

SUMMARY

Making a website as a promotional medium of CV. Berkah Alam Outdoor Organizer. Fifit Nabilah Dharma Yanti, NIM F31210761, 2024 English Study Program, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd., M.Pd. (Supervisor).

This final project is entitled "Making a Website as a Promotional Medium of CV. Berkah Alam Outdoor Organizer". A bilingual website was created to optimize information technology to introduce and promote the marketing of Berkah Alam Outdoor Organizer. Website is one of the developments in information technology that is often used to disseminate, obtain information, and is usually displayed in the form of a site with a supporting display. A website can contain a lot of information to introduce the product and services to internet users to find out more information about this company.

In this final project, the writer adopted the procedure of making a website from Bassil (2012) which includes analysis, design, implementation, testing, and maintenance. These steps have an important role for the writer in analyzing the needs and test the performance of the website. So, the website creation process becomes more functional if the five steps are combined. The website consisted of several menu navigations, which are: home (profile and staff), product (product and terms and conditions), services (tour packages, tour operator, event organizer), social media, and location maps. The customer can access the website at www.berkahalamoutdooractivity.com. The product can be accessed from April 2024 and finished in April 2025.

The writer learned several things while finishing the final project. The writer learned about the types of Berkah Alam Outdoor Organizer based on the content brought. During the process of collecting data, the writer also learned how to communicate with new people and coordinate with them for the first time. The writer also has experience in inputting and editing scripts on the website.