

SUMMARY

Making Website As A Promotional Medium Of Taman Bacaan Masyarakat Jember, Attila Bisma Zanjabil, F31222646, 2025, 63 pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd., M Li. (Supervisor).

One of the prominent reading communities in Indonesia, particularly in the Jember region, is the Forum Taman Bacaan Masyarakat (FTBM) Jember. Established in 2022 by Prita HW, this forum has become a vital platform for promoting literacy and reading culture across the region. Located in Kreongan Village, Patrang Subdistrict, FTBM Jember also serves as the secretarial office and coordination center for various literacy-based initiatives. What makes this forum unique is its role as a collaborative umbrella organization that connects and empowers twenty-five independent reading park communities spread throughout Jember. Through FTBM, these communities gain opportunities to exchange ideas, access resources, and strengthen their programs in support of inclusive and community-based education.

In the process of creating the website, the writer undertook several action to collect data. The writer categorized the methodologies into observation, interview, and analysis of documents. During the website creation process, the writer integrated the procedures into create a domain, the desgin, coding, testing the system, preparing the website for online, launching the website for online.

The website developed for FTBM Jember features a home page, an About Us section, and a dedicated space showcasing all the reading parks. It adopts a bilingual website, using both Indonesian and English, with the aim of reaching not only local communities but also attracting international visitors and collaborators. This strategic use of language reflects FTBM Jember's commitment to inclusivity and wider outreach. However, despite its informative content and noble goals, the website still faces notable shortcomings in terms of design, which may affect user experience and overall engagement.

During the process of developing the website, the writer encountered several challenges related to programming and technical aspects. Despite these

obstacles, the experience became a valuable learning journey. The writer successfully gained practical skills in website development, improved photo editing abilities, and experienced noticeable growth in English language proficiency. Beyond personal development, the writer envisions the website as a promotional tool that can benefit Taman Bacaan Masyarakat (TBM) Jember by increasing its visibility and accessibility, not only to local communities but also to a wider international audience.