SUMMARY

Making a Website as Promotional Media of Sanggar Kartika Budaya Ambulu. Altarikh Farhan Shale, F31170730, 2021, English Study Program, Politeknik Negeri Jember, Agus Setia Budi, S.Pd., M.Pd. (Supervisor).

The writer decided to make the report for his final project with entitled "Making a Website as Promotional Media of Sanggar Kartika Budaya Ambulu." Moreover, Kartika Budaya Art Studio uses social media as their promotional media to promote their services and products. In fact, social media is ineffective media to become promotional media and Kartika Budaya Art Studio needs a better media as their promotional media.

In process of making the promotional website, the writer collected some data to complete his product. The writer used and applied the data collecting method from Creswell (2011). There were four kinds of data collecting methods, such as interview, observation, documents and audiovisual material.

For the process of making the promotional website, the writer applied and used the steps from Dana *et al.* (2015). There were Functional Requirements Analysis, Web Page Design, and Program Implementation and Evaluation. The writer divided the website into 8 main features, such as Homepage, profile, activities, member registration, list of products & services, gallery, about us and languages option menu (English and Indonesian version). The website would be in Dynamic-type web page version and provided in Bilingual version (English and Indonesia Version).

During making this promotional website, the writer ever found many problems and difficulties, especially in process of making the website. The writer found many problems when making web design of layout and system for the website. Because, the writer was less experienced in website programming process and he only had basic knowledge of coding process. Hopefully, the writer would get new knowledge and experiences about web programming. And then, he would be able to apply new knowledge in Programing and Coding process during making this product.