

Designing A Bilingual E-Catalog to Enhance Customer Accessibility for Moseul (A Premium Press-On Nails Company)

Aviana Vionisa Rahim^{1*}, Hilda Cahyani²

¹State Polytechnic of Malang. e-mail: vionesarahim@gmail.com

²State Polytechnic of Malang. e-mail: hilda.cahyani@polinema.ac.id

*Corresponding author: vionesarahim@gmail.com

ARTICLE INFO	ABSTRACT
Keywords: <i>Bilingual E-Catalogue, Micro Small and Medium Enterprises, Moseul, Press-on Nails, ADDIE Model</i> DOI: http://doi.org/10.33005/jesscom.v1i1.45 <i>Submitted: 18 February 2026; Revised: 17 April 2026; Accepted: 4 May 2026, Published: 30 June 2026,</i> How to cite: Rahim, A.V., Cahyani, H. (2025). Designing a Bilingual E-Catalogue to Enhance Customer Accessibility for Moseul (A Premium Press-On Nails Company). <i>Journal of English Studies and Business Communication</i>, 1(1), 11-24. DOI: http://doi.org/10.33005/jesscom.v1i1.45	Moseul, a Premium Press-On Nails, is a company that is engaged in the fashion industry. They sell a variety of press-on nails designs and allow custom orders. They use social media and the marketplace to sell and showcase their products. However, they have no medium to showcase all of their product and supporting information in a structured way. Therefore, this research focuses on designing a bilingual e-catalogue for Moseul. The objective is to develop a bilingual e-catalogue utilized in both English and Indonesian. The researcher followed the ADDIE model, which includes Analysis, Design, Development, Implementation, and Evaluation. Data was collected through observations, interviews, documentations, and questionnaires. The final products were validated by both language and translation validators and design validators. Then, a questionnaire was distributed to local and global potential customers as part of field testing. The outcomes indicate an overall satisfaction rate of about 95%. The final evaluation confirmed that the bilingual e-catalogue is effectively useful as the primary reference medium for Moseul as well as enhancing customer accessibility and helping customers make informed purchasing decisions.

License



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

1. INTRODUCTION

In today's digital era, businesses constantly search for new ways to connect with customers. The transition from traditional marketing techniques to digital marketing has changed how products are promoted. Veleva & Tsvetanova (2020) noted that the current market situation aligns with digital marketing, as it provides more benefits for both businesses and customers. An electronic catalogue is a digital solution that has evolved. This solution enables businesses

to showcase and offer products in an accessible digital format (Srimayasandy et al., 2024). An e-catalogue is a digital version of a printed catalogue accessible on electronic devices such as smartphones. Unlike the printed version, the e-catalogue provides real-time updates, which allows businesses to renew their newest products without reprinting. Moreover, businesses implementing e-catalogues benefit from reduced operational costs, increased efficiency, and enhanced accessibility (Adiningrat et al., 2023). Technological advancement also considerably influences across sectors, including the beauty and personal care industry, which is shifting to digital platforms.

The beauty and personal care industry has grown rapidly in recent years, specifically the press-on nails market. Grand View Research (2024) reported that the global press-on nails market was estimated at USD 69.6 million in 2023 and is expected to grow at a 6.5% CAGR from 2024 to 2030. The press-on nails market has also grown, driven by the expansion of Indonesia's beauty and personal care industry. The local demand for beauty products, particularly nails art, has accelerated with social media trends and beauty influencers (Hutagalung, 2023). The significant growth of this market presents substantial opportunities for domestic businesses, which offer innovative products that respond to customer preferences and trends. The emergence of Micro, Small, and Medium-sized Enterprises (MSMEs) focused on premium-quality press-on nails is a response to the opportunity. Moseul is an example of MSME demanding to leverage opportunities in the industry, yet encountered obstacles in delivering the product information.

Moseul, an MSME specializing in premium press-on nails. Established in 2023 and based in *Tangerang Selatan*, offers a variety of nails art designs and even allows custom orders. Currently, Moseul has 65 ready-made designs, has created more than 50 custom designs, and will continue to create more. Fundamentally, the MSME actively promotes its products on Instagram (@moseul,) and TikTok (@moseul.) as a part of their market expansion strategy. Based on the initial interview with the owner, Jessica Nathania stated that the absence of a structured catalogue makes it harder for their customers to explore options. Currently, Moseul uses Shopee to sell its available products. In addition, the products on Moseul's Shopee are uncategorized and unprovided with supporting information. Moseul also uses Instagram as its main marketing platform, where it posts both original and custom designs. This condition left the customer confused, since Moseul sells only its original product design, whilst custom designs are displayed on Instagram, as portfolio pieces, and are produced upon request.

