



DEVELOPING A BILINGUAL WEBSITE FOR CJDW CERAMICS & SOUVENIRS AS A LINK TO CONNECT TO THE MARKETPLACE AND SOCIAL MEDIA

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ABSTRAK

The researcher conducted this research using the Design and Development Research (DDR) method carried out by Richey and Klein. The researcher used the ADDIE model as a guide in developing material with several stages, namely analysis, design, development, implementation, and evaluation. The data collection methods used were interviews, surveys, and expert validation.

At the analysis stage, it was found that CJDW Ceramics & Souvenirs had limited information and human resources in promoting their business online. The results of the questionnaire showed that the product must be easy to use, relevant, and can support several browsers in accessing it. At the design stage, the researcher designed the layout of the website and decided on the content presented on the website. At the development stage, the researcher made the content of the website and asked for validation from the expert when the product was ready to be validated. The experts used to consist of language experts and IT or website experts. At the implementation stage, the researcher also conducted field testing to improve the quality of the website and its content. The result of the expert validation process and field testing shows that the website is ready to use after going through several revisions.

The final product is a bilingual website with five pages: Home, About, Products, Contact, and Others. This website offers detailed information in both Indonesian and English. By providing content in two languages, it aims to attract a broader range of visitors.

Kata kunci: Dwibahasa, Keramik, Promosi, Souvenir, Website

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INTRODUCTION

1.1 Background of the Study

The high growth of information and communication technology had a huge impact on life. Especially with the growth of the internet which was very important for all activities, both personal and professional activities. Professional activities included business activities, both micro and large businesses. This development encouraged business actors to continue to innovate and utilize the internet to present their products and services so that they remained able to compete in increasingly competitive local and foreign markets.

One thing that could help businesspeople was carrying out business communications, it is one of the important things that could help running a business. It involves exchanging information, ideas, and concepts related to the business. It could be seen from the aim of business communication, namely that it could reduce and even overcome misunderstandings



between the company and customers so that this could influence opinions and the goals to be achieved.

Business communication was usually carried out by word of mouth from company to customer, customer to other customer. However, on the other hand, business communication could be done in various ways, namely through brochures, magazines, advertisements, and websites. However, due to the rapid growth of the internet, information, and communication technology, websites have become important for companies to have. With a website, companies could reach customers throughout the world easily and efficiently to promote their products. What was no less important for a company to create a website was that the company could be said to be a professional and trustworthy company and could show that the company was developing.

In simple terms, a website was an information page provided via the internet so that it could be accessed throughout the world as long as it was connected to an internet network. The benefit of a website was that you could get easy and fast access to search for information, buy products, or gain new experiences. Meanwhile, for business people, websites could improve company branding and facilitate online product sales. Hakim (2014) stated that a website functions as an online platform linking documents, known as webpages, locally and globally. Users utilize links to navigate between pages, stored either on the same server or on servers worldwide and can access them through browsers like Google Chrome and Mozilla Firefox.

Developing a website is essential for staying current in the digital era and trends. It plays a key role in shaping the company's image, boosting customer engagement, and expanding the market. A website allows companies to offer detailed information about their products or services, showcase their portfolio, and build direct connections with customers. Apart from that, the website also made the transaction process easier and more efficient, opening up new opportunities to expand customer reach, both on a local and global scale. Proper integration of technology in website creation also allowed companies to leverage web analytics, understand user behavior, and respond quickly to market trends.

As time goes by, both lower-middle and upper-middle businesses need online business communication and marketing. One of them is CJDW Ceramics & Souvenirs which is engaged in ceramic manufacturing. This business itself has been going on for a long time and is known locally. Based on an interview with the owner, CJDW Ceramics & Souvenirs has not actively promoted itself online. However, the owner wants to develop the business by creating a website to improve online promotion in the digital era. Not only developing a website, but the availability of a website in two languages, which is usually called a bilingual website, can also help increase promotional effectiveness. Therefore, developing a bilingual website is a relevant solution to become an attractive and innovative business promotion medium. With a bilingual website, CJDW Ceramics & Souvenirs can reach customers who speak multiple languages, increase interaction with international customers, and increase customer trust in the business.

From a technical aspect, websites connected to marketplace platforms were also a relevant strategy. Marketplaces such as Shopee provided a platform for companies to market their products to customers who were used to shopping through these platforms. Not only was it connected to the marketplace, but this website was also connected to the company's social media. Connecting websites with marketplaces and social media not only expanded market coverage but also provided a more comfortable shopping experience for consumers and provided interaction for customers and companies. By connecting the company website to marketplaces and social media it can expand market opportunities, boost product visibility, and simplify customer transactions and communication.

Connecting the bilingual website of CJDW Ceramics & Souvenirs with marketplaces and social media is an effective way to enhance communication and promotion. Mr. Eddy, the owner, noted that the business faces challenges in online promotion due to limited expertise in using digital tools. However, companies also want to develop their business through online promotional media, either using the company's old website or creating a new website, marketplace, or social media. Previous research, such as studies by Alwin Fau, Nelly Astuti Hasibuan, Putri Ramadhani who developed a bilingual website for Mangga II Village, Maman



Sulaeman, Cecep M Kappi, Riza Faizal, Hasan Fahmi Kusnandar who created a website to support online business promotion in Tasikmalaya, has focused on bilingual websites for promotional or educational purposes, this study aims to address a unique gap. It focuses on developing a bilingual website that integrates with both marketplaces and social media to better connect with the market and improve its online presence. This approach leverages digital platforms to expand the company's reach and address the identified limitations.

The website developed by the researcher for CJDW Ceramics & Souvenirs has several advantages in language and features. the language advantage is that the website is available in two languages, namely English and Indonesian and there is a live chat feature that makes interaction between sellers and customers easier. In this live chat feature, sellers receive notifications from customers so that communication between sellers and customers becomes more effective. Therefore, with these advantages, developing this website can be the right solution to overcome the problems that occur.

1.2 Development Purpose

The research aims to develop a bilingual website for CJDW Ceramics & Souvenirs as a link to connect to the marketplace and social media.

1.3 Significance of the Study

This final project was supposed to help the following parties.

1) For the researcher

The researcher's goal was to improve academic competence by developing a bilingual website as a link to connect to the marketplace and social media, aiming to gain valuable knowledge and experience in the field of web-based information technology and contribute to the overall development of their technical abilities and academic expertise.

2) For the company

The development of this bilingual website aims to provide benefits for CJDW Ceramics & Souvenirs by facilitating promotions for local and international visitors, attracting global attention, reaching wider, and increasing interest in the ceramics and souvenir industry in Indonesia.

3) For the State Polytechnic of Malang

This research had a positive impact on the Malang State Polytechnic, especially the English Department, as a reference and archive of research carried out by students.

4) For the future researcher

This final report, along with its products, could be useful as a reference for students of the English Department at the State Polytechnic of Malang who want to carry out the same research, namely the bilingual website.

1.4 Scope of the Study

This research for the product was designed with the main aim of making it easier for visitors to obtain more detailed information about CJDW Ceramics & Souvenirs. This research was rich in content covering various aspects of the company, starting from company history, ceramic production results, addresses, and links to marketplaces to activities that visitors could take part in, including workshop registration forms. Apart from that, there was also a site map and company contact person who could be contacted for parties interested in collaborating with CJDW Ceramics & Souvenirs. This product was also available in 2 languages, Indonesian and English.

1.5 Operational Definition of Key Terms

There were several definitions in this final project report. Those were:

1) Website

The definition of a website is a digital platform that contains several web pages related to product and service content information. Websites are usually published by individuals, organizations, or governments. This research also links to the bilingual CJDW Ceramics &



Souvenirs website with marketplaces such as Shopee, enabling wider e-commerce connections and expanding reach to a wider customer base.

2) Bilingual Website

A bilingual website was a collection of several web pages that presented content that could be identified by a general domain or individual group which was equipped with 2 languages, namely Indonesian and English. This research aimed to develop a bilingual website for CJDW Ceramics & Souvenirs to make it easier for local and foreign customers to use.

3) Marketplace

The marketplaces were large online shopping centers or platforms that people used regularly to sell, buy, and offer products from various brands. In this context, a marketplace was a digital platform or online platform that allowed businesspeople, especially micro, small, and medium enterprises, to sell the products they sold. This made it easier for customers because it could be accessed 24 hours a day. To support this research, researchers use Tokopedia as an e-commerce platform to market the products, this platform was chosen because it has become a platform that is trusted by the Indonesian people.

4) Social Media

Social media is a digital platform that facilitates users to interact with each other or share content in the form of writing, photos, or videos. In this context, social media was useful for companies to promote the products they had, and also as a communication medium between the company and its customers which could be accessed within 24 hours. In this case, researchers used several well-known social media platforms such as WhatsApp and Instagram, because most Indonesian people use these platforms to interact online.

LITERATURE REVIEW

2.1 Bilingual Website

A website was a digital platform that contained several web pages related to product and service content information. Websites were usually published by individuals, organizations, or governments. The benefit of the website itself was as a medium of information and communication between the company and customers. To facilitate the delivery of information and communication, it was necessary to provide more than one language on the website. Having a bilingual website made it easier for companies to reach a wider range of customers. A bilingual website refers to a website that uses two languages. Kirdkoh & Ngamrung (2019) stated that offering a bilingual website helped visitors have a better understanding of the business and its products. Since English is an international language and is spoken all over the world, providing English on a website could help reach more customers from various countries.

By using bilingualism, misunderstandings between companies and customers could be reduced. As stated by Zhu and Yan (2012), language barriers could cause miscommunication, misunderstandings, and even business failure in international markets. Therefore, the use of bilingualism was the right solution to overcome this. Communication between the company and customers, could help the company understand their needs and provide them with better service, as stated by Zhu & Yan (2012) "Bilingualism allows businesses to communicate effectively with their customers, understand their needs, and provide better services."

