

## **FINAL REPORT**

# **DESIGNING A WEBSITE TO PROMOTE CANDI BUMI AYU RELIGIOUS TOURISM IN PALI**



**To fulfill one of the graduation requirements for the D-III English Study Program  
Politeknik Negeri Sriwijaya**

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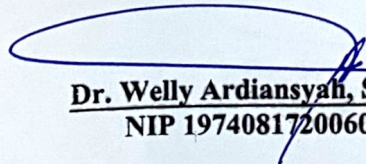
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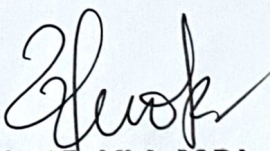
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## **PREFACE**

First, the writer would like to thank Allah SWT for the greatest blessing and assistance in completing their final report. The writer is grateful to have accomplished the graduation requirements by completing the final report, entitled “Designing a Website to Promote Candi Bumi Ayu Religious Tourism in Pali”, which fills the needs of the English Study Program Diploma III curriculum at the State Polytechnic of Sriwijaya. The writer would also like to thank those who have guided and supported us in writing and finishing this job report, especially Dr. Welly Ardiansyah, SS., M.Pd., and Mrs. Leni Rohliah, M.Pd., who gave the writer much advice and time to finish this report. Finally, the writer realizes that there are still many insufficiencies in writing this report. Therefore, constructive criticism and suggestions are expected. The writer hopes this report can help readers expand their knowledge and benefit those needing it.

Amanda karmelita

## ABSTRACT

Candi Bumi Ayu, a Hindu temple complex located in PALI Regency, South Sumatra, is a cultural heritage site with significant historical and religious value. Despite its potential, this destination remains under-promoted and relatively unknown to both domestic and international tourists due to the absence of a comprehensive digital platform. This study aimed to design a website to promote Candi Bumi Ayu as a religious tourism destination using the Research and Development (R&D) method proposed by Sugiyono. The research stages included identifying potentials and problems, data collection, product design, expert validation, revision, and trials. The website was developed using the Laravel framework and features main menus such as Home, About Us, History and Archaeology, Access and Facilities, Gallery, and Review. It also includes multilingual content, interactive maps, and visual storytelling elements to enhance user experience and engagement. Expert validation from scriptwriting and design specialists confirmed the website's relevance and effectiveness. The result is an informative, visually appealing, and user-friendly website aimed at increasing tourist visits and supporting cultural preservation. This digital platform is expected to improve public awareness, accessibility, and engagement with the cultural and spiritual richness of Candi Bumi Ayu, making it a more attractive destination for heritage tourism.

**Keywords:** Bumi Ayu Temple, Religious, Tourism, Website Design, Cultural Heritage, Digital Promotion

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