

SUMMARY

Creating Bilingual Website as One of Promotional Medium for Barata Batik Jember, Siti Nur Amelia, F3122645, 2025, 26 pages, English Study Program, Politeknik Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li. (Supervisor).

The final project titled "Creating a Bilingual Website as a Promotional Medium for Barata Batik Jember" aims to introduce and promote Barata Batik to both domestic and international markets. The available link is <https://sites.google.com/view/baratabatikjember/beranda-id>. The website includes detailed profiles of the company, descriptions of various batik motifs, the production process involving traditional hand-drawn and stamped batik and showcase the facilities and activities available at Barata Batik.

The writer applied the step in creating websites from Utama (2010). They were deciding the domain name, selecting a web hosting, designing website, programming, testing and publication. Also, the writer used four Creswell (2010) data collecting methods. They were observation, interview, documentation and audio visual

In finishing the project, the writer faced three main challenges. First, she struggled with the diction and the terminology on describing the philosophy of motif which managed to improve by reading the reliable resource. Second, she tackled the difficulty in grammatical accuracy and coherence but managed to improve by studying proper references. Third, she also encountered the problem of translation by collaborating with supervisor and use localization technique to adapt content.

The valuable lesson learnt in completing this project the writer could improve the soft skills related on communicating style. She should be patience in scheduling the data collecting methods.