Based on the theories above, it can be concluded that a bilingual website was a digital platform that was available in two languages to contain several web pages related to product and service content information. This definition was adopted in this study. In this case, a bilingual website not only functioned as a business communication medium but also as a promotional medium that could reach customers from several countries. Apart from being a promotional medium, the use of bilingualism in website development could reduce misunderstandings between companies and customers in providing their services.

Apart from the use of two languages which could be a solution in reducing existing misunderstandings, the effectiveness of a website was also very important in this development. There were several criteria for a good website according to Hermawan in Maslan (2014), there were:

1. Usability



Usability was the user's experience in interacting with an application or website until the user could operate it with ease and speed. To achieve the ideal level of usability, the website had to meet the following five requirements:

- a. Easy to learn.
- b. Efficient in use.
- c. Easy to remember.
- d. Low error rate.
- e. User satisfaction.

2. Navigation system

The navigation aspect was related to the method or mechanism of moving from one site to another (menu system) in a website system. Navigation could be displayed in various media such as text, images, or animation. The requirements for good navigation were:

- a. Easy to learn.
- b. Consistent.
- c. Allows feedback.
- d. Appears in context.
- e. Provide another alternative.
- f. Requires timing and action.
- g. Provide a clear visual message.
- h. Use labels that are clear and easy to understand.
- i. Supports user goals and behavior.

3. Graphic design

Good design at least had good and consistent color composition, consistent graphic layout, text that was easy to read, use of graphics that strengthened the content of the text, use of animation in the right place, animated content that strengthened the content of the text, and overall formed a harmonious pattern.

4. Content

Website content was a key element; it had to be interesting, relevant, and appropriate to the target audience. It was recommended to have an archive of old data content, compiled with supporting data and authoritative opinions. Multimedia integration had to be relevant to the site content, ensuring synchronization of audio and visuals. For objectivity, a list of references from trusted sources was included, as well as information regarding file size and playback duration if in multimedia form.

5. Compatibility

Websites had to be compatible with a variety of display devices (browsers) and should have provided an alternative for browsers that could not view the site.

6. Loading time

If a website could appear faster, it was likely that users would return to visit the site, especially if it was supported by attractive content and appearance.

7. Functionality

This functionality included a variety of facilities and conveniences available on the website. Chances were good that a website worked from the aspect of technology; this could involve the programmer with the script, for example HTML, (DHTML), PHP, ASP, COLDFUSION, CGI, and SSI.

8. Accessibility

Web pages should be usable by everyone, regardless of age and physical condition. Infrastructure barriers had to be considered as well, such as slow internet access, computer specifications, browser usage, etc., which might have affected a person's access, including various new technologies such as PDAs and cell phones. The web also had to be accessible through this technology.

9. Interactivity



Interactivity was the thing that engaged website users as user experience with the website itself. The basis of interactivity was hyperlinks and feedback mechanisms. Hyperlinks were used to take visitors to news sources, further topics, related topics, or others. Like the link that said More info about this, glossary, related links. For feedback mechanisms, for example, criticism, comments, questions, polls, or surveys. The benefits of the existence of the feedback mechanism were that the user could notify the manager if there were any errors on the site such as missing links, dead links, or other errors. Users could also provide criticism and suggestions for the progress of the site.

The characteristics of a good website as described in the Hermawan criteria had significant relevance to my research. Specifically, my research focused on understanding and improving usability, navigation systems, graphic design, content quality, functionality, accessibility, and interactivity of websites. Therefore, this research aimed to contribute valuable insights and recommendations to optimize the overall effectiveness and user experience of websites, ensuring these sites met consumer needs.

2.2 Promotional media

Media could also be interpreted as channels that could be used to present information. In simple terms, promotional media was defined as a means of communication in conveying messages or information to target audiences. Kotler and Armstrong (2016) stated that promotional media refers to various forms of communication used by companies to convey marketing messages to target audiences. This included advertising, sales promotions, public relations, and direct marketing. Therefore, the aim of creating promotional media was to influence and persuade potential consumers to be interested in and buy the products or services offered.

When carrying out promotions, it was incomplete if it was not supported by the use of promotional media. Using the right promotional media made the company successful in conducting its promotions. In conformity with Ardhi in Fitria (2016), various promotional media were as follows:

1. Conventional print media

This media was the media that we encountered almost anywhere and at any time. This media was called conventional because compared to modern digital media, this media was still widely used and had high appeal to audiences. Therefore, this media was usually referred to as one of the oldest media. From ancient times until then, this media had still been widely used and had a high appeal to its audience. This conventional media could last for a relatively long time. This media consisted of flyers, pamphlets, leaflets, brochures, booklets, company profiles, business cards, co-cards, letterheads, stickers, postcards, lottery coupons, catalogs, and price lists.

2. Print media advertising

These print media advertisements were often found in newspapers, tabloids, and magazines. Usually, print media such as newspapers, tabloids, and magazines were used because they had the same reader segmentation as the desired target audience. These ads were usually placed on certain pages that readers passed by, for example, on the first page or possibly the last page.

3. Outdoor media

Outdoor media, often called outdoor media, was media that was often used in public and open places. This outdoor media itself included posters, banners, billboards, and billboards, signboards, info tablet media, acrylic media, cars, murals, shop sign branding, banners, hot air balloons, and pennants.

4. Online media

As time went by, the internet played an increasingly important role in human life. One of them was the existence of online media based on the internet. This media was often encountered when using the internet. With the internet, we could carry out promotions without meeting face-to-face wide audience coverage. Distance was not a barrier in media this promotion. Therefore, this internet media was developing rapidly into a medium of promotion



with various models. From websites, web banners (banner ads), online forums, and social media.

5. Other promotional media

This media was a promotional media that existed apart from the existing promotional media above; this media was quite effective to use because this media gave an impression to consumers to always remember the identity of a company. Based on several theories above, it can be inferred that media was something that conveyed information. Therefore, promotional media was a medium for conveying information that aimed to convey company communications to the market and advertise its products. This definition was adopted in this study. In this context, the promotional media used for this research was online promotional media which was taken from one of the theories above.

2.3 Copywriting

In developing a website, of course, you needed content that would be published on the website. Creating content requires copywriting skills. Copywriting was a way of writing marketing content that could persuade the audience to make a purchase or consume the product being marketed. As stated by Ariyadi (2020), copywriting is very important for use as a short and interesting promotional message for advertising products.

In copywriting, creative abilities were needed in conveying ideas, so that they could attract the attention of target buyers. When doing copywriting, several things had to be considered so that the copywriting was effective. According to Finnah & Muhammad (2020), here were the things that needed to be considered when making the copywriting:

1. Title or headline

The title was the main thing that needed to be paid attention to when creating ads because it was the first thing people saw. Consumer was the term for seeking information required. The title had six main functions, namely: should attract attention, select the reader, drive the reader to the text, illustrate ideas for sales, make profit promises, and deliver interesting information.

2. Body copy

Body copy was words that functioned to explain existing titles and subtitles. In this section, usually, what you wanted to convey to potential buyers or consumers was written down in more detail.

3. Illustrations

Illustrations or visual elements were important elements contained in print media advertisements. Media advertising prints had to be able to attract attention and be able to convey an idea so that it could produce an effective message.

Based on the theory above, it could be assumed that copywriting did not only require creative ideas but several things formed the basis for the effectiveness of copywriting. As mentioned above, these three things influenced the effectiveness of copywriting. This theory would be adopted in this research. In this context, the three things that influenced the effectiveness of copywriting will be used in this research as a reference in conducting this research.

2.4 Translation

Translation is the process of changing the meaning of a written message (text) from one language to another. According to Nida (1969), translation consisted of reproduction in the receptor language to which it had the closest natural equivalent source language message, first in terms of its meaning and second in terms of its meaning in terms of style.

To combine the translation between the source language and the target language, a translation method was needed so that the translation matched the meaning between the two languages. The translation method was a way in a translation process adapted to the objectives of translation itself. According to Newmark (1988), translation methods were divided into two large groups, namely groups that emphasized the source language (SL) and groups that



emphasized the target language (TL). The translation methods included in the first group according to Newmark are:

1. Word-for-Word Translation

Word-for-word translation preserves the original language's (SL) word order while translating each word individually by its overall meaning without taking the context into consideration.

2. Literal Translation

The grammatical structure of the source language (SL) is translated into the closest grammatical structure of the target language (TL) in this translation; nevertheless, the lexical words are still translated separately and without context.

3. Faithful Translation

Even within the constraints of the TL's grammatical structure, contextual meaning is translated from the source language (SL) into the target language (TL) in this sort of translation. A certain amount of grammatical and lexical irregularity persists despite the transfer of cultural terminology.

4. Semantic Translation.

This kind of translation gives the lovely SL values priority. This translation methodology allows for greater flexibility by allowing the translator's intuition and creativity to be used.

Based on several theories above, this means that translation is the process of changing a text from one language to another. In this context, the researcher applies the literal translation method because this method is the easiest and most relevant to use as a method for approximate translation from the target language.

2.5 Marketplace

Marketplace was a sales promotion platform that used internet technology or was usually called e-commerce, where sellers gathered and could sell goods or services to customers even without physically meeting them. E-commerce is all buying and selling activities or transactions carried out using electronic media (internet) online. According to Loundon & Loundon (1998), marketplace (E-commerce) is the process of buying and selling services and goods electronically with computerized business transactions using the internet, networks, and other digital technologies.

Based on the theories above, it could be concluded that a marketplace is a digital platform that contains the process of buying and selling goods or services online. This definition was adopted in this study. In this case, the marketplace not only functioned as a medium for buying and selling goods and services but also as a promotional medium for businesses offered using the internet or digital technology.

Marketplaces had several types, according to Bhankelar et al (2004), consisting of four types. The following were the types of e-commerce:

1. Business to Business (B2B)

Types of transactions between companies to other companies. For example, distributors get their goods from manufacturers. The prices that occurred were adjusted to the number of orders and frequently negotiated.

2. Business to Consumer (B2C)

Transactions that occurred usually went directly to the final consumer, where the seller could be a distributor, a manufacturer, or a retailer. In this transaction, a shopping basket on the website page was used to accommodate consumer requests for catalogs available on the website.

