

THE MAKING OF PROMOTIONAL WEBSITE OF PAROPO VILLAGE TOURIST ATTRACTION NORTH SUMATERA

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ABSTRACT

Paropo is one of the villages located in Silahisabungan district, Dairi Regency, North Sumatera. The tourism potential must be managed and developed optimally to improve the welfare of the local community. There are still many tourist attractions that do not have their own websites, both in Indonesia and in English, one of which is this Paropo Village. Create a website that contains information about the tourist attractions of Paropo Village with the aim of educating and inspiring prospective tourists from abroad and explaining them in English. Descriptive qualitative. This study was focussed to explain the process of making promotional website of Paropo village. The result of this product is a promotional website for Paropo village. Product was made with two languages, Indonesia and English. There are several processes that have been carried out in making this product, started from collecting data through interviews, observations, and literature reviews. The result of this product is a Paropo Village tourist attraction promotion website.

Keywords : Tourism, Paropo, Attraction, Promotional, Website