

SUMMARY

Making a Bilingual Website as a Promotional Medium of Tiara Jember Park Waterboom, Shelsie Malini Yuwono, NIM F31221500, 2026, 47 Page, English Study Program, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd., (Supervisor).

Tiara Jember Park Waterboom is one of the man-made tourism sites located in Jember. This place offers a variety of interesting rides, ranging from a playground for children to swimming pools with various water slides. This final project aims to create a bilingual website (Indonesian and English) as a promotional medium that helps the place attract international visitors and reach the visitors.

During the development of this website, the writer followed the procedure proposed by Utama (2011), which comprises six stages: determining a domain name, web hosting, script programming, web design, web publication, and web maintenance. However, among these six procedures, the writer did not use web hosting and script programming procedures. In addition, the data collection methods employed are based on the opinion of Creswell and Creswell (2012), which include observation, interviews, documentation, and audiovisual materials.

The Tiara Jember Park Waterboom website gave complete information about attractions, ticket prices, facilities, and upcoming events. The website looked nice, was easy to use, and worked well on computers, tablets, and phones. However, there were some problems during development. The website did not have interactive features, some content was not updated, and the big images made the website slow for people with a slow internet connection. It was also hard to get correct information because the writer had to work closely with the management. Some design parts did not look the same on all devices, so the writer did many tests and made changes. There were also not enough good photos, so more photo sessions were needed,

which made the work take longer. From this project, the writer learned many useful things like how to make a website, manage content, make it work on all devices, and improve it for search engines. The writer also learned that good planning and time management are very important, and that a tourism website needs updates to stay interesting for visitors.