

## SUMMARY

**Developing a Promotional Website of *Desa Wisata Tambaksari Pasuruan*.** Aris Prasetyo Budi, NIM F3114072, Tahun 2017, 55 Pages., English Study Program, Language, Communication and Tourism Department of Politeknik Negeri Jember, Adriadi Novawan, S.Pd., M.Ed. (First Supervisor) and Nanik Mariyati, S.Pd., M.Pd. (Second Supervisor).

Tourism Village became one of the potential areas developed by Indonesian government. Because tourism village giving freedom for community to manage their village as well as possible. *Desa Wisata Tambaksari* is one of tourism villages in East Java which has many tourism attractions, in natural and historical objects. In this final project, I found that until now this village has no promotional media especially official website that can promote the village and give complete information about the tourism object in the village. For that reason, I made a website with powerful design and provide more detail information of *Desa Wisata Tambaksari*.

In developing the website, I adapted the procedure of making website from Madcoms (2009). I made a official website in bilingual version use Wordpress application, consist 7 menus, 5 tourism objects, gallery, and the testimonial from the visitors. It is because the visitors of *Desa Wisata Tambaksari* not only from domestic, but also foreign tourist. The website explained complete information about tourism object, such as description, history, pictures, accomodation, services, and facilities.

Developing a Promotional Website of *Desa Wisata Tambaksari* is hard work that need patience and hard effort for some reasons. I had to make a good relationship by build interactive communication with Tambaksari society to make this project and to get information about tourism objects in Tambaksari Village. Hopefully, this website can help the tourist to get more information about *Desa Wisata Tambaksari*. I also hope this website could be the promotion media for *Desa Wisata Tambaksari*.