Therefore, an e-catalogue is needed as Moseul's main reference for showcasing all their products, and helping customers learn more about them. Irianto et al. (2023) highlighted that an e-catalogue offers an effective solution for businesses by providing the cheapest and most convenient path to accessing product information. Moseul's owner also mentioned their motivation to expand into the international market, where they received a buyer from the Philippines. Grounded in the statement, this research aimed to design a bilingual e-catalogue for Moseul to showcase their products while enhancing customer accessibility and decision-making. The e-catalogue is linked to Moseul's Instagram, and is available in Indonesian and English. The bilingual e-catalogue aimed to expand its audience, including potential international customers, and to improve the overall shopping experience. In addition, Winendra et al. (2024) Establishing a bilingual digital platform enables MSMEs to broaden their target market without limitations on geography. Nevertheless, a bilingual strategy guarantees that non-Indonesian-speaking customers can easily access product details, thereby increasing brand reach, since Moseul aimed to expand to the international market.

Similar obstacles have been the subject of prior studies that show the effectiveness of bilingual e-catalogues cross sectoral. Priyastiti et al. (2023) examined research in developing a bilingual e-catalogue in the textile industry, and Deli & Yanto (2021) focused on developing an e-catalogue in the culinary industry. The results highlighted that bilingual e-catalogues help promote products and engage customers in this growing field. Furthermore, limited research discusses the use of both bilingual and e-catalogues in the beauty and fashion industry, particularly for premium press-on nails. Therefore, this study aimed close the divide by

developing a bilingual e-catalogue that enhances customer accessibility in this growing field. The development approach was grounded in the digital marketing theory as a medium to expand the target market.

Hoge (1993) as cited in Yasmin et al. (2015) defined that electronic marketing (EM), also known as digital marketing, is a process of transferring goods or services utilizing one or more electronic methods as a medium from sellers to buyers. In addition, digital marketing is a marketing activity that includes branding using various 9 digital media such as websites, blogs, email, and Google ads (Sanjaya & Tarigan, 2009, as cited in Adytia et al., 2022). This promotional technique is used to reach a wider audience through digital channels. In the digital marketing ecosystem, an e-catalogue is a key tool that enhances operational efficiency and organizes information. Srimayasandy et al. (2024) stated that the electronic system involves lists, types, technical specifications, and prices of a number of goods or services. Essentially, an e-catalogue is a digital version of a printed catalogue, designed to present organized and detailed information about products or services. The e-catalogue plays an important role in increasing sales and establishing customer loyalty by effectively matching the right products with the right customers.

The effectiveness of an e-catalogue depends on user experience and visual information design. Kim & Lee (2016) identified the key criteria for evaluating and developing an effective e-catalogue. By utilizing the Analytic Hierarchical Process (AHP), the outcome highlighted three fundamental elements of developing an effective e-catalogue, i.e., product information, architecture, and functionality. In addition, Jamilah & Padmasari (2022) mentioned that user experience refers to the experience of a user when using a product. The features in the digital channel should be adjusted to meet user needs, and therefore, a brand or company must ensure the success of their products to receive a positive response in user experience.

Based on the studies above, it can be concluded that the effectiveness of an e-catalogue is not defined solely by the comprehensiveness of product information, but also by its structure, functionality, and user experience. Therefore, the development of an e-catalogue was essential to be designed systematically to support the effectiveness of digital marketing, specifically for businesses targeting local and international customers. The implementation of a bilingual e-catalogue is expected to facilitate Moseul's ability to present its product information in both Indonesian and English, increasing accessibility and helping local and international customers make informed purchasing decisions. This helps strengthen the brand's marketing strategies and customer relationships through digital tools, ultimately contributing to the broader digital transformation of MSMEs in the beauty industry. In light of the above, the study aimed to develop a bilingual e-catalogue for Moseul.

2. RESEARCH METHOD

2.1 Research Design

The study aimed to determine the most effective methods for developing a bilingual e-catalogue for Moseul, a micro, small, and medium-sized enterprise (MSME) specializing in premium press-on nails. To achieve this, a Design and Development Research (DDR) by Richey & Klein (2005) was adopted. Richey & Klein (Spector et al., 2014) stated that DDR is a systematic study of design, development, and evaluation process, aiming to constitute an empirical foundation for creating instructional and non-instructional products, tools, and models in order to deepen the development.

To adopt this approach, the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) model was implemented as the research framework for comprehensive product development. Therefore, DDR Type 1 was chosen, which focuses on four key phases: analysis, design, development, try-out, and evaluation (Richey & Klein, 2005). In addition, type 1 is a relevant method for designing a bilingual e-catalogue for Moseul. The systematic research flow, ADDIE model framework, serves as the foundation of the research procedure, as shown in Figure 1.

