

SUMMARY

Making a Website as a Promotional Medium of EDDY'S English Course, Naura Yasmin, F31211945, 2024, 44 Pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S.S., M.Pd., (Supervisor).

The final project, titled "Making a Website as Promotional Media for EDDY'S English," focused on developing a bilingual website to enhance the visibility and outreach of EDDY'S English. The primary objective was to create an accessible and engaging platform that caters to both local and international audiences. This website serves as a promotional tool, offering comprehensive information about EDDY'S English, including its services, programs, and unique features. By being available online, the website allows potential customers to learn more about the course anytime and from any location, thereby increasing accessibility and engagement.

The bilingual aspect of the site ensures that it meets the needs of a diverse audience, broadening EDDY'S English's reach and appeal. The project demonstrates the effectiveness of digital media in promoting educational services and improving global communication. The site features eight main sections: Home, About Us, Programs, Facilities, Gallery, Testimonials, Location, and Contact. These sections provide comprehensive details about EDDY'S English, including its history, course offerings, and customer feedback, all while ensuring ease of access through straightforward navigation.

The writer faced several challenges in making this final project. First about the time management, it was quite difficult to arrange a meeting schedule with the owner and the staff of EDDY'S English. To solve this problem the writer waited patiently until the owner had a free time to meet. And the writer also learned several lesson such as: time management, and with this final project the writer managed to improve his writer skill.