

SUMMARY

Making Website as One of Promotional Media for Beji Tourism Village, Helin Vifpratma Safitri, F31221320, 2025, 80 pages, English Study Program, Politeknik Negeri Jember, Agus Setia Budi, S.Pd, M.Pd. (Supervisor)

The objective of this final project is to create a new promotional medium in the form of a bilingual website for Beji Tourism Village to attract tourists from both domestic and foreign markets. Beji Tourism Village is known as the largest tempe producer in Batu City. This background led to the establishment of Beji Tourism Village with an educational tourism concept. Beji Tourism Village has several promotional media such as Instagram, YouTube, and website. Unfortunately, the website owned by Beji Tourism Village has been inactive for a long time. Therefore, the manager of Beji Tourism Village has requested the writer to create a new website for Beji Tourism Village.

In the process of making the website, the writer undertook several actions to gather data. The writer categorized the methodologies into observations, interviews, and analysis of photos or documents. Following the data collection, the writer commenced the development of the website. During the website creation process, the writer integrated the procedures into planning, design, development, testing, deployment, and evaluation.

This website consists of a home page featuring four sections, namely About Us, Tour Packages, Gallery, and Contact Us. The website has several advantages, including comprehensive information, the presence of a gallery feature, and the use of bilingualism aimed at attracting tourists from both domestic and international. However, this website has shortcomings in terms of design.

In the process of making this website, the writer faced challenges in programming. Nevertheless, through this experience, the writer was able to learned about website development skills, enhanced photo editing skills, and improved english vocabulary. The writer hopes that this website can be beneficial for the Beji Tourism Village as a promotional medium that can reach tourists both domestically and internationally.