

SUMMARY

Making a Website as a Promotional Medium of Batik Tempe Beji Kota Batu.

Ferdian Agung Prasetyo, F31222678, 2025, 50 Pages, English Program Study, Politeknik Negeri Jember, Vigo Dewangga, S.S., M.Pd. (Supervisor).

This final project is entitled “Making a Website as a Promotional Medium of Batik Tempe Beji Kota Batu”. The objective of this project is to create a bilingual website in Indonesian and English to promote Batik Tempe Beji, a local batik producer located in Beji Village, Batu City. The use of Indonesian aimed to target domestic customers, while English was used to expand the market reach internationally.

The writer followed the Waterfall method proposed by Huang (2021), which includes six steps such as planning, analysis, design, development, testing, and implementation. The writer collected data through observations, interviews, documents, and audio-visual materials to support the content development of the website. The final website consisted of six main menus such as Homepage, About Us, Gallery, Activities, Process, and Testimonials. The site also included a footer with links to WhatsApp, Instagram, and Google Maps. All content was presented in both Indonesian and English.

This final project had both strengths and weaknesses. The strengths included easy access via the internet and bilingual content that reaches wider customers. However, the website also had some weaknesses, such as an inconsistent layout between desktop and mobile versions. The writer encountered several challenges during the project, such as time management and the writer’s first experience in website development. Despite these challenges, the writer gained valuable experiences such as improved communication and time management. The writer hopes that this promotional website will help Batik Tempe Beji strengthen its digital marketing strategy and preserve the cultural identity of the local community.