

SUMMARY

MAKING A PROMOTIONAL WEBSITE FOR PRITI’S BATIK JEMBER,
Alfikar Rasyika Gusyaf, F31222359, 2026, 23 pages, English Study Program,
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The final project, entitled “Making a Promotional Website for Priti’s Batik Jember,” is to reach a wider batik market. The website contains information in Indonesian to English, about the history, daily activities, batik products, the marketplace, the contact person, and achievements or events that Priti’s Batik has participated in.

The development of the website followed every single procedure and was structured. Interviewed the owner, observed the production directly in the place and took the elements for the website’s content, which was completed by the writer to develop more easily. In the development of the website, all the content is presented on each page, which is designed to be filled with the content that makes the website more attractive to visit. To develop the website, the writer hired a website developer and used WordPress with plugins during development.

This website also has its own strengths and weaknesses. In terms of strengths, the website offers online accessibility, a bilingual interface, and well-organized information, making it easy for both local and international visitors to navigate. In terms of weaknesses, the website lacks an online transaction feature, requiring customers to place orders through direct contact, and it demands regular maintenance due to its WordPress-based system.

For Priti’s Batik, it is recommended that the website be maintained through regular updates of visual and written content to ensure its effectiveness as a promotional tool. In addition, integrating the website link into social media platforms such as Instagram, WhatsApp, and TikTok can help expand market reach and increase online visibility.