

# Expanding Global Reach: Design and Implementation of a Bilingual Website for KIN Topeng Malangan MSME

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| ARTICLE INFO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| <p><b>Keywords:</b><br/><i>Bilingual Website; Digital Marketing; KIN Topeng Malangan; Promotion;</i></p> <p><b>DOI:</b> <a href="http://doi.org/10.33005/jesscom.v1i1.49">http://doi.org/10.33005/jesscom.v1i1.49</a></p> <p><i>Submitted: 6 March 2026;<br/>Revised: 8 April 2026;<br/>Accepted: 12 June 2026,<br/>Published: 30 June 2026,</i></p> <p><b>How to cite:</b><br/>Ridwan, A., Cahyani, H. (2026). Expanding Global Reach: Design and Implementation of a Bilingual Website for KIN Topeng Malangan MSME. <i>Journal of English Studies and Business Communication</i>, 1(1), 25-39. DOI: <a href="http://doi.org/10.33005/jesscom.v1i1.49">http://doi.org/10.33005/jesscom.v1i1.49</a></p> | <p><i>KIN Topeng Malangan is an MSME in Malang that produces and sells Malangan mask souvenirs made of fiberglass, as well as other fiberglass souvenirs. KIN Topeng Malangan is a place to preserve cultural heritage in the city of Malang. Since KIN Topeng Malangan does not yet have a website, this research focuses on developing a bilingual one. The purpose of this research is to create a bilingual website that is used as a digital promotional medium to reach a broader market while preserving cultural heritage products. This research used the Design and Development Research (DDR) method, which consists of five key stages: analysis, design, development, implementation, and evaluation. The data was collected through three approach: interview, observation, and questionnaires. Language, IT, and design experts validated the final product to ensure it met the quality criteria. The results show that the KIN Topeng Malangan website has been successfully created and is functional as a means of preserving local cultural heritage and serving as a medium for information dissemination and promotion, and it meets the standards for quality websites. This is evidenced by the positive responses and reviews of customers and potential customers, which indicate that the website is well-designed and ready for publication.</i></p> |

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## 1. INTRODUCTION

Websites emerged as fundamental tools in the digital environment for accessing information and services, serving as a primary platform for communication, business, and online interactions. A website is a collection of pages or documents that display information in text, images, or sounds, spread across several computer servers located around the world and connected through the internet (Brugger, 2009). Through this medium, websites enable the efficient distribution of information without spatial or temporal limitations. Therefore, the use of websites enables people to do various things, such as pay bills, work, shop, or learn new skills, without having to visit a bank, office, physical store, or school (Sulasmi, 2022). With respect to Micro, Small, and Medium Enterprises (MSMEs), however, websites do not solely function as information repositories; they also serve as a digital communication and promotion medium, allowing businesses to reach a more diverse audience, both locally and internationally. In accordance with this, digital marketing emerged as a key tool for increasing business exposure and sustainability in a competitive and dynamic market. A study in digital marketing was examined by Sakas et al. (2023) shows that using websites to advertise goods and services plays a significant role in boosting brand awareness and competitiveness for SMEs.

The urgency of digitalization and the competitive environment are particularly pertinent given that MSMEs' status in Indonesia underpins the national economy. In the Indonesian economy, MSMEs are the largest group of businesses and have proven resilient to various economic crisis shocks (Ulfah, 2016). This sector is able to survive in the midst of an economic crisis; the economic crisis did not make the number of MSMEs decrease, but instead it has increased, and is able to survive despite using simple management (Romadhon & Nawawi, 2024). Despite their resilience, MSMEs in Indonesia remain challenged in "the global readiness" in the language adaptation aspect (Fitriyani et al., 2025). To overcome this, a communication approach is implemented by developing a bilingual website of Indonesian and English to reach both local and international markets.

