

SUMMARY

Making a Website as A Promotional Medium for Desa Wisata Adat Arjasa, Zelly Ananda Luna, F31222607, 2025, 32 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd, M.Pd. (Supervisor).

“Making a Website as a Promotional Medium of Desa Wisata Adat Arjasa” is the title of this final project report. The purpose of making this website-based promotional media is to build tourist interest in visiting the Desa Wisata Adat Arjasa, and as a means of promotional media for the Desa Wisata Adat Arjasa to increase the number of local and foreign visitors. The website is available in two languages, English and Indonesian. Based on a preliminary study, the writer was asked by the Desa Wisata Adat Arjasa manager to create promotional media for the Desa Wisata Adat Arjasa website as an addition to the existing promotional media. The manager of Desa Wisata Adat Arjasa also said that the website created could be developed and updated according to the latest information.

In the process of making a website, the writer needs data as the contents of the website. Therefore, the writer collected data through observation, interview, documents and audiovisual materials. The website consists of nine features that can be accessed by visitors, such as home, profile, tourist destination, e-booklet accessed by flip book, tour package, gallery, komotra, cottage, and contact. The writer followed the website creation procedure implemented by Artho (2013). There are four steps in creating a website such as planning, designing, coding, and testing.

The writer experienced several challenges during the process of preparing this final project. First, there was a mismatch between the writer's schedule and that of the manager of Desa Wisata Adat Arjasa, as the schedules were not synchronized, requiring a rescheduling to discuss the progress of the website development. Second, the writer faced challenges in the process of taking photos of tourist destinations in Desa Wisata Adat Arjasa. This task was particularly difficult because the tourist destinations are located in various locations, and some of the roads leading to these destinations are damaged. This caused some difficulties for the writer during the photo-taking process. The last, the writer encountered

difficulties in checking grammar, so the writer used grammar-checking applications, such as Grammarly, to review the grammar.

From the creation website of the Desa Wisata Adat Arjasa the writer gained many valuable experiences. The writer learned how to look for good references, process information, and analyze data. The writer also developed strong scientific writing abilities, making sure their work follows proper academic standards. This experience also helped the writer improve time management, become more disciplined, patient, and responsible for their own work. Overall, this project not only deepened the writer's understanding of their area of study but also helped shape a more professional and mature mindset, better preparing for future work in the real world.