

SUMMARY

Making A Promotional Website of Seger Nusantara Jember, Muhammad Ridwan Redisa, F31211935, 2024, 60 pages, English Study Program, Politeknik Negeri Jember, Agus Setia Budi, S.Pd., M.Pd. (Supervisor)

Seger Nusantara is a tourism destination in Jember with a concept as a tourism that offers services and facilities for outdoor activities. Seger Nusantara specifically located in the hamlets of Krajan at the village of Jatian, Pakusari District, Jember. Seger Nusantara offers services for providing a place for outdoor activities and lodging. Additionally, it offers various facilities such as camping, lodging, gathering and meeting spaces, outbound, animal education, and picnic areas. The manager has done several promotions especially on Instagram and TikTok but they do not provide detailed information about Seger Nusantara such as company profile. Therefore, the manager asked the writer to create an informative website as a promotional medium that provides detailed and comprehensive information about Seger Nusantara.

The website was created in bilingual language, Indonesian and English language. The objective of using bilingual language was to attract a wider range of visitors for Seger Nusantara, both local and foreign visitors. In creating this website, the writer followed several processes, started from collecting data through observation, interviews, and documents. The writer also followed procedures in creating a website from Zulqarnain (2015) and Ntui (2021). The four steps in creating a website the writer adopted are; displaying a clear description of the business, creating form, structure, and purpose of the content, polishing website detail, and making room for development. The results of the aforementioned procedures are script or description text on the website that has been improved to provide detailed and comprehensive information. Additionally, in creating the structure of the website the writer incorporated navigation menu to enhance its accessibility. The selection of themes, colors and the arrangement of fonts, characters and other elements were also incorporated in order to enhance the

aesthetic appeal of the website. The overall design was created with the intention of enhancing the display, accessibility, readability, and providing detailed and comprehensive information about Seger Nusantara.

In creating this final project, the writer applied several skills such as writing, and translating in creating the contents of the website. The writer applied writing and translating skill when creating the script or description text for the website. The writer also applied designing skill when considering the design of the website such as selecting theme, colors, fonts, elements and other significant characters in order to enhance the overall website quality and its aesthetic aspects. In completing this final project, the writer gained several experiences such as the experience of communicating with the person in charge of a tourism destinations. The writer gained an experience in interviewing a source person. Additionally, the writer gained an experience in creating a website.