design, and test implementation exist. During the development of the website, the writer wrote Indonesian and English scripts for the content of the website, the writer also designed all layouts of the website with 6 navigation pages; home page, gallery, product, event, location, and testimonial. For the domain, the writer bought www.greenartecoprint.store for one year

While making this product and the final project report, the writer had a great experience with some challenges in building a website. However, the writer has finished the final project in terms of applying the website design with some editing application, buying domain, and programming steps. At the last, the writer has finished the final project and hoped the website can be benefits to Green Art Eco Print.