

SUMMARY

Making a Bilingual Website as a Promotional Medium for Traveloky Tour and Organizer, Bintang Surya Gemilang, F31222618, 2025, 82 Pages, English Study Program, Politeknik Negeri Jember, Yusraili Ningsih, S.Pd, M.Pd. (Supervisor).

This final project report entitled “Making a Bilingual Website as a Promotional Medium for Traveloky Tour and Organizer.” This final project aims to present complete and professional information about Traveloky Tour and Organizer with, a travel agency located in Malang City, East Java. Traveloky Tour and Organizer offers a range of services, including tour packages, vehicle rentals, documentation, catering, and event organization for individual and group. Previously, the company only promoted its services through Instagram, TikTok, and YouTube. Although it once had a website, it became inactive due to a lack of maintenance. Therefore, a bilingual website was developed to help reach a broader market and build greater trust through updated and accessible content.

In developing the website, the writer employed four methods of data collection: observation, interviews, document, and the use of audiovisual materials. The website is available in two languages, Indonesian and English, to accommodate both local and international audiences. It consists of five main sections: Home, About Us, Tour Packages, Gallery, and Location. The writer employed a six-step method in developing the website, which includes planning, analysis, design, implementation, testing, and maintenance.

The writer faced several challenges, such as a lack of knowledge in website development, difficulties in translating and adapting content into English, as well as internal devices experiencing lag due to inappropriate device settings. However, this project provided impressive experience in website creation, translation, content writing, and digital design. The result is a bilingual promotional website, accessible at www.travelokyid.com, which is expected to enhance the company digital presence and increase customer trust.

Finally, the writer has already developed a bilingual website for Traveloky Tour and Organizer website to present the company profile, tour services, and office

locations in both Indonesian and English, aiming to reach both local and international audiences. The process of working on this project not only resulted in a digital product, but also strengthened the writer skills in translation, copy writing, layout design, also utilizing digital tools on a limited platform (Google Sites). It is hoped that this website can become an effective digital promotional medium, increase customer trust, and expand market reach in the era of technology-based tourism.