

SUMMARY

Making a Website as A Promotional Medium of Kinnara Kinnari Batik Banyuwangi, Muhammad Anas, F31210690, 2024, 45 Pages, Language, Communication, and Tourism Department, State Politechnic Of Jember, Yuslaili Ningsih S.Pd., M.Pd (Supervisor).

The final report of this final project is entitled “Making a Website as Promotional Medium of Kinnara Kinnari Batik Banyuwangi”. The bilingual website was created to optimize information technology in order to maintain the market, promote and expand the marketing of Kinnara Kinnari Batik products. A website is a web service that can be accessed by internet users that contains a domain used to display document information about the company and its products to the public in more detail about Kinnara Kinnari Batik. In this final project, the writer spent seven months writing this final project.

The writer used method from Cresswell (2012) there are four types of data collection methods including observation, interviews, documents, and audiovisual materials. while in making the website the writer used procedures from Firzatullah (2021), including requirements, design, implementation, integration & testing, and operation & maintenance. The writer also must learn things related to the website. In making this website the writer can implement several skills such as translation, writing, and computer.

This bilingual website consists of several menus: Profile (History of Kinnara Kinnari Batik, Facilities, and Testimonials of Kinnara Kinnari Batik products). On the Gallery menu section the writer displays the Kinnara Kinnari Batik gallery, a collection of batik motifs and how to care for batik. On the price menu, the writer displays information about the price of the type of batik product at Kinnara Kinnari Batik, as well as the size, and type of fabric used, and the contact menu contains information menu that directly proceeds to the purchase process via WhatsApp, social media, and the location of Kinnara Kinnari Batik.

Finally, the writer managed to complete the final project. Hopefully, this bilingual website can help the sales expansion and provide greater information to

potential customers of Kinnara Kinnari Batik with a website link that can be accessed <https://batik-kinnara-kinnari.free.nf/>.