

SUMMARY

Making a Website as a Promotional Medium of Daweea Batik Bondowoso. Revi Desta Dwi Fitria, NIM F31210374, 2024 English Study Program, Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd. (Supervisor).

This final project is entitled “Making a Website as a Promotional Medium of Daweea Batik Bondowoso.” The objective of the final project is to create a bilingual website in Indonesian and English to promote Daweea Batik Bondowoso. Indonesian is used to promote products to the local market, and English is used to promote products to the international market. A promotional website was created to promote Daweea Batik and make it easier for Daweea Batik customers to access information about Daweea Batik.

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 designing a website and testing the performance of the website. So, the website creation process becomes more functional if the five steps are combined.

This final project had strengths and weaknesses. The website had strengths; the first strength of this website is the ease of access since everything is internet-based. Secondly, the website is bilingual, Indonesian and English, so it can reach a wider market as domestic and foreign customers can access it. In addition, the strength of this product is that it displays complete information and an attractive website. Meanwhile, the weakness of this website is its layout, which is different between access on a computer and access on a mobile phone. The second is the low image quality because the writer lacks experience in photography. In addition, the writer learned several things while finishing the final project and read many layout design references. Furthermore, the writer learned by watching video tutorials, such as making running text and creating a comment column in testimonials. The writer also gains more knowledge in photo editing, using the Adobe Photoshop editing application to make it clearer.