

SUMMARY

Creating a Website as a Promotional Medium of Kampoeng Batja Jember,
Yulia Putri Dita Hermawan, F31231812, 2026, 36 pages, English Study Program,
Politeknik Negeri Jember, Nanik Mariyati, S.Pd., M.Pd. (Supervisor).

The objective of this final project was to create a bilingual website as a promotional and informational medium for Kampoeng Batja Jember. Kampoeng Batja Jember is a literacy-based educational tourism destination founded by Iman Suligi to promote reading habits and a culture of literacy in the community. Kampoeng Batja Jember provides various literacy programs, facilities, and book collections that can be explored by visitors. Previously, Kampoeng Batja Jember did not have a dedicated website as a source of information and promotion. Therefore, the writer developed a website to help introduce Kampoeng Batja Jember to a wider audience.

In the process of developing the website, the writer collected data through observations, interviews, documents, and audio-visual materials. After collecting the data, the writer developed the website by adapting the website development stages proposed by Wardhani et al. (2024), namely need analysis, concept design, website development, and evaluation.

The website consists of several sections, including Home, About Us, Book Collections, Programs and Activities, Awards, Visitor Information, Testimonials, Gallery, and Contact Us. The website presents Kampoeng Batja Jember's profile, literacy activities, facilities, and visitor information in a bilingual format, making the information more accessible to both local and international visitors. The website can be accessed through the domain www.kampoengbatjajember.com.

This website has several advantages, including providing comprehensive, well-organized information, supporting visual materials with a gallery feature, and offering bilingual content in Indonesian and English. However, the website still has limitations in terms of design customization and interactive features because it was developed using Google Sites.

During the completion of this final project, the writer faced several challenges related to website development and content preparation. Through this project, the writer gained valuable knowledge and experience in creating a website using Google Sites, developing content for the website, editing photos with Canva, and improving English writing skills. The writer hopes that this website will become a useful promotional and informational medium for Kampoeng Batja, so that people can learn about literacy programs and activities.