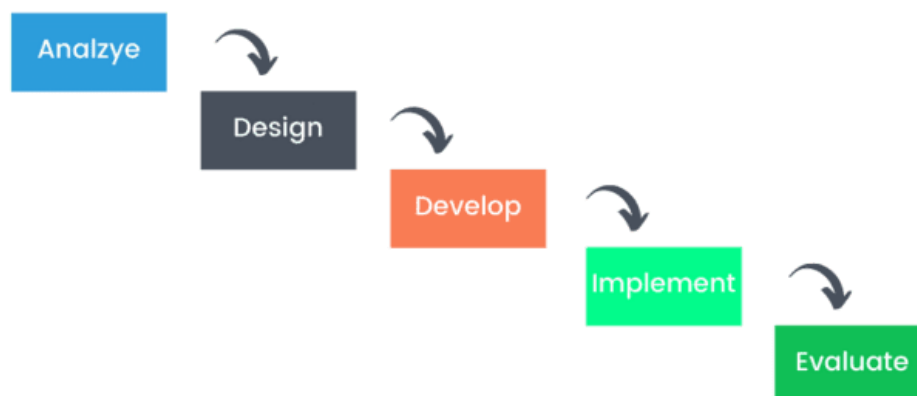


Figure 1. The ADDIE Model (Gaurav Amatya, 2022)

As shown in Figure 1, the study utilized five stages of the DDR process. The details of each stage are explained as follows:

a. Analysis

In the analysis stage, the researcher collected the data through observation, interviews, and document gathering. The observation gathered the information from the social media and marketplaces, including reviews of Moseul's Instagram, TikTok, and Shopee accounts. Furthermore, the researcher conducted two comprehensive interviews with the owner, Jessica Nathania, to identify needs. Photos and specifications were collected for the e-catalogue. Additionally, the analysis reveals that the absence of a structured platform for showcasing their products with detailed supporting information, along with their desire to expand into the international market, were the challenges they faced in their business. Therefore, it was identified that designing a bilingual e-catalogue is important for assisting their local and global customers in accessing all product information in both Indonesian and English.

b. Design

In the design stage, the researcher developed the entire layout of the bilingual e-catalogue, starting from the cover to the content. After gathering all necessary product information and images, the researcher listed and categorized the products by press-on nail design. The final categorization for the e-catalogue includes five trending categories created by society: 'Cewek Kue, Cewek Bumi, Cewek Mamba, Cewek Gamer, and Cewek Boss Babe'. Additionally, the e-catalogue layout was created in Canva.

c. Development

In the development stage, the researcher designed a bilingual e-catalogue for Moseul in English and Indonesian, based on the structured design and collected data. The design result was exported as a PDF and converted to a Flipbook by heyzine.com. The final process involved collaborating with a language expert and a design expert to ensure that the bilingual e-catalogue met the necessary linguistic, proofreading, and visual design standards.

d. Implementation

In the implementation stage, field testing was conducted to gauge the public's response to the bilingual e-catalogue for Moseul. The researcher distributed a questionnaire to potential customers, both local and global.

e. Evaluation

In the last stage, the researcher evaluated the product based on the feedback from the field testing. Customers were given a questionnaire to assess the e-catalogue's accessibility, ease of use, and usefulness. Suggestions and input from respondents were taken into consideration for revision. Overall, the research procedure followed a systematic product development process, beginning with identifying the requirements for evaluating product effectiveness.

2.2 Participants

The participants in this research included experts for validation and potential customers for field testing. The experts chosen for this research were Maya Rizky Fauzia S.Pd., M, a language and translation expert, and Garindra Muhammad S.S., M.A., a design expert. In the implementation stage, field testing was conducted to measure the public's response to the bilingual e-catalogue for Moseul. A questionnaire was distributed to potential customers, both local and global. The respondents who participated in the evaluation stage were 40: 32 local potential customers and 8 global potential customers from various countries, including Poland, Turkey, Kazakhstan, the United Kingdom, and the Philippines.

2.3 Instruments

Three data collection methods were used in the study, namely observation, interviews, and questionnaires. The observation gathered information from social media and marketplaces, including reviews of Moseul's Instagram, TikTok, and Shopee accounts. The observations were intended to review Moseul's business overview and to gather product information. The researcher also visited the production house, where the product was made. Furthermore, the researcher conducted two comprehensive interviews with the owner, Jessica Nathania, to identify the needs. Photos and specifications were collected for the e-catalogue. To gather data in the evaluation stage, customers were given a questionnaire to assess the e-catalogue's accessibility, ease of use, and usefulness.

2.4 Data Analysis Procedures

The data analysis procedures involved processing expert feedback and field-test results. In the analysis stage, the researcher collected the data involving observation, interviews, and document gathering. In the design stage, the researcher developed the entire layout of the bilingual e-catalogue. During the development stage, the researcher designed the bilingual e-catalogue using a structured approach and collected data. Experts' feedback was essential to improving the e-catalogue to meet industry standards. In the final stage, the product was evaluated based on the feedback from the field testing. Suggestions and input from respondents were taken into consideration during revision, which is essential to address the product's weaknesses and strengthen its strengths and effectiveness. The questionnaire results indicated an overall satisfaction rate, and the final evaluation confirmed that the bilingual e-catalogue is an effective primary reference medium for Moseul.

