

SUMMARY

Designing a Bilingual Website as a Promotional Medium for Purnama Jati Pusat Oleh-Oleh Khas Jember, Jilan Jauza Ilmi, F31220194, 2026, 57 pages, English Study Program, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Rizqi Febrian Pramudita, S.Pd., M.Pd. (Supervisor).

Purnama Jati Pusat Oleh-Oleh Khas Jember is a souvenir shop established in 2000 that offers a variety of traditional Jember products, including Prol Tape, Suwar-suwir, Brownie Tape, Pia Tape, and other local specialties. Although the shop has actively promoted its products through social media and online marketplaces, it did not have an official website to provide complete information for customers, especially international visitors. Therefore, this final project aimed to design a bilingual promotional website in Bahasa Indonesia and English to improve the shop's promotional activities and broaden its market reach.

The website was developed using Google Sites by adapting the website development procedure proposed by Yudianto and Sulisty (2022), consisting of five stages: planning, analysis, design, testing, and implementation & maintenance. Data were collected using four methods based on Creswell (2012): observation, interviews, document analysis, and audiovisual materials. The collected data included the shop's profile, product information, photographs, prices, facilities, customer reviews, and supporting promotional materials.

The resulting website is divided into three main pages: Home, Products, and Contact. The Home page introduces the company profile and featured products, the Products page provides detailed descriptions, prices, and photographs of the products, while the Contact page contains the shop location, opening hours, contact information, Google Maps, and links to social media platforms. All website content is available in both Indonesian and English to make the information accessible to local and international customers.

Before publication, the website was reviewed by the shop manager, revised based on the supervisor's suggestions, and tested using various devices. A

questionnaire involving 17 respondents (8 employees and 9 university students) was also conducted to evaluate the website's accessibility and usability. The testing results indicated that the website functioned properly, with all navigation menus and links operating correctly.

In conclusion, the bilingual website successfully serves as a digital promotional medium for Purnama Jati Pusat Oleh-Oleh Khas Jember by providing comprehensive and accessible information for customers. It is expected to enhance the shop's online presence, support its promotional activities, and attract both local and international visitors. In addition, this project enabled the writer to develop practical skills in website development, bilingual content writing, translation, digital design, and promotional media creation.