3. Customer to Business (C2B)

This transaction was an introduction to the B2C type. The final consumer acted as the seller, while the company chose as a buyer. This activity was carried out using the internet network, for example, Google Play. Google allowed users to carry out upload activities to the server so that applications created by its customers could be sold to other Google Play users. This collaboration occurred between developers who acted as consumers and Google Play as a business unit that accommodated products from developers.



4. Consumer to Consumer (C2C)

The type of transaction that occurred was between consumers with consumers. For example, in a market. Marketplaces are called consumers, selling products or services that they have to other consumers.

The type of marketplace that was used in this research was one of the types described by Brankeler et al, namely the B2C (Business to Consumer) type. In this model, final consumers acted as sellers, while companies acted as buyers. This interaction occurred via the internet network, for example, the Google Play platform. In the context of this research, the website platform was a means that allowed users to upload activities to the server. This allowed applications created by consumers or customers to be sold to users of the website platform. Thus, this research revealed that website platforms could make it easier for businesses to promote their products. With just one click, further information about the product could be easily accessed, providing practicality in disseminating information and promotions.

2.6 Social media

Social media was a digital communication platform that facilitated users to interact with each other or share content in the form of writing, photos, and videos, and provided facilities for carrying out social activities for each user. According to Ardiansah and Maharani (2021), social media is a facility or container used to facilitate interaction between people and users and has the nature of two-way communication. Social media was also often used to build a person's self-image or profile and could also be used by companies as marketing media. However, according to Mandibergh (2012), social networks were an enabling medium for the occurrence of collaboration between users producing content (user-generated content), and according to Dijk (2013), social networking was a communication platform that focused on user presence facilitating activity and collaboration they. Thus, social media could be considered a means of communication online (support) which strengthens relationships between users as well as social liaison. So social media has a role in promotional media for a business.

From several definitions above, social media can be described as a digital communication platform that facilitates interaction and content sharing between users. Social media has the nature of two-way communication and could be used to build a person's self-image or profile. Apart from that, social media also acted as a marketing tool for companies and allowed collaboration between content-producing users. Social media was not only a communication tool but also a forum for building social relationships and collaboration among its users. With features such as user-generated content, social media provides opportunities for users to contribute and actively participate in creating content. As a social connector, social media helped strengthen relationships between users online. Its ability as an online communication tool that supported interaction and collaboration made social media play an important role in supporting the daily activities of its users. Apart from that, the role of social media as a promotional tool for businesses also showed great potential in supporting the success of a company's marketing strategy.

However, to maximize the use of social media, one has to know the function of social media. According to Tenia (2017), there are several functions of social media. The following were several media functions social:

1. Looking for news, information and knowledge

Social media contains millions of news, information, and knowledge, which makes it spread to the public faster through social networks than other media such as television.

2. Get entertainment

Not everyone always had a happy or joyful mood; there were times when our hearts felt sad, annoyed, or bored with the same activities every day. So one of the functions that could be done to relieve these negative feelings was to entertain oneself by playing on social media.

3. Online communication

Users could use social media easily to communicate online, such as chatting, sharing status updates, news, and information, and distributing invitations. In general, online communication was valued as more effective and efficient.



4. Mobilize the community

There were complex issues ranging from politics, and government to ethnicity, religion, race, and culture (SARA), which could attract many responses from the general public. One effort to address this problem was by providing criticism, suggestions, and defense via social media.

5. Platform for sharing

Social networks could be used as a way to share information which was useful with many people, from one person to another. Through sharing this information, it was hoped that many parties would receive good information domestically and abroad.

Therefore, it could be concluded from this research that the functions of social media were very diverse. First, social media acted as a fast channel for conveying news, information, and knowledge with millions of content spread to achieve a business target. Furthermore, social media also had an important role in moving society by providing active responses to complex issues and could even move people to see and be interested in a product from the business. Lastly, as a means of sharing useful information, social media became a platform for disseminating information to other individuals, companies to potential consumers, potentially providing benefits at home and abroad. Understanding and utilizing social media functions was the key to optimizing its use in various aspects of daily life and business activities.

2.7 Review of Previous Research

The following paragraphs presented seven previous studies related to the current study. Each paragraph discussed one study.

A study conducted by Aryawibawa & Syaroni (2020) focused on the design of a web-based sales information system for Small and Medium Enterprises (SMEs) to facilitate their business operations in the field of technology. This research used a qualitative descriptive method and an object-oriented approach to system development, employing the prototype method. The similarity between this study and the current research lies in the application of effective design principles to achieve business goals by utilizing web-based design for online platforms specifically targeting the MSME business environment. There are also some significant differences between the two studies. This study emphasized technology integration, which focused more on developing sales information systems, while in the current research, this integration involved social media and online markets.

A study conducted by Ekasmara & Santoso (2020) focused on the development of a web portal landing page for e-commerce using a single-page application pattern. The result of this study was that the developed web portal landing page for e-commerce using a single-page application pattern successfully met all the functional and non-functional requirements. The study involved 3 actors, 41 functional requirements, and 3 non-functional requirements, which were depicted in use-case diagrams and scenarios. The implementation using the MERN stack (MongoDB, Express, ReactJS, NodeJS) was found to be 100% valid. This study shared similarities with the current research, particularly in employing web-based design, highlighting the relevance of online platforms in contemporary business, and concentrating on the development of e-commerce solutions. Noteworthy differences emerged in the technology integration aspect between this study and the current research; the latter integrates with the marketplace and social media, while the former utilizes a single-page application pattern. Furthermore, the current study emphasizes developing bilingual website links to the marketplace and social media for CJDW Ceramics & Souvenirs, contrasting with the focus of this study on the single-page application pattern for e-commerce web portal landing page development.

A study conducted by Fau et al. (2022) focused on the development of a bilingual website for Desa Mangga II as a means of publicizing village activities and promoting its potential, particularly in agriculture. The research aimed to transfer knowledge to the community and involved the design and socialization of the village website. The website was intended to facilitate the publication of village activities and the promotion of their potential, utilizing digital technology. Differences existed between this study and the current research, particularly



in the focus, research objects, and objectives of developing a bilingual website. Despite these distinctions, similarities emerged; both studies utilized web design for development, shared commonalities in developing bilingual websites, and recognized the significance of online platforms in the era of digital technology.

A study conducted by Sutirman et al. (2022) aimed to optimize the Indonesian Javanese Farmers Museum website using QR codes and a bilingual platform to expand the tourism market in the Special Region of Yogyakarta, along with exploring the potential of the Kebonagung tourist village and collaborating with online travel agents to attract more tourists. The research also addressed the impact of the global pandemic on tourist visits and the adoption of new strategies, including leveraging information technology and digital media to enhance tourist access to information and aid museums and tourist villages in expanding their market reach. The key distinction between this study and the ongoing research lay in the research focus; the former centered on optimizing the Indonesian Javanese Farmers Museum website, QR codes, and a bilingual platform to augment tourism in Yogyakarta, while the latter concentrated on developing a bilingual website links with online marketplaces and social media for CJDW Ceramics & Souvenirs. Nevertheless, a shared similarity between the two studies was the awareness of the significance of bilingual website development, demonstrating the importance of providing content in two languages. Both studies also recognized the crucial role of digital technology in enhancing business and tourism, utilizing QR codes and collaborating with online travel agents, albeit with different emphases in the current research on integration with marketplaces and social media.

A study conducted by Sulaeman et al. (2019) focused on the creation of a website to support online-based promotional activities for small and medium businesses in Tasikmalaya. Employing the Rapid Rural Appraisal (RRA) method, the research involved training, assistance, and guidance for community partners. The website designed for Berliner Brotfabrik Konditorei incorporated features such as a menu catalog, company history, organizational structure, and customer service. The study concluded that the construction of the Berliner Brotfabrik Konditorei website in Tasikmalaya significantly contributed to promotional activities, subsequently boosting sales. This website served as an effective platform for displaying products, updating information, and facilitating direct transactions, addressing limitations associated with other online platforms like Facebook. A distinction existed between this study and the current research, with the former focusing on creating a website for supporting online-based promotional activities for small and medium businesses in Tasikmalaya in general, while the latter concentrated on developing a bilingual website link to the marketplace and social media, especially for CJDW Ceramics & Souvenirs. There were also differences in the goals of website development. Despite these distinctions, both studies shared similarities in utilizing web design to achieve development goals and recognizing the relevance of digital technology in enhancing promotional effectiveness.

A study conducted by Trisnawarman (2023) focused on developing the BUMDes Sepulur Jaya Barokah website, employing the waterfall method and Odoo software to facilitate integration with company systems. The research successfully resulted in a website operating on the Odoo platform, serving as a portal for future information system integration. The output encompassed a website supporting the dissemination of information, profiles, and the promotion of BUMDes activities, with intellectual property rights registered for scientific articles and web user guides. This study underscored the legal foundation and role of BUMDes in village economic development, emphasizing the vision and mission of BUMDes Sepulur Jaya Barokah. The proposed solution addressed visibility challenges by implementing a website for promotion, information dissemination, and business support. The use of the RAD methodology and the Odoo platform, known for adaptability and integration, contributed to the successful website development. The difference between this study and the current research lay in the development of a website in only one language, emphasizing integration with company systems using Odoo software, whereas the current research focused on a bilingual website integrated with online markets and social media. Nevertheless, the similarity between these two



studies was their utilization of Odoo software for website development and integration with company systems or online marketplaces and social media.