3. FINDINGS AND DISCUSSION

3.1. Findings

The study led to the development of the bilingual E-Catalogue for Moseul, specializing in premium and custom press-on nails. The content utilized both Indonesian and English, as the business owner desired to expand its market internationally. The e-catalogue included a company overview, nail collections and sizes, instructions for measuring, applying, maintaining, and removing press-on nails, 65 press-on nail products divided into five categories, additional products, package information, frequently asked questions, customer reviews, and order information. Moreover, this e-catalogue included some supporting images that represent Moseul's brand identity and visual guidelines. The following description explains the development process of a bilingual e-catalogue for Moseul, which was performed through systematic stages, beginning with analysis.

Analysis

During the analysis stage, a study was conducted to identify the need to design and to validate the necessity of a bilingual e-catalogue. This stage involved several data collection methods, including observation, interviews with Moseul's owner, and document gathering for the e-catalogue. The analysis stage began with the collection of observational data on Moseul, a premium press-on nails MSME business. The objectives were to find out regarding Moseul's business works, along with their marketing approach. Through the social media analysis, it was found that Moseul uses Instagram as the primary promotional platform as they frequently post product photos, promotional videos, and provide information about their products and on TikTok to reach a wider customers. The observation illustration is shown in Figure 2.

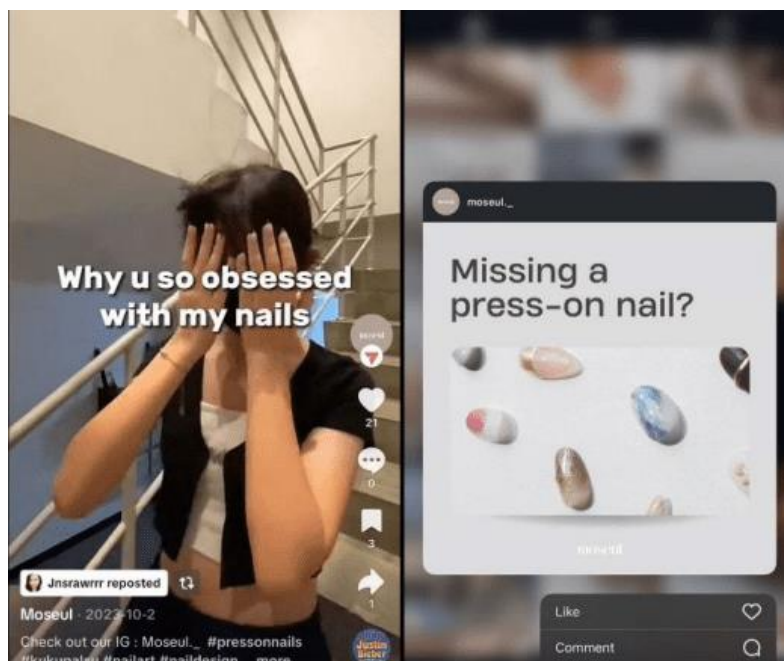


Figure 2. Posted Content on Moseul's TikTok and Instagram

The observation above was intended to review Moseul's business overview and to gather product information. Several issues in product delivery were identified, including on Moseul's Shopee marketplace; many products posted on Instagram were not displayed in their marketplace. Also note that many products were uncategorized and free from supporting information. The limited information to determine their original product design and custom-made design, and a place to showcase their original product designs and related information in an organized manner on the very same platform. Therefore, the e-catalogue was their ideal solution as it can serve as the main reference in showcasing and covering the product.

Subsequently, data collection process was also conducted by interviewing Moseul's owner, Jessica Nathania. The interviews were conducted on two occasions. The initial meeting focused on gathering detailed information about the business itself and confirming the need to develop an e-catalogue. The second session focused on designing the bilingual e-catalogue. Additionally, the owner suggested that the e-catalogue design correspond to Moseul's products and added several preferred occasions for each product in the product descriptions. Additionally, the documentation data collection method involved product information, product photos, and other supporting information provided by Moseul. Based on the overall data, this researcher was determined to develop a bilingual catalogue that provides detailed information about Moseul premium press-on nails.

a. Design

In this stage, design process was divided into several parts, such as product listing, product categorization, content preparation, content translation, and designing the e-catalogue layout. Once the necessary product information and visual design were gathered, the initial process

was to list and categorize products according to the press-on nails design. It also found that another categorization describes the characteristics of press-on nails based on color style, which the owner approved for its uniqueness and relevance to target customers. The final categorization for the e-catalogue includes five trending categories created by society: 'Cewek Kue, Cewek Bumi, Cewek Mamba, Cewek Gamer, and Cewek Boss Babe'.

Upon categorization, the necessary information was compiled. At this stage, several additional elements were included, i.e., a brief description, details on the colors and ornaments used, and information on suitable events. Furthermore, the researcher included instructions for applying, maintaining, and removing press-on nails, as well as supporting information to assist customers, such as details about Moseul package sets, frequently asked questions, customer reviews, and ordering information. Following that, the translation process was carried out to support the bilingual feature. The researcher utilized an online tool called DeepL to translate content from English to Indonesian and vice versa. The subsequent stage was designing the e-catalogue; it began by gathering inspiration across online sources, specifically Pinterest, TikTok, and Canva. In this exploration, the researcher focused on identifying clean, minimalist design styles that align with Moseul products' branding that determined through an analysis stage. A clean, minimalist design typically features a neutral colour palette, including white, beige, grey, and black. Therefore, the chosen style for the e-catalogue is expected effectively display a straightforward and spacious design. Following this, the page layout was designed once the visual concept was finalized. By gathering several ideas, a number of templates for the e-catalogue were outlined. Twenty-three pages were prepared for about ten supporting pieces of information, product categories, and product display. Each page featured a different layout designed to enhance its appeal. The layout design may be viewed in Figure 3.

