

SUMMARY

Making a Bilingual Company Profile Website to Promote Batik Bambu Mujur in Lumajang, Adinda Arindrast Setyawati, F31211006, 2024, 40 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Adriadi Novawan, S.Pd., M.Ed. (Supervisor).

Batik Bambu Mujur was an independent batik home industry production of written and stamped batik fabrics. Batik Bambu Mujur home industry is located in Sumber Mujur village, Candipuro, Lumajang district, East Java. They have produced a dozen unique batik motifs that are customized to customers preferences.

The writer has chosen Batik Bambu Mujur as the subject of a Final Project Report entitled Making a Bilingual Company Profile Website to Promote Batik Bambu Mujur in Lumajang. The project was led by the company lack of online promotion. This limited the consumers awareness of Batik Bambu Mujur products. The website aimed to introduce detailed information about the company and its products to a wider audience, designed with bilingual features to reach a broader market.

To develop the project, the writer followed the waterfall method, which included a sequent stage approach. The writer applied the Creswell data collection methods, including observation, interviews, document analysis, and gathering visual materials like photos and audio recordings. The results of these activities were in the form of text and images, which were applied to the available website template. The writer was assisted by a web developer in designing the website layout into four menus consisting of a homepage, about us, gallery, and activity. In addition, the author chose batikbambumujur.com as the domain name for the company profile website of Batik Bambu Mujur.