

SUMMARY

Making A Bilingual Website As a Promotional Medium Of Gita Anugrah Wisata Tour And Travel, Mochamad Syahrul Al Hafidz, F31221125, 2025, 69 Pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd. (Supervisor).

This final project focused on creating a bilingual promotional website for Gita Anugrah Wisata, a travel agency based in Jombang, East Java. The goal was to help the company expand its market and build a more professional online presence, especially for international audiences. The development process followed a structured method involving several stages from planning to maintenance.

To support the creation of the website, the writer gathered relevant data by conducting observation, interviews, reviewing company documents, and collecting visual materials. These steps allowed for a deeper understanding of the company's profile and services.

The end result was a bilingual, dynamic website built on the Wix platform, featuring information about the company's background, tour packages, vehicle rental services, and customer feedback. It includes essential features such as a language switcher, booking access, and user-friendly navigation to improve the company's digital marketing.

Although the website has some minor drawbacks like limited flexibility and mobile responsiveness, it still serves as a valuable tool for promotion. This project also reflects how the writer combined language and technical skills gained from the English Study Program to create a real-world product that benefits the partner company and may inspire future students.