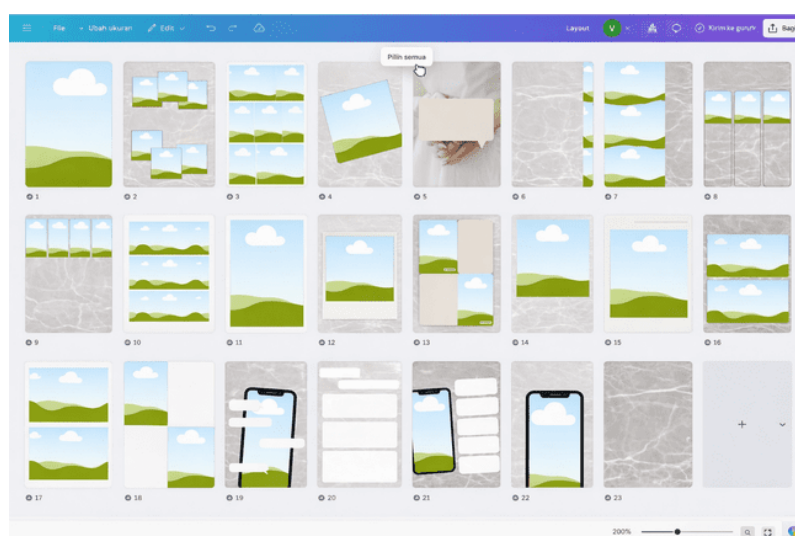


Figure 3. Layout of the E-Catalogue

Figure 3 shows the layout design that was ready for the development stage. Based on the data obtained by the researcher during the design stage, the bilingual e-catalogue used a clean, minimalist design. Therefore, the bilingual e-catalogue was ready to proceed to the next stage: development.

b. Development

At this stage, the researcher divides the development process into several sections: finalizing the e-catalogue design, finalizing the bilingual e-catalogue, converting to flipbook mode, and expert validation. The development of the bilingual e-catalogue followed the

Analytic Hierarchical Process (AHP) approach, which provides product information, architectural (Categorization), and Functional Information. The initial process began by enhancing the visual elements and layout. In creating the e-catalogue, the researcher used a graphic design website, Canva. The editing process began with the product cover, the first appearance of the catalogue. The researcher paid particular attention to the cover, as it is believed to be the initial attraction of this e-catalogue. Therefore, the researcher chose Moseul's product photo as the background and added some elements to improve its visual impact. The final cover design is depicted in Figure 4.



Figure 4. E-Catalogue Cover

In addition to the cover, the consistent typography and the color palette also became the focus for building and strengthening the visual and brand identity; the chosen font and color palette are pictured in Figure 5.

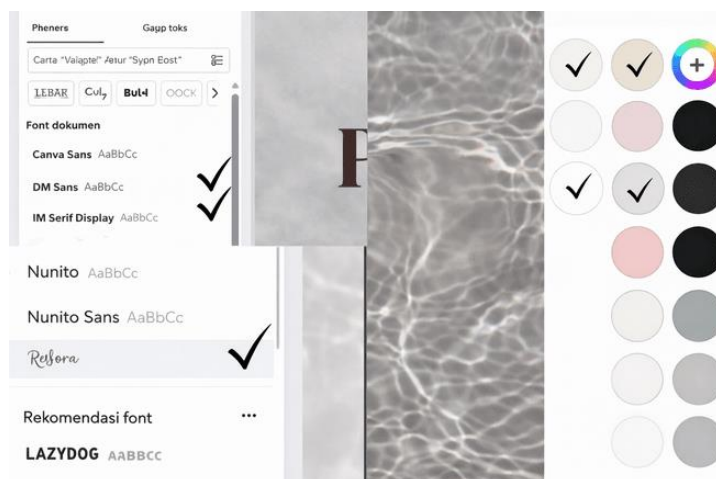


Figure 5. The Font, Color Palette, and Elements Used on the E-Catalogue

The visual elements in Figure 5 were chosen to build a significant brand identity. The chosen elements and color palette used were consistent with a clean, minimalist style, including white, broken white, cream, grey, and black. The hint of black is mostly used as a lining and font color, while the other color is particularly used as a background, combined with a water wave element. Using three different fonts, each font represents a different section, the heading for 'DM Serif Display' which look bold and particularly highlighted the text, the subheadings for 'DM Sans' which a bit lighter than the heading, another typically set for the name of the category

which has to look fun to read 'Railey' serve as a different character in this catalogue, that align with the name of category itself.