A study conducted by Ahmad Akbar et al. (2023) was carried out with the main topic of website design for the digital promotion of SME products using SEO optimization techniques. This aimed to overcome the challenges faced by SMEs in online product promotion due to limited expertise and resources. The core principles of effective website design, coupled with SEO best practices, were introduced. This study proposed an integrated methodology for planning and creating SEO-optimized websites tailored to SME product promotion. The methodology included goal setting and Key Performance Indicators (KPIs), competitor analysis, keyword research, optimized content development, technical site optimization, performance tracking, and continuous improvement. The efficacy of this methodology was validated by applying it in developing an e-commerce website for a small homemade food business. Key indicators like organic traffic, conversions, and revenue showed significant improvements post-site development. The research results concluded that the application of SEO techniques to web-based applications, as exemplified in the Dusun Nusantara case study, was very effective in increasing visibility and attractiveness as a tourism promotion medium. By implementing the right SEO strategy, including relevant keyword research and optimized metadata, website rankings in search engines could be improved. This, in turn, increased user engagement and interaction, making SEO an affordable and impactful strategy to promote tourism and increase local tourist attraction. What these two studies had in common was recognizing the importance of digital technology in promoting products, either through the integration of online markets and social media or SEO optimization techniques. The differences that existed were in the research focus, research objects, and web development objectives. This study aimed to design a website to promote MSME products digitally with a focus on SEO optimization techniques, but the current research aimed to develop a bilingual website to promote CJDW Ceramics & Souvenirs products with the integration of online markets and social media, and also the number of languages used included on the web was also different.

RESEARCH METHODOLOGY

3.1 Research Design

In this research, the research design that was used was Design and Development Research (DDR), which was a type of research methodology aimed at producing or creating new learning or non-instructional products and tools through a design, development, and evaluation process. The research adopted the ADDIE Model from Richey & Klein (2014), which stands for Analysis, Design, Development, Implementation, and Evaluation. This model served as a guideline for developing a bilingual website for CJDW Ceramics & Souvenirs as a link to connect to the marketplace and social media. The aim of the researcher using this model is that this model is usually used to produce effective and relevant designs in the field of media development, so it is very suitable as a research model.

3.2 Research Procedure

In implementing the selected theoretical framework, the ADDIE Model, adapted from Richey & Klein (2014), played a pivotal role. This model, encompassing the stages of Analysis, Design, Development, Implementation, and Evaluation, served as the structured foundation guiding the research process. The visual representation of this research model is observed in the attached diagram below.





The following is the description of each stage.

1. Analysis

The first stage in this development research was analysis. At the analysis stage, the researcher identified problems that occurred in the company. To find out the problems that occurred, the researcher conducted interviews with the company owner to get to know more and find out the specific problems experienced by the company. Apart from interviewing the owner, the researcher also distributed questionnaires to carry out product analysis to be developed to potential customers to find out what needs are provided in the product being developed. This stage also helped the researcher to find the best strategy for understanding the purpose of creating a bilingual website that was connected to the marketplace and social media for the company.

2. Design

Before entering the development stage, the researcher designed the product to be developed. At the design stage, the researcher compiled what relevant content is included on the website. After compiling, the researcher also started translating the content from Indonesian to English using Grammarly as a medium for checking grammar. After compiling and translating the content, the researcher began to determine which websites were suitable for use in this research. The website used in developing this research is the Wix website. The researcher also organized the layout and

content of the website. At this stage, the researcher also added 2 languages that could be displayed on the website, namely Indonesian and English.

3. Development

In the development stage, the researcher created and organized a website to align with the company's needs. The process began with gathering and filtering text content from an interview with the company owner, followed by translating this content into English and checking it with Grammarly. After that the next step at this stage is website product development, The website was built using the Wix platform, featuring a brown base color with black and white text. It included menus for Home, About, Products, Contact, and Others. After the website was complete, Content was added in Indonesian first, then translated into English using a literal translation method. Images and videos were also incorporated to enhance the site. Last but not least in this stage, the researcher also connected links from the market and social media the researcher connected the website to Shopee and integrated social media platforms like WhatsApp and Instagram. The website was hosted on a private domain for easy access. Adjustments were made based on feedback from potential customer surveys conducted during the analysis stage. Finally, after product creation is complete, the researcher begins sending the product results to the expert. There are two experts used, language expert and IT or website expert. To validate the product, the researcher used an assessment rubric instrument created via Google Form so that experts could easily provide scores and validation to the researcher regarding their products.

4. Implementation



After the product being developed has gone through assessment by the experts and revision by the researcher, the next stage is the implementation stage. At the implementation stage, the product is field tested using a questionnaire instrument which is equipped with a website link in the description of the field test questionnaire. At this stage, potential consumers would assess how effective the website being developed is. Apart from that, customers provided input on the website to provide improvements to the development of the website that is being developed.

5. Evaluation

The final stage of this research is evaluation. At this stage, the researcher revised the product being developed according to the results of the questionnaire received from the field test questionnaire at the implementation stage. At this stage, the researcher focused on improving the product with suggestions from potential customers who have assessed the product being developed. After revision, the product was used by both sellers and potential customers.

3.3 Research Setting

3.3.1 Organization and Location

The researcher conducted research in Dinoyo, Malang. The company operates in the Ceramics and Souvenirs industrial sector. The company, called CJDW Ceramics & Souvenirs, was located at Jl. MT Haryono 9 No.45 Dinoyo, Lowokwaru District, Malang City, East Java 65144 Indonesia. This company sold and produced various models and shapes of ceramics and accepted orders or requests from consumers, ranging from local people to foreigners visiting Malang.

3.3.2 Participants of The Study

Research participant involvement was segmented into several stages, which were described as follows:

1. Analysis: In that phase, the researcher sought input from potential customers and business owners to find problems and determine needs that would support the development of a bilingual website for the company.
2. Development: At that point, validation was sought from various experts involved in the development of the bilingual site. Information Technology expert or website expert validating the website, and language expert assessing the grammar, writing style, and overall linguistic quality of the website.
3. Implementation: Respondents at that stage were potential customers. The researcher aimed to gather insights from at least 30 respondents, obtaining their opinions regarding the website's effectiveness in meeting their needs.

3.4 Methods of Data Collection

To facilitate the data collection process, various methods and tools were needed, including observation, interviews, and questionnaires.

1. Interview

During the analysis, the researcher interviewed the company owner to gather information about the company and determined the design elements necessary for a bilingual website. Before conducting the interview, the researcher prepared interview guidelines as an instrument.

2. Survey

The researcher used a questionnaire as an instrument to collect data and distribute it to existing and potential customers. In the analysis stage, a questionnaire was distributed to obtain information and needed that would be used to develop this product. Apart from the analysis stage, the stage that uses the survey method with a questionnaire instrument is the implementation stage. In the implementation stage, the researcher used a questionnaire to field



test the product that was developed. Questionnaires are distributed to potential customers to ask for their opinions to ensure the effectiveness of the product developed.

3. Expert validation

In expert validation, the researcher used an assessment rubric as an instrument in the expert validation method. This rubrics assessment was made from Google Forms. The rubric is used to assess how effective the products developed by the researcher were in conducting their research.

3.5 Product Specification

The output of this product development is a bilingual web-based website. The website is available in two languages, namely Indonesian and English. A bilingual website created using the Wix platform. The Wix platform is a cloud-based platform used to create websites. The website has a brown base with a combination of white and black writing. The color combination between the background and writing is combined according to the company, namely ceramics, which are dominant in neutral colors such as brown, black, and white. This website contains photos, videos, and text, both information from the company and products. This website provides a company description, company location, and contacts that are directly connected to marketplaces such as Shopee and social media such as WhatsApp and Instagram. Apart from that, this website is equipped with live chat to facilitate interaction between sellers and customers. For more information, customers can also visit the website created by the researcher at the link: <https://cjdw.fajarcodes.com>.

FINDINGS AND DISCUSSION

4.1 Presentation of Product Development Process

In conducting this current research, and to make it easier for buyers to access their products the researcher applied five stages to develop the Bilingual Website for CJDW Ceramics & Souvenirs, connecting it to the marketplace and social media. These included analysis, design, development, implementation, and evaluation. The details of each stage are presented below.

4.1.1 Analysis

At the analysis stage, the researcher conducted a preliminary study to determine the need for a bilingual website for CJDW Ceramics & Souvenirs. This involved gathering information by analyzing the company's social media, particularly Instagram, to get a comprehensive view of its current online presence. An interview with the company owner and a questionnaire distributed to visitors and potential visitors were also used to collect data. The analysis of Instagram showed that the account primarily featured product photos without providing detailed company information. This lack of detailed content highlighted the need to enhance both the website and social media presence. The researcher identified gaps in the information shared and realized that a bilingual website could address these issues by providing more comprehensive and accessible information about CJDW Ceramics & Souvenirs.

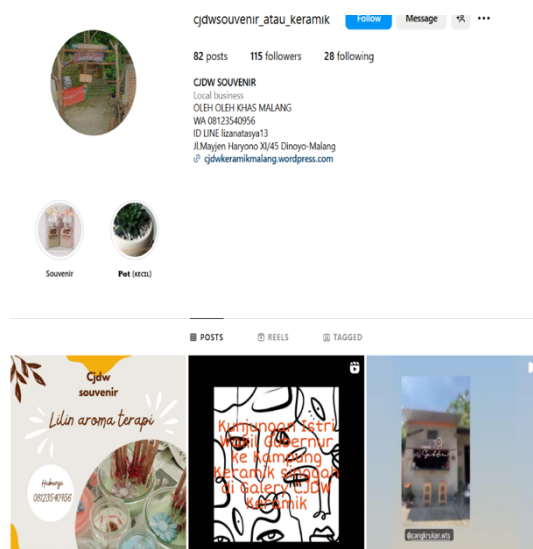


Figure 4.1 Instagram posts from the CJDW Ceramics & Souvenirs Instagram account

The researcher also came to the CJDW Ceramics & Souvenirs store to know the process of the ceramic product. CJDW makes sculpting and carving techniques a technique for making popular ceramics and unique souvenirs. When entering the CJDW Ceramics & Souvenirs shop, visitors can see several products displayed such as cups, ashtrays, vases, pots and table decorations. Visitors can also see other souvenirs such as hand cloth fans and the process of making ceramics when visiting the coffee shop and ceramic production site which is not far from the CJDW Ceramics & Souvenirs shop. Making ceramics & souvenirs depends on customer orders and requests.



