SUMMARY

Developing a Website as One of Promotional Media for Genius House Jember, Putri Yulia Alamanda, F31210541, 2024, 31 pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Asep Samsudin, S.Pd., M.Li (Supervisor).

This is a final project report entitled "Developing a Website as One of the Promotional Media for Genius House Jember". This final project aims to present comprehensive information about the study program to the public. Genius House Jember is an English course institution located in Jember Regency. Genius House offers classes for students of all school levels, university students, the general public, as well as people who want to work in international companies and teachers who want to deepen their English knowledge. Currently, Genius House only promotes itself through social media on Facebook and Instagram. Therefore, Genius House needed a website to reach a wider audience and complete information that is more accessible to everyone.

In making this website, the writer used 4 methods in collecting data, including observation, interviews, documents, and audiovisual materials. This website was made in two languages, namely Indonesian and English, which aims to make it easier for visitors to understand the contents of the website. There are seven sections contained in the website such as home, course programs, facilities, teacher profile, our event, gallery, and location. In making the website, the writer used a method with five steps based on Wahyudin and Rahayu (2020), namely planning, analyzing, designing and developing, testing, implementing and maintaining. At the planning stage, the writer identified the goals and objectives of website development. Furthermore, at the analysis stage, the writer collected user information needed. In the third step, the writer made a design based on the information from the analysis obtained to be developed into a website. Next, in the testing stage, the writer checked the website to ensure the content, navigation, and links function properly. The last step is implementation and maintenance, which the Genius House owner should do

by updating the content if needed and extending the domain for another year. The writer faced several challenges in creating a website as a final project. First, the writer experienced difficulties because she needed more in-depth knowledge about website development. Secondly, the writer needs time to master Google Sites so that the website can be used and useful for the general public. In the process of developing this website, The writer has experience in creating websites and realizes that the selection of colors, fonts, and layout on a website is very important because it can affect people's interest in accessing and exploring the website. The writer also was able to implement several skills such as computer usage, translation, and writing.