The obstacle arose during the layout process for 65 nails product. Despite the supporting content editing process running smoothly, the researcher encountered several challenges when editing the final layout for the main products. The researcher intended to display three or four products on one page; however, the layout process was harder, particularly because the number of product descriptions varied. Therefore, a strategic decision was taken to rearrange the page structures. The final product layout is presented in Figure 6.



Figure 6. The Final Product Layout Design

As can be seen in the above figure, the final decision was to add more pages and display only two products on each page. This was done to ensure the catalogue is less wordy and legible. The researcher then created the final design for the press-on nails product, incorporating a larger picture and refining it to achieve a balanced layout. Throughout the editing process, the researcher remained in constant contact with Moseul to ensure any further adjustments were made to finalize the bilingual e-catalogue. The process of finalizing the bilingual e-catalogue includes several stages.

Initially, the researcher prepares a comprehensive draft in Indonesian and an English version. Each section of the catalogue has been integrated with bilingual content. The English text appears as the first sentence in the top section, followed by the Indonesian translation in the bottom section. Indonesian text is italicized and displayed in a smaller font size than English text. This formatting was applied to ensure the reader understands that both sentences convey the same information while clearly distinguishing between the two languages. The application of a bilingual layout can be viewed in Figure 7.



Figure 7. The Bilingual E-Catalogue Layout

After finishing the editing process, the researcher converted the completed draft from Canva into a PDF. The researcher then decided to use the flipbook mode to make it look more engaging and modern. In the process, the researcher used a third party called Heyzine.com. This digital flipbook not only serves as a visual flipbook but also includes a voice effect that simulates turning the page. After completion, the product was evaluated by experts. The purpose was to determine the product's compatibility, which the expert checked in every aspect.

Two experts were involved in the product validation, one specialized in design and the other in language. The expert selected as the design validator was Garindra Muhammad S.S., M.A., a lecturer at the State Polytechnic of Malang who has experience in graphic design and the expert selected as the language and translation validator was Maya Rizky Fauzia S.Pd., M, a lecturer at the State Polytechnic of Malang. They were given a questionnaire with several aspects of questions, each question provided with four scales of scoring answers, such as (1) strongly disagree, (2) disagree, (3) agree, and (4) strongly agree. The assessment from the design validator is summarized in Table 1 below.

Table 1. Design Validation Result

No	Aspects	Score			
		1	2	3	4
1	The e-catalogue designs are in accordance with the clean and minimalist themes.				✓
2	The color composition used is suitable and attractive.				✓
3	The size and color of the font are suitable and easy to read.				✓
4	Neat and orderly layout placement.				✓
5	The placement of images and writing on each page is balanced.				✓
6	The choice of colour used by the e-catalogue is interesting and appropriate to the style of Moseul's product.				✓
Total Score		24			
Average Score		4			

As shown in Table 1, the design expert rated the overall design of the e-catalogue as "strongly agree". This indicates that the elements used in the e-catalogue design, including layout, colours, background, fonts, and images, were suitable and appropriate for a catalogue. He mentioned that he was satisfied with the overall design of the e-catalogue, awarding a total score of 24 out of 24 points. Consequently, the final score was 100 out of 100, demonstrating that the e-catalogue design is properly usable. Furthermore, language validation was conducted to verified the quality of the translation. The results are presented in Table 2 below.

Table 2. Language and Translation Validation Result

No	Aspects	Score			
		1	2	3	4
1	Content on the e-catalogue uses the Indonesian language is easy to understand.				✓
2	Content on the e-catalogue uses the English language is easy to understand.				✓
3	The choice of words in Indonesian is easily understood by the users				✓
4	The choice of words in English is easily understood by the users				✓

5	The translation from English to Indonesia is accurate and appropriate.	✓
6	The punctuation and capitalization are applied properly.	✓
7	The grammar used in the e-catalogue is good and correct.	✓
8	The explanations inside the e-catalogue align with the displayed pictures.	✓
Total Score		32
Average Score		4

As presented in Table 2, the language and translation expert rated the overall language and translation used in the Bilingual e-catalogue as "strongly agree". She gave a total score of 32 out of 32 points, with 4 out of 4 score as the average result. Consequently, the final score was 100 out of 100, demonstrating that the bilingual e-catalogue is properly usable.

c. Implementation

During the implementation stage, field tests were conducted for both local and global potential customers. The questionnaire was distributed using Google Forms. A total of 40 respondents participated in this evaluation: 32 local potential customers and 8 global potential customers from various countries, including Poland, Turkey, Kazakhstan, the United Kingdom, and the Philippines. During the field test, respondents are required to assess specific features and functionality of the bilingual e-catalogue, as well as its use, design, images, and language.

Based on the summary of questionnaire data, the technical evaluation shows optimal performance. The link through the Moseul's Bilingual E-Catalogue works very well, is not slow, and is easy to access. Furthermore, the icons provided, such as the Table of Contents, full-screen, zoom, and search bars, work well and suggest the right words. Along with the technical aspect, both the visual and content aspects also received positive ratings. The overall appearance (colours and images) of the E-Catalogue is attractive, and the information on how to use, maintain, and remove the Press-On Nails is helpful and easy to understand.