Figure 4.2 Store and products of CJDW Ceramics & Souvenirs

After that, the researcher conducted an interview session. The researcher interviewed the owner of CJDW Ceramics & Souvenirs, Mr. Eddy. Interview were conducted by researcher to ask about the history of CJDW Ceramics & Souvenirs and detailed information regarding CJDW Ceramics & Souvenirs such as how the company has developed, how to promote its products, and how to attract visitors' interest in ceramics. The results of the interview show that CJDW Ceramics & Souvenirs has been established since 1992 and has been actively operating since 2000 until now. Apart from being a place for buying and selling ceramic products and souvenirs, CJDW Ceramics & Souvenirs is also a place that serves as a place for ceramic



education in the Malang area with the initial aim of introducing the preservation of ceramic art to the younger generation.

The owner of CJDW Ceramics & Souvenirs, Mr. Eddy, said that this company's graph has been up and down and has become less popular over time. This company is also different from other ceramic craftsmen, where the materials and techniques used are different from others. Orders received by the Company can be in landing form or custom form. Some customers who usually order ceramics or souvenirs from CJDW can be from companies, traders or direct consumers. Over time, the company's development often uses several methods to attract customer interest, including through Instagram and WhatsApp which is usually done by the owner's children. Apart from the company's account, Mr. Eddy also entrusts students who have conducted research on ceramics to preserve and promote this art. Several methods have been implemented, but the company does not yet have a solution to make it easier to promote the products it produces. With the researcher's initiative, it is possible to attract customer interest with a website, the owner is willing to create a company website, providing more than one language to make understanding easier for potential customers who want to know about this company. Some of the things that will be included on the website are product details, offline sales, ceramic education, and other additional information about the Company.

The researcher also distributed questionnaires via Google Form and got 32 respondents. The questions asked are in accordance with customer needs regarding bilingual web development for CJDW Ceramics & Souvenirs which is connected to the link marketplace and social media. The results of the submitted responses will be displayed. From this data, most of respondents (55%) were female, and the other respondents (45%) were male. With additional details, age information is divided into 20-30 years (87%), 31-40 years (10%), 41-50 years (3%). Apart from information regarding the ages of the respondents, there is information regarding the professions of the respondents for the reason that the researcher wants to know what professions the CJDW Ceramics & Souvenirs Company knows with details. Most work as students (65%), office workers (10%), housewives (13%), and several professions such as event organizer or wedding organizer. Self-employed, entrepreneurs, students with respondents (3%).

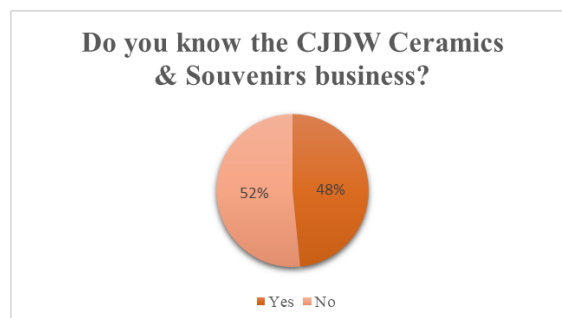


Figure 4.3 Respondents know about CJDW Ceramics & Souvenirs

Figure 4.3 shows that the majority of respondents, 52%, do not know about CJDW Ceramics & Souvenirs. Around 48% know about CJDW Ceramics & Souvenirs. Based on these results, it can be assumed that the majority of respondents do not know about CJDW Ceramics & Souvenirs.

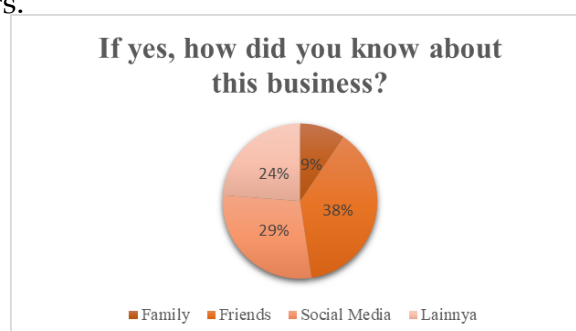




Figure 4.4 How respondents know about CJDW Ceramics & Souvenirs

Figure 4.4 shows that the majority of respondents, 38%, knew about CJDW Ceramics & Souvenirs through friends and also 29% through social media. It can be concluded that social media can also have an influence in introducing and promoting CJDW Ceramics & Souvenirs.

Therefore, the researcher concludes that social media can also be included in this research which is connected to a bilingual website that will be developed by the researcher. It will also be easily accessible to visitors or potential know about CJDW Ceramics & Souvenirs.

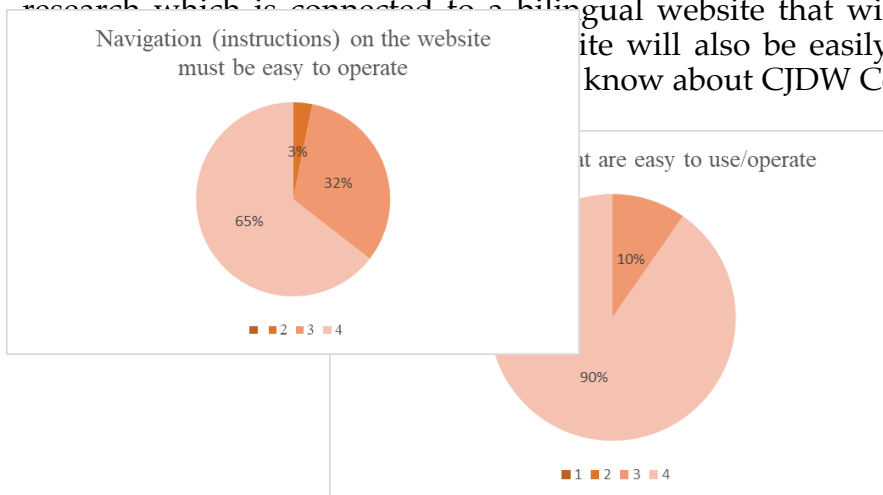


Figure 4.5 Respondents' experience of website convenience

Figure 4.5 shows that as many as 90% (.) of respondents chose number 4 which stated that they strongly agreed with the statement that ease of use of websites is preferred by users. It can be inferred that ease of use of a website is one of the things that must be considered when developing a website.

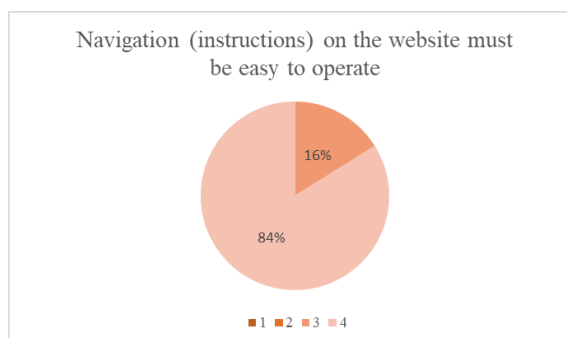


Figure 4.6 Questionnaire results from respondents regarding website instructions that are easy to operate

Figure 4.6 shows that 84% of respondents answered that they strongly agreed that the instructions on the website should be easy to operate. As for 16% of respondents, they agreed to the ease of operating instructions on the website. It can be inferred that ease of instructions in operating a website is one of the characteristics that must be considered when developing a website.



Figure 4.7 Results of respondents' answers to the graphic design on the website

Figure 4.7 shows that as many as 65% and 32% stated that they strongly agreed and agreed that attractive and consistent graphic design makes the website look attractive. And 3% of respondents answered that they did not agree that attractive and consistent graphic design makes a website look attractive. The conclusion that can be drawn is that users are more interested in graphic designs that look attractive and are consistent in their selection.

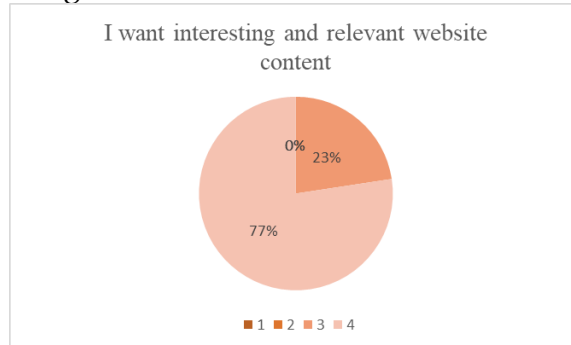


Figure 4.8 Questionnaire results from respondents regarding the website content they want to develop

Figure 4.8 shows that 77% and 23% of respondents answered that they strongly agreed and also agreed that website content was interesting and relevant in selecting published content. Therefore, this means that in website development carried out by the researcher, users want interesting and relevant content for the website being developed.

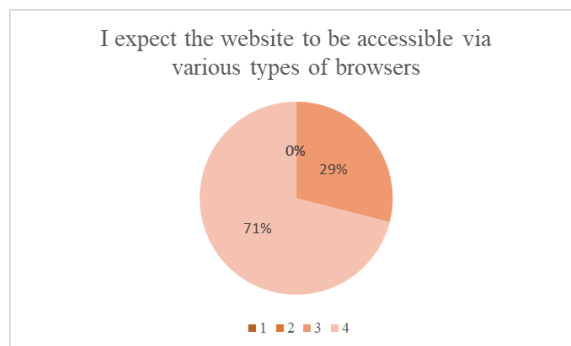


Figure 4.9 Respondents' desires in choosing the type of browser

Figure 4.9 shows that as many as 71% and 29% of respondents chose to strongly agree and agree to developing websites that can be accessed through various types of browsers available. Therefore, the researcher in developing a website must be able to try to make the website accessible by several types of browsers commonly used by users.

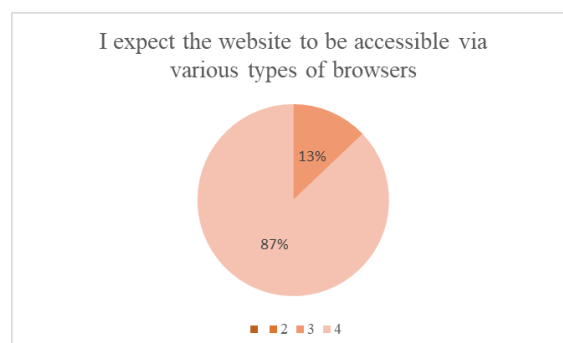




Figure 4.10 Respondents' experience of websites that load quickly

Figure 4.10 shows that as many as 87% and 13% of respondents chose to strongly agree and agree with website access that can be loaded quickly, so it can be assumed that the researcher must be able to estimate that things published on the website will not affect loading access. when opening a website.

