

SUMMARY

Making a Website as a Promotional Media of Redsoga Ecoprint Batu City,
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This final project is entitled “Making a Website as a Promotional Media of Redsoga Ecoprint Batu City”. This final project aims to create a website as a promotional media for Redsoga Ecoprint in Batu City, a home-based batik industry that uses ecoprint techniques with natural materials. Redsoga Ecoprint has several social media platforms, such as Instagram, TikTok, YouTube, and Facebook. However, some of these social media platforms are still not fully optimized in reaching new potential visitors and presenting information in a structured manner.

Therefore, a bilingual website has been designed to provide comprehensive information in two languages, thereby expanding reach and enhancing appeal, both in the local and international markets. In the process of making website, data was collected through observation, interviews, documents, and audiovisual materials reviews to ensure the website meets the required needs. The website development process was carried out in some steps, starting from requirement analysis, design, implementation, testing, and website maintenance. The website features eight main menus covering information about us, history, achievements, facilities, activities, motifs Redsoga Ecoprint, products, prices, and contact details.

During the process, the writer faced a number of challenges, such as limited knowledge in website development. However, this process also became an opportunity to learn and develop new skills, from design to writing in English and Indonesian. The final result is expected to be an effective promotional solution for Redsoga Ecoprint and can be used as a reference for other students who want to develop digital promotional media.