The quantitative data confirmed the product's success and effectiveness. The questionnaire results indicated an overall satisfaction rate of about 95%. Local and global potential customers responded positively to the bilingual e-catalogue, with the majority selecting "Strongly Agree" or "Agree". These findings have a significant impact on the study's overall objective. It is noted that 75% strongly agreed that the bilingual e-catalogue of Moseul is beneficial for helping potential customers make informed purchasing decisions, and 60% strongly agreed that the bilingual e-catalogue of Moseul can improve customer accessibility. Although two respondents expressed disagreement with certain aspects, the field-testing results indicate that the bilingual e-catalogue is effective in assisting customers.

d. Evaluation

During the evaluation stage, an assessment based on the field-testing results was conducted. Qualitative analysis highlighted certain specific feedback from respondents. Two minor comments and suggestions were received from the respondents. The first comment noted that the number of words in the bilingual e-catalogue made it difficult for readers to read in full. The second suggestion was to use a feminine color palette to attract the targeted customers. However, there were significant reasons underlying the design decision. The bilingual e-catalogue includes detailed product information to help customers learn more, and the chosen color tone aligns with Moseul's branding, as requested by the owner.

Moreover, the researcher also received several comments from respondents about certain aspects, with most praising how informative, clear, and neat the bilingual e-catalogue is. Another highlighted comment frequently mentioned by the respondents is about the design of the e-catalogue, they stated that the e-catalogue is very well designed, unique, and eye-

catching. Therefore, it can be concluded that many respondents are positive about the bilingual e-catalogue for Moseul.

3.2 Discussion

The primary aim of this research was to create a bilingual e-catalogue for Moseul, a premium press-on nails company. The objective was to improve customer access and help both local and global potential customers make informed purchasing decisions. To achieve this, the researcher applied the Design and Development Research (DDR) model adapted by (Richey & Klein, 2005). The implementation of the DDR yields comprehensive results, including a company overview; information on nail collection, sizes, and instructions; 65 press-on nail products organized into five categories; additional products; package information; frequently asked questions; customer reviews; and order information.

The outputs of the product development are theoretically aligned with the modern e-catalogue standards. These align with the definition of the e-catalogue given by Srimayasandy et al. (2024), which describes it as an electronic system that contains lists, types, technical specifications, and prices of certain goods or services. The current research provides detailed product specifications, including type, product description, and price. Additionally, the product structures confirmed the catalogue's effectiveness hypothesis. Another research aligned with the study from Kim & Lee (2016), which provides guidelines for developing an effective e-catalogue using the Analytic Hierarchical Process (AHP) approach. They stated that an effective e-catalogue must contain product information, architecture, and functionality. All of this can be found in the current research, where the bilingual e-catalogue contains structured product information, applied categorization, and useful features such as a search bar for keyword-based searching and attribute filtering.

Compared with prior studies, the findings offer improvements in accessibility and technological relevance. This research shares both similarities and differences with the previous research conducted by Priyastiti et al. (2023), which similarly developed a bilingual catalogue in Indonesian and English, helping local and global users with cultural, educational, and tourism promotion. However, while this research focused on a printed catalogue, the current research focused on an electronic catalogue that can reach a wider audience and be accessed anywhere.

Adiningrat et al. (2023) mentioned that electronic catalogues are popular in marketing today. Meaning the e-catalogue is more compatible to use than the printed catalogue, which shows the positive impact of the digital catalogue on business. Another research conducted by Deli & Yanto (2021) produced similar research on developing an e-catalogue, with results showing improved brand awareness and increased customer acquisition. Both studies, this one and the current one, used graphic design software, implying that if updates are necessary, the e-catalogue must be revised manually. Both combination theory and design applied have a significant impact on business performance.

In summary, the development of a bilingual e-catalogue for Moseul, a premium press-on nails company, was guided by various theories, including criteria for creating a good catalogue and the use of the e-catalogue in user experience. This combination contributed to the e-catalogue's strong performance, and the current research has resulted in significant improvements, providing structured content, updated images, and effective features that help both local and global potential customers access product information and make better-informed purchasing decisions.

4. CONCLUSION

The research aimed to develop a detailed bilingual e-catalogue for Moseul, a premium press-on nails brand, utilizing the Design and Development Research (DDR) approach. The research followed the ADDIE model, which includes Analysis, Design, Development, Implementation, and Evaluation. The results indicated that the DDR methods effectively addressed the needs for a structured electronic catalogue, enhancing accessibility and

assisting potential customers make informed purchasing decisions. The product's distinctiveness lies in its categorization approach, relevant to current market trends. The final product was a bilingual e-catalogue, serving both the Indonesian and English. The product was completed over approximately five months and received positive feedback for its appearance, structured, detailed content, unique categorization, and useful functionality. The e-catalogue highlighted five unique categories inspired by societal trends on the platform named TikTok. These categories are 'Cewek Kue', 'Cewek Bumi', 'Cewek Gamer', 'Cewek Mamba', and 'Cewek Boss-Babe'. Other features highlighted include the search bar, table of contents, full-screen and zoom-in/zoom-out options, all designed to enhance the user experience when exploring the bilingual e-catalogue.