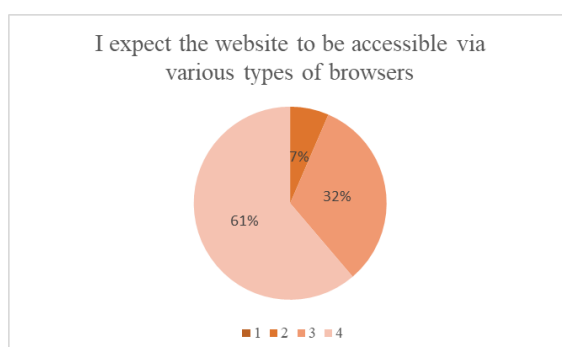


Figure 4.11 Results of respondents to the existence of hyperlinks or features for providing input on the website

Figure 4.11 shows that as many as 61% and 32% of respondents gave answers that strongly agreed and agreed to the existence of hyperlinks or features for providing input on the website. However, 7% of respondents who answered that they did not agree with the existence of hyperlinks or features for providing input on the website. Therefore, the researcher concluded that the existence of hyperlinks or features providing input on the website can be included in website development so that it can be used as an evaluation for the researcher and website owners to develop the website.

Apart from statements in the form of a linear scale, the researcher also added optional questions to the questionnaire to determine the analysis needs for developing a bilingual website for CJDW Ceramics & Souvenirs that is connected to marketplace links and social media.

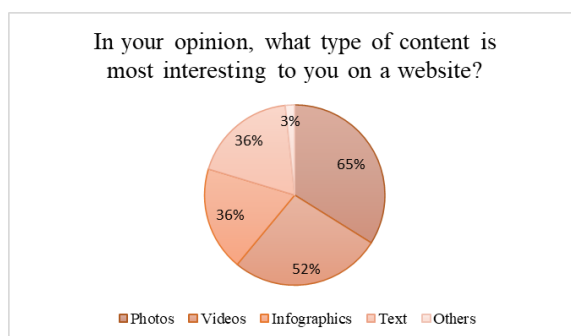


Figure 4.12 Questionnaire results from respondents regarding website content

Figure 4.12 The picture showed that respondents preferred website content in the form of photos 65%, videos 52%, infographics and text 36%, and others 3% of respondents. It could be



assumed that several options given by the researcher in the questionnaire were adjusted according to the respondents' answers to aid in developing the website. This ensured that the website would suit the needs of users and potential website visitors.

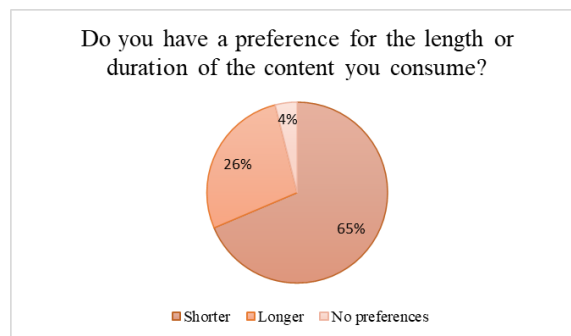


Figure 4.13 Questionnaire results from respondents regarding the duration of website content.

Figure 4.13 The picture showed that 65% of respondents chose a shorter duration for website content, another 26% of respondents chose longer content, with the remaining 4% of respondents having no preference for content duration. Therefore, it could be assumed that users preferred website content with a short duration. The short duration here meant a brief description of text content and short or brief video content.

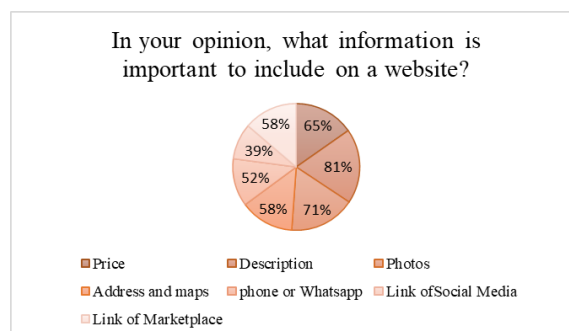


Figure 4.14 Questionnaire results from respondents regarding website content information

Figure 4.14 The picture showed information that should have been important to include on a website. As many as 81% of respondents chose product descriptions, 71% of respondents chose product photos, 65% of respondents chose product prices, 58% of respondents chose marketplace links and online map location addresses, 52% of respondents chose telephone numbers or WhatsApp, and 39% of respondents chose important social media links to include on the website. Therefore, the researcher came to the conclusion to include almost all options on the website by considering the interests and needs of users in accessing the website.

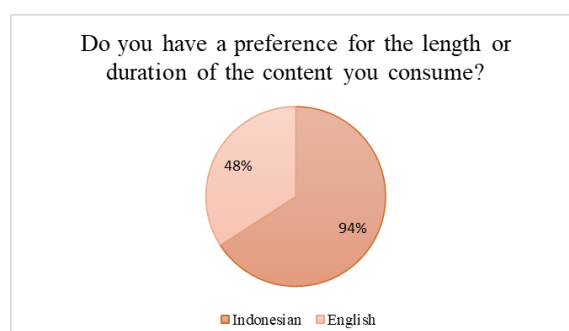


Figure 4.15 Questionnaire results from respondents regarding language on the website

Figure 4.15 The picture shows the results of questions regarding the language that should be provided on the website. As many as 94% of respondents chose Indonesian, and 48% of respondents chose English. However, in accordance with the background of developing this website into a bilingual website, the researcher concluded to include these two languages in the website that was developed by researcher. The two languages provided made it easy for users to understand the contents of the website.

The conclusion from all questions and statements from all activities, starting from social media analysis, observations, interview, and questionnaires, was that the majority of respondents indicated that CJDW's social media was less informative, and there was a need to promote products more effectively through a website. Observation showed typical products and production processes in the store. Interviews with the owner revealed the history and development of the company as well as the challenges faced. The questionnaire indicated that the majority of respondents wanted a website that was easy to use, with interesting and relevant content, and support for multiple browsers. Based on the explanation above, it was concluded that the development of a bilingual website with complete information and interesting content was needed to increase the promotion and attractiveness of CJDW Ceramics & Souvenirs.

4.1.2 Design

The second stage was design. At this stage, the researcher created a bilingual website that was connected to marketplace links and social media. The first step that researcher took in developing the website was to look for a website template that suited the company. The website content included Home, About, Products, contact, and others.

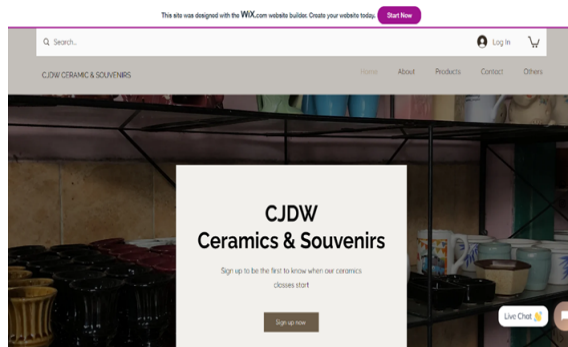


Figure 4.16 Website Design for CJDW Ceramics & Souvenirs

The researcher chose this template to help the ceramic company create product catalogs that included product descriptions. For the product catalog, the researcher took data from the company's social media. In connecting it with the marketplace, the researcher used Shopee as a platform to connect the website and the marketplace, where the marketplace displayed a catalog of products produced by the company. The information included on the website comprises product and company details.



List of website content⁽¹⁾
Home:⁽²⁾
1. Company Name ⁽²⁾
2. Sentence of invitation to take part in the workshop ⁽²⁾
3. Photos of ceramic shops and ceramic activities ⁽²⁾
4. Slogan ⁽²⁾
5. Contact, address, operational hours and maps ⁽²⁾
About:⁽²⁾
1. Company Description ⁽²⁾
2. Description of ceramics ⁽²⁾
3. Description of fiberglass ⁽²⁾
4. Description of pre-sale ⁽²⁾
5. How to pre-order ⁽²⁾
6. Techniques for making souvenir ceramics ⁽²⁾
7. About the ceramic CJDW which is integrated with <u>Warung</u> Tepi Sungai ⁽²⁾
Product:⁽²⁾
1. Product photos ⁽²⁾
2. Product description ⁽²⁾
3. Link to Shopee ⁽²⁾
Contact:⁽²⁾
1. Address ⁽²⁾
2. WhatsApp number ⁽²⁾
3. Operating hours ⁽²⁾
4. Social media (Instagram) ⁽²⁾

Figure 4.17 List Content for CJDW Ceramics & Souvenirs

Apart from that, for the content of the CJDW website, the researcher used data from interview and indirect observations. For the product, the researcher took data from Instagram and Shopee CJDW. The reason for using Shopee as a platform to create a catalog on their website is because their shop on Shopee has more complete information and is the only marketplace they use. This information includes product specifications and details. Not only that, but there was also information related to the company's ceramic manufacturing. This design was in accordance with the results of the analysis stage process where some visitors only knew about CJDW Ceramics & Souvenirs without visiting it and knowing one or two of the products offered. The researcher started by designing the cover and contents of the website.

4.1.3 Development

There were many things that had to be prepared in the development process. The researcher used two devices: a laptop and a cellphone. The parts of these tools were hardware and software. Hardware included the external and internal devices and instruments that enabled users to perform critical tasks such as input, output, communication, processing, storage, and more. The external hardware used was a mouse. Apart from hardware, the researcher also used software such as Windows 10, Google Chrome, Wix, and Canva. The functions of each hardware and software are presented below.

