

CHAPTER I

INTRODUCTION

1.1 Background

As we know, the development of technology is getting faster and faster from time to time. The existence of technology such as the internet makes information and communication easier to know and obtain. One clear example of technological advances in delivering information easily is a website.

Yurmalin (2016) states that web is the dissemination of information via the Internet. In another words, website is a page on the internet that serves to provide information to internet users. Because the website is very easy to access, many universities have used website technology to explain and provide information about their campus. The information could be about existing majors, achievements, registration paths to tuition fees. The existence of this website is very helpful in the process of promoting universities and also existing majors because one of the purposes of this website is to make it easier for high school students to find out all information about universities and to attract the attention of students who want to continue their studies to college. This is what makes college websites must be interesting to explore.

Politeknik Negeri Sriwijaya hereinafter referred to as Polsri also takes advantage of web technology in promote its institution. Web technology or commonly called a website for a university is the face of the university in the virtual world. This website has an important role in promoting a university and its departments in Indonesia. Therefore, the Politeknik Negeri Sriwijaya website should provide information that is easy to understand, clear, concise, precise, and unexcessive. However, unfortunately, there is still some incomplete information, so that the information submitted on the website cannot be understood and can reduce the interest of website visitors to explore the website in a long time.

One example is the English Department page on the website www.polsri.ac.id. On this page, the appearance and content of the website for the English department are not as attractive and informative as a website should be made. When you visit this website, it can be seen on the website that in English Department page, what appears is only a little information about the English Department in a left-aligned format and a plain white background which is very unattractive. In addition there are sentences that should not exist like "tab_2_title="Misi" tab_2_icon_type="general foundicon-globe" tab_2_content=". On this website only the vision and mission, head of department, secretary of department, and department profile are written which do not explain in detail about the English department at Politeknik Negeri Sriwijaya. This makes this web page uninformative for visitors of this web page.

Therefore, the writer is interested in discussing and improving the content of the website and focusing on grammar, information that is not only a vision and mission as on the current website but can also add information about the lessons, the outcomes of alumni of the English department, information on internships and other information with an interesting display to read. Based on the explanation above, the writer is interested in writing a final report entitled "Improving a Website Content of English Department at Politeknik Negeri Sriwijaya Website (www.polsri.ac.id)"

1.2 Problem Formulation

Based on the information above, the problem formulation of this report is how to improve a website content of English Department at Politeknik Negeri Sriwijaya Website (www.polsri.ac.id).

1.3 Research purpose

The purpose of this research is to know how to improve a website content of the English Department at Politeknik Negeri Sriwijaya Website (www.polsri.ac.id).

1.4 Benefits

This benefit of the report is providing knowledge about how to improve a website content of English department at Politeknik Negeri Sriwijaya website (www.polsri.ac.id).