Despite its positive outcomes, the researcher faced many obstacles during the development stages. Among these, managing the number of product displays and the volume of texts presented the most difficulty in laying out the press-on nails products. Layout design was crucial because it affects the overall appearance of the e-catalogue and enhances the reader's experience. Once the bilingual e-catalogue was finalized, the researcher conducted field testing by distributing the e-catalogue to potential customers. The result gathered 32 local potential customers and 8 global potential customers. The final evaluation confirmed that the bilingual e-catalogue is an effective primary reference medium for Moseul. Future research could continuously update the e-catalogue to reflect any changes. By using Heyzine's features, Moseul can continue adding product links for each item as they become available on Shopee.

REFERENCES

- Adiningrat, G. P., Fakhrurozi, R. N., Dewi, N. I. K., & Riyasa, I. A. P. W. (2023). Development of a digital marketing model through e-catalogue based on QR-codes for increasing the competitiveness of SMEs with disability in Denpasar City. *Russian Journal of Agricultural and Socio-Economic Sciences*, 142(10), 30–37. <https://doi.org/10.18551/rjoas.2023-10.04>
- Adytia, R., Rahman, I., Kartika Dewi, R., & Muslimah Az-Zahra, H. (2022). *Perancangan user experience aplikasi pembelajaran digital marketing YouTube untuk UMKM menggunakan metode human-centered design* (Vol. 6, Number 4). <http://j-ptiik.ub.ac.id>
- Deli, & Yanto, H. (2021). *Perancangan dan pengembangan e-catalog Ju Seafood Restaurant*. (Vol. 1 No. 1 (2021): Conference on Business, Social Sciences and Technology (CoNeSciNTech)). <https://journal.uib.ac.id/index.php/conescintech/article/view/5891>
- Grand View Research. (2024). *Press-on nails market size, share & trends analysis report by material, by shape, by distribution channel, by region, and segment forecasts, 2024–2030*. <https://www.grandviewresearch.com/industry-analysis/e-commerce-market>
- Hutagalung, M. (2023). *Laporan studi kelayakan bisnis nail art dan perawatan kuku "Enchanted Nails."*
- Irianto, W. S. G., Widiyaningtyas, T., Sujito, Habibi, M. A., Syah, A. I., Hadi, A. A., & Fuadi, A. (2023). *Digitalisasi produk UMKM berbasis e-katalog untuk meningkatkan komersialisasi pemasaran di lingkungan komunitas UMKM PADUKA*. <https://attractivejournal.com/index.php/bce>
- Jamilah, Y. S., & Padmasari, A. C. (2022). *Perancangan user interface dan user experience aplikasi Say.co*. <https://ojs.unm.ac.id/tanra/>
- Kim, G. M., & Lee, G. S. (2016). E-catalog evaluation criteria and their relative importance. *Journal of Computer Information Systems*, 43(4), 55–62. <https://doi.org/10.1080/08874417.2003.11647534>
- Priyastiti, I., Malo, R. M. I., & Kapoe, S. K. K. L. (2023). Pembuatan katalog dwi bahasa tentang tenun ikat Sumba Timur. *Jurnal Abdi Insani*, 10(3), 1336–1347. <https://doi.org/10.29303/abdiinsani.v10i3.982>
- Richey, R. C., & Klein, J. D. (2005). Developmental research methods: Creating knowledge from instructional design and development practice. In *Journal of Computing in Higher Education Spring* (Vol. 16, Number 2).

- Spector, J. M., Merrill, · M David, Elen, J., & Bishop, · M J. (2014). *Handbook of research on educational communications and technology* (J. M. Spector, M. D. Merrill, J. Elen, & M. J. Bishop, Eds.). Springer New York. <https://doi.org/10.1007/978-1-4614-3185-5>
- Srimayasandy, S., Yakob, F., & Adryans, A. (2024). E-portfolio and e-catalog integration system as learning media and promotion of broadcasting study program. *KnE Engineering*. <https://doi.org/10.18502/keg.v6i1.15377>
- Veleva, S. S., & Tsvetanova, A. I. (2020). Characteristics of the digital marketing advantages and disadvantages. *IOP Conference Series: Materials Science and Engineering*, 940(1). <https://doi.org/10.1088/1757-899X/940/1/012065>
- Winendra, R. S. A. D., Hoesny, M. U., & Sakinah, Y. L. (2024). Developing bilingual website for cussaybienna micro small medium enterprises eco-print in Bojonegoro. *JSRET (Journal of Scientific)*, 3(3). <https://doi.org/https://doi.org/10.58526/jsret.v3i3.472>
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science And Business Administration*, 1(5), 69–80. <http://researchleap.com/category/>