- a. Device: In developing bilingual web-based websites, the researcher used two tools:
 - laptops
 - Smartphone
- b. Hardware: There were several external hardware tools the researcher used to develop web-based bilingual websites, including:
 - Mouse: to make it easier for researcher to track movements on the device.
- c. Software: The following is some of the software used by the researcher in developing web-based bilingual websites.
 - Windows 10: this is the Operating System (OS) used by the researcher to develop bilingual web-based websites.
 - Google Chrome: the browser used by the researcher to create new websites.
 - Wix: platform for creating frameworks for website development.
 - Canva: this application helps the researcher to edit some of the materials used for both companies, CJDW Ceramics & Souvenirs.

The development stage begins by summarizing all the information from interviews and questionnaires that have been collected from the analysis stage. After summarizing the information, the researcher began to create an explanation of the content in Indonesian after which it was translated into English and then started designing. An example of a content explanation is as follows

Table 4. 1 Example of content explanation

Before checking Grammarly, the researcher used translation tools such as deepL.com and also the literal translation strategy as mentioned in chapter two. In translating the text from the source language to the target language, the researcher translated the text without changing the lexical words so that the words still correspond to the original words. However, in literal translation, the researcher translated the text according to the appropriate context so as not to change the meaning of the original language. After that, the researcher used Grammarly to check the sentence errors.

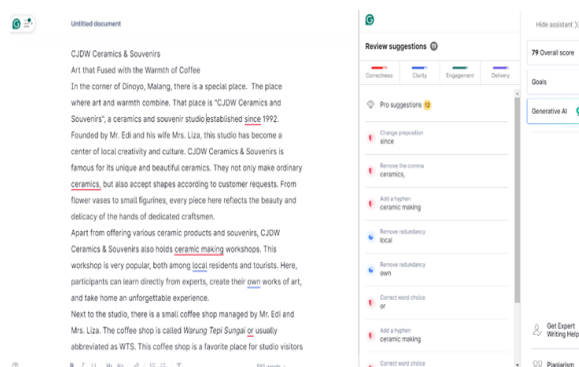


Figure 4.18 Checking the content translation process on the Grammarly

The next part of providing a bilingual web-based website was building a website platform. First, a website account was created at Wix, information was collected, descriptions were translated, layouts and covers were created, and content was posted. The researcher created an account for the website using the child's name and email address after receiving permission.

After that, the researcher created a website layout in Wix. The researcher designed the layout and menu on the website, starting with the cover or home page and the menu. The existing menus included Home, About, Product, Contact, and Others. After creating these, the researcher posted the content of the description and several images.

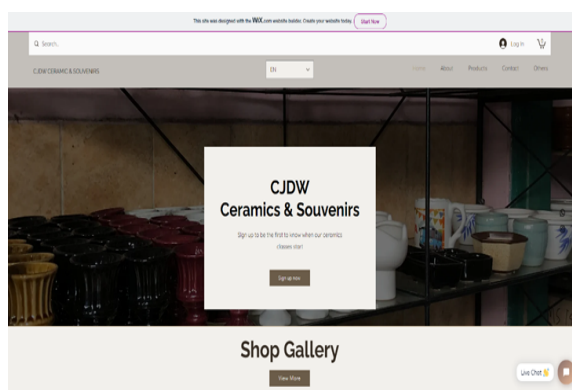
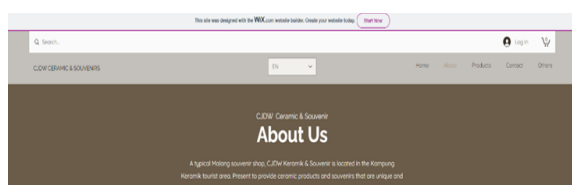


Figure 4.19 Home Page of CJDW Ceramics & Souvenirs

The next page after Home was About. This page contained further details about the company and the related materials and production processes of their products.



The product page contained information related to the product and its details. The products displayed were the company's best sellers, namely coin piggy banks, ceramic mugs, aroma stoves, and flower vases.

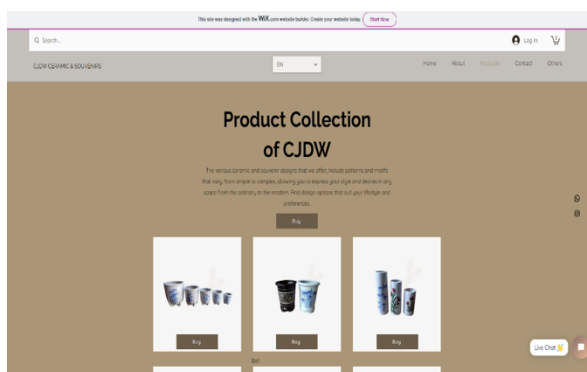


Figure 4.21 Product Page of CJDW Ceramics & Souvenirs

The next page displayed the company's contact information with details, telephone number, social media, shop address, and also a map of the company's shop. This page helped customers more easily stay in touch with the company.

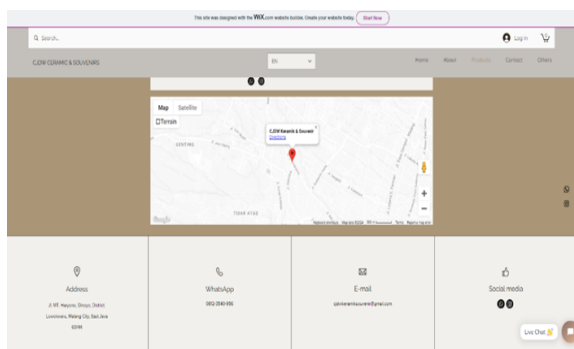


Figure 4.22 Contact Page of CJDW Ceramics & Souvenirs

The next page displayed was others page. This page showed the ceramic's creation of CJDW, photos gallery, video of the CJDW, and the form of the request. This page helped customers to understand the creation ceramic and persuade the customer to sign up for the workshop.



After the product was done, the researcher distributed questionnaires to language and IT validators or website validators for a product. The language of the bilingual website for CJDW Ceramics & Souvenirs as a link to connect to the marketplace and social media was validated by a Polinema English study program lecturer. The validation process used Google Form. Language validation was carried out by Mrs. Asa Wisesa Betari who has a Bachelor's degree in Education from the English Department Program, and a Master's degree in Linguistics from the Faculty of Cultural Science at the University. of Brawijaya, Malang. and she also has experience teaching journalism at Polynema and experience as a journalist at the Disney daily so he is quite competent in validating the content of this research. She validates the linguistic aspects of language such as, grammar, word choice, use of persuasive language style, etc.

Meanwhile for the IT or website validation was carried out by Mr. Garindra Muhammad, a lecturer at the Polinema English study program, who has a Bachelor degree of Arts in English Language and Linguistics and a Master's degree of Arts in Linguistics, he is also a journalism and advertising teacher and has a lot of experience as an operator or expert in IT so he is considered competent in validating the content. In this research he validates such as features on the website, navigation design, user experience, effective visual language, etc

The criteria of the scoring range for the validation level can be found in the table below.

Table 4. 1 Criteria of Scoring Range for The Validation

Criteria of Validity	Validity Level
81 – 100	Excellent (can be applied)
61 – 80	Good (can be applied)
41 – 60	Good enough (should be revised)
21 – 40	Bad (should be revised)

The first validator for Bilingual website for CJDW was language validator. The researcher submitted the validation form on July 16, 2024 and received feedback on July 17, 2024. This validation was based on the scores assigned to each criterion in the questionnaire. The score range was 1-5, with the meaning 1 (Very Not Good), 2 (Not Good), 3 (Enough), 4 (Good), 5 (Very Good) The validation results table is described below.

Table 4. 2 Validation Sheet of Language Validator



No	Aspect	Score				
		1	2	3	4	5
A	Website Content					
1	The information presented is detailed but short and clear.				√	
2	The language used is persuasive.				√	
3	The language used encourages user interaction and engagement.				√	
4	The language on the website encourages visitors to view other content.			√		
B	Indonesian					
5	The choice of words in Indonesian is easy for readers to understand.				√	
6	The grammar of the Indonesian description is correct.				√	
7	The spelling of the Indonesian words used is correct and in accordance with the KBBI.				√	
8	The choice of words used in the Indonesian website description is correct.				√	
9	The use of capital letters in the website description is correct.				√	
10	The use of punctuation marks in the paragraph is correct.				√	
C	English					
11	The tenses used in the website description are correct.			√		

Formula:

- Average : $\frac{\text{total score}}{\text{total statement}} = \frac{64}{16} = 4$ (out of 5)
- Score : $\frac{\text{average}}{5} \times 100 = \frac{4}{5} \times 100 = 80$ out of 100 = Good (can be applied)

The table above shows the language validation results. Based on table 4.2, the expert agreed that the choice of words in Indonesian and English is good, and the expert also agree that the choice of descriptive vocabulary is correct and easy to understand. Apart from that, it is quite good and clear in terms of word spelling, tenses, conjunctions and grammar in Indonesian and English. In terms of punctuation and capital letters, it is also correct. Apart from that, the website content is interesting, informative and easy for readers to understand. The language used also encourages user interaction and engagement.

There are several suggestions from language expert to the researcher, such as the use of directive sentences for "How to Order", writing errors in the "About Us" paragraph. The expert also suggested that the researcher correct the writing errors in the other pages.

Apart from that, the researcher also carried out expert validation for IT or websites. Validation was conducted by Mr. Garindra Muhammad, a lecturer in the Polinema English study program. The researcher provided a validation form on July 16, 2023 and received feedback on July 17, 2024. In the website criteria assessment, there were five scores with the meanings: 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree). The following table shows the validation results from Mr. Garindra Muhammad as a lecturer in the Polinema English study program:



Table 4. 3 Validation Sheet of IT or Website Validator

No	Aspects	Score				
		1	2	3	4	5
A	Accessibility					
1	The website can be accessed easily and is user friendly.				√	
2	This website has fast loaded times.			√		
3	This website is compatible with mobile devices.				√	
4	The features on the website (Home, About, Products, Contact, etc.) can be used/accessed properly.				√	
B	Navigation System					
5	The website navigation bar is simple and easy to understand.				√	
6	The navigation instructions and menu bar provide clear, easy-to-understand instructions.				√	
7	Navigation design provides users with directions to find the information they are looking for.				√	
D	Content					
8	Website content already contains relevant and informative information related to products.				√	
9	The website contains complete information on each page (Home, About, Product, Contact, How to Order).				√	
10	Website content contains persuasive sentences that invite users to buy.				√	

Formula:

- **Average :** $\frac{\text{total score}}{\text{total statement}} = \frac{61}{15} = 4$ (out of 5)
- **Score :** $\frac{\text{average}}{5} \times 100 = \frac{4.066}{5} \times 100 = 81.32$ out of 100 = Excellent (can be applied)

The table above shows the IT or website validation results. Based on table 4.3, the expert agree that websites can be easily accessed and very easy for customers to use. The website is also compatible with mobile devices, and expert also agree that the navigation instructions on the website are easy to understand. The expert pretty much agree that websites load quickly. The expert also strongly agrees that the font on the website is easy to read and the choice of website colors is also appropriate and supports the overall design.

There are several suggestions from the expert to the researcher, such as adding a background /shape behind the text on the contact page. The expert also added to change several terms with better terms, such as the word "shopping" being changed to "buy". After receiving several suggestions and input from the expert, the researcher began to revise several things that had been given input. Changes to the website can be seen in figures 4.3.



Figure 4.23 Revision version of terms for the button action

4.1.4 Implementation

The next stage was Implementation. Field testing was carried out at this stage via a Google form that the researcher sent to potential customers. This field trial was distributed to respondents to ensure the final results of the usability or effectiveness of product instructions. The questionnaire on this Google form contains several questions in four categories: content and purpose, accessibility, website design and layout and language website language and content. The following table shows the field test result.

Table 4.4 Field Testing Sheet of CJDW Ceramics & Souvenirs

No.	Criteria	Score					Average
		1 Frequency (%)	2 Frequency (%)	3 Frequency (%)	4 Frequency (%)	5 Frequency (%)	
A	Content and Purpose						
1	The website offers details information about products and companies.	2 (49%)	1 (24%)		16 (39%)	22 (53%)	4.34
2	The content on the website is both relevant and informative	1 (4%)	2 (9%)		18 (43%)	20 (48%)	4.31
3	The content contains persuasive sentences that encourage	2 (49%)	2 (49%)	1 (24%)	18 (43%)	18 (43%)	4.17



B Accessibility						
4	The website can be accessed easily and is user friendly	1 (2.4 %)	1 (2.4 %)	13 (31.7 %)	26 (63.4 %)	4.55
5	This website are compatible with various devices like mobile phone, tablet, and laptop	1 (2.4 %)	5 (12.2 %)	9 (22%)	26 (63.4 %)	4.46
6	This website has fast loaded times	1 (2.4 %)	4 (9.8 %)	12 (29.3 %)	24 (58.5 %)	4.43
C Website Design and Layout						
7	The website has a simple and attractive design		1 (2.4 %)	6 (14.6 %)	14 (34.1 %)	19 (48.8 %)
8	The choice of color is appropriate and supports the overall design	1 (2.4 %)	2 (4.9 %)	3 (7.3 %)	12 (29.3 %)	23 (56.1 %)
9	Fonts on website content can be read clearly	1 (2.4 %)		1 (2.4 %)	11 (26.8 %)	28 (68.3 %)
10	The navigation bar is simple and easy to use		1 (2.4 %)	2 (4.9 %)	13 (31.7 %)	25 (61%)

Formula:

- **Average :** $\frac{\text{total score}}{\text{total statement}} = \frac{62.03}{14} = 4.43$ (out of 5)
- **Score :** $\frac{\text{average}}{5} \times 100 = \frac{4.43}{5} \times 100 = 88.6$ out of 100 = Excellent (can be applied)

The table above shows the results of field tests. Based on table 4.4, respondents agreed that the language used on the website is easy to understand, the fonts used on the website are easy to read. The website can also be accessed easily and is also user friendly, making it easier for anyone to access it.

There were several suggestions from respondents that the layout on the mobile display was messy so that some displays were cut off and some text positions changed. After receiving several suggestions from respondents, the researcher began to revise several things that had been given input. Changes to the website can be seen in figures 4.24.



Figure 4.24 Revision version of placement contact

4.1.5 Evaluation

After the implementation stage, it continues with the evaluation stage. At the evaluation stage, the researcher began to revise products that had been field-tested for potential customers who had the potential to become CJDW Ceramics & Souvenirs customers. This stage aims to find out their input regarding the effectiveness of the product as a business communication medium and to attract the interest of potential consumers. By the results of the field test at the implementation stage, respondents provided input to suggest rearranging the text layout on the mobile phone display. The layout of the mobile display, researcher changed and rearranged the website layout on the mobile display so that it could be easily read and comfortable to look at. The respondents were also very interested in the website, commenting that the website was good and very easy to access. After receiving input, here are some revisions made by the researcher.

4.2 Discussion

The initiative to develop a bilingual website for CJDW Ceramics & Souvenirs stems from the need to improve promotional strategies targeting the Indonesian market. This approach aims to bridge the communication gap and leverage online platforms for better outreach. This research uses the Design and Development Research model by Richey & Klein (2014), which consists of five main stages: analysis, design, development, implementation, and evaluation. This structured approach ensures that the website meets the company's promotional needs and is aligned with user expectations.

In the analysis stage, a comprehensive preliminary study identified the need for a bilingual website. This is achieved through social media analysis, interviews with company owners, and questionnaires distributed to potential customers. The findings revealed that CJDW Ceramics & Souvenirs' presence on social media was inadequate in promoting their products effectively. The design phase focuses on preparing and translating content from the company's Instagram and interview materials. Using literal translation methods and tools like Grammarly, content is created to maintain accuracy and clarity. Key pages include Home, About, Products, Contact, and More. In the development stage, a website is built using specific hardware and software, turning the design into a functional product. Expert validation was carried out in two areas: language and IT. The validation confirms the website's informative content and attractive layout, but also provides constructive feedback regarding terminology, typos, and layout adjustments. These suggestions are incorporated to improve the final product. The implementation stage includes field trials and distributing questionnaires to potential consumers. This phase ensures the usability and effectiveness of the website. Feedback



indicated that the website was attractive and easy to navigate, with suggestions for improving the text layout on mobile devices. This feedback is critical to optimizing a website for a better user experience. The evaluation confirmed that the bilingual site significantly enhanced CJDW Ceramics & Souvenirs' promotional efforts. Comprehensive website information and engaging content attract more users, aligning with the company's promotional goals.

In this research, the researcher also used theory and several previous studies which were less relevant to this research. This can be explained as follows, previous research highlights the importance of bilingual sites in increasing customer understanding and reducing language barriers. Kirdkoh & Ngamrung (2019) emphasize that bilingual websites help businesses reach a wider audience, while Zhu and Yan (2012) note that bilingual websites reduce miscommunication and improve service delivery. The bilingual website for CJDW Ceramics & Souvenirs aligns with these findings by facilitating effective communication and expanding the company's reach. Apart from previous research, the researcher also used theories as a reference for developing this research.

First, Hermawan's criteria for a good website, including usability, navigation, design, content quality, functionality, accessibility, and interactivity, are an integral part of this research to enhance user experience. The second is promotional media, which is the aim of creating this bilingual website. Websites function as online promotional media, utilizing the internet to reach a wider audience. Kotler and Armstrong (2016) Effective copywriting and translation are crucial, Ariyadi (2020) and Finnah & Muhammad (2020) highlight the importance of an attractive title, detailed body copy, and relevant illustrations. This research adopts these principles to create engaging content. In addition to website content, the website is connected to marketplaces and social media to boost promotions, using the B2C model for direct transactions (Bhankelar et al., 2004). Integrating social media, as discussed by Ardiansah and Maharani (2021), enhances interaction and content sharing. thus, further increasing promotional efforts.

CONCLUSION AND SUGGESTION

5.1 Conclusion

This thesis report is intended to develop a bilingual website for CJDW Ceramics & Souvenirs with links to marketplaces and social media. It aims to be a promotional media for CJDW Ceramics & Souvenirs to promote its business and products more deeply to customers and provide information to local and foreign customers. A bilingual website can help customers find information about CJDW Ceramics & Souvenirs.

This research aims to make the product of bilingual websites, in Indonesian and English. In making the product, the researcher conducted five stages starting from analysis, design, development, implementation, and evaluation. The researcher also found several problems in product design and development. The researcher does not have IT skills in website development, so the researcher was looking for website development sites that are easy for writers to learn and can be accessed easily by customers.

At the development stage, the researcher received suggestions from validators. Furthermore, the implementation stage is the stage that takes product assessment through field test results to achieve product effectiveness. Some customers say that they need to expand the marketing of CJDW Ceramics & Souvenir products after seeing this product made by the researcher through field testing. CJDW Ceramics & Souvenirs is one of the ceramic craftsmen who has a deep specialty in ceramics which is also distributed to other businesses such as *Warung Tepi Sungai*. The researcher gained a lot of new experience in creating websites that had never been tried before. Hopefully, this bilingual website will be useful to CJDW Ceramics & Souvenirs in the future after this research is completed.

5.2 Suggestion

After completing the thesis report entitled "Development of a Bilingual Website for CJDW Ceramics & Souvenirs Connected to Marketplace and Social Media Links", the author has several suggestions for researchers, companies, State Polytechnic of Malang, and future researchers. For companies, it is also better for employees to be equipped or taught to be able to



take advantage of technology in this digital era. For the State Polytechnic of Malang, more and more help for another prospective researcher so they can obtain more information related to this thesis activity. More able to provide specific information regarding theories and methods in carrying out research.

Lastly, for future researchers, find out and learn more about how to conduct research before conducting research. Learn what abilities researchers must choose to carry out their thesis. Learn new things about design and editing in product creation and other related technologies. Never delay the completion of the thesis report because it will affect the results of the thesis report.

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