A bilingual website in Indonesian and English can serve as a promotional tool and play an important role for various types of businesses, supporting effective communication between MSMEs and customers. Sitsanis (2025) mentioned that the use of English is frequent on the internet. Consequently, using English on a website enhances accessibility for foreign customers. Given this strategic preference for English, particularly given the high frequency of foreign tourists visiting the MSME business area, this advantage should be taken. Statistical data from Statistics Indonesia (2024) showed that 35,358 foreign tourists visited Malang in 2023. The use of bilingual websites answers the needs of foreign tourists visiting Indonesia by facilitating effective means of communication. The significant potential of this tourism sector plays a crucial role in promoting local cultural products and local MSMEs with global recognition. In this context, Greater Malang possesses a wealth of craftsmanship that is part of the region's identity.

One of Malang's cultural heritage icons is *Topeng Malangan*. It is also known as *Tari Topeng Malangan*, which originated in the Kediri Kingdom and spread to the Duchy of Tumapel, Singosari; it is mentioned herein that *Topeng Malangan* evolved rapidly (Kamal, 2010). To sustain this ancestral heritage in the modern era, local creatives are now working to promote these cultural values by turning them into craft products. Among the local businesses that continuously transform such cultural values into creative economic products is KIN *Topeng Malangan*. This MSME was established in 2015 and is considered a center for preserving cultural heritage in Malang City. KIN *Topeng Malangan* local business in Malang that produces and sells *Topeng Malangan* souvenirs. In addition to selling souvenirs and crafts, they also frequently participate in art performances in Malang.

KIN *Topeng Malangan* is known for its unique design that preserves traditional values while adding a modern touch, featuring miniature masks, key chains, and decorative displays. KIN *Topeng Malangan* often holds mask-making workshops for the community to preserve local

culture. Despite its efforts to preserve cultural values through various activities and products, this MSME still has yet to overcome digital visibility to expand its market. According to an interview with *Mbak Kin*, the owner of *KIN Topeng Malangan*, the company does not have a website. The researcher chose the website as the developed product since it offers global accessibility, allowing local and foreign users to access related information about cultural products. The creation of a bilingual website was expected to expand the market for selling Topeng Malangan.

A number of relevant prior studies were reviewed to further support the study's empirical foundation. Augustine & Sembiring (2021) examined the creation of a bilingual website for Bimbingan Belajar Smart Club to promote its services, encourage visitors to join, and provide information. Furthermore, Fau et al. (2022) carried out research on the invention of a bilingual website for *Mangga II* village to promote potential and publish the village activities. In addition, Putra (2023) entitled "*Pengembangan Website Bilingual Desa Sidetapa Sebagai Media Promosi Pariwisata Desa Baliaga*". Additionally, Ardhina (2024) conducted a research in developing a bilingual website for CJDW ceramics and souvenirs, which aimed to enhance market reach and promotional media for this MSME. Ultimately, research conducted by Winendra et al. (2024) with the title "Developing Bilingual Website for Cussaybienna Micro Small Medium Enterprises Eco-Print in Bojonegoro".

Based on previous research from (Ardhina, 2024; Augustine & Sembiring, 2021; Fau et al., 2022; Putra, 2023; Winendra et al., 2024), the development of bilingual website proven effective as a promotional medium for MSMEs. However, none of these studies specifically discuss businesses in the art, cultural, and creative industry. Also, note that optimization aspects, such as Search Engine Optimization (SEO), have not been highlighted to improve the website's visibility. This identified the research gap to be addressed; therefore, this study focused on creating a bilingual website for KIN Topeng Malangan. This study was grounded on the concepts of promotion, digitization of cultural heritage, and bilingual website approaches to address product development in response to the existing gaps.

Promotion is a part of the marketing mix, combined with the aim of providing information on the value of a product or consumer service, in order to increase awareness, shape perceptions, and increase consumer purchasing interest (Kotler & Keller, 2016). Digitalization of cultural heritage is the process of converting objects such as historical relics, artworks, and other cultural assets into digital formats. According to Putra et al. (2023) mentioned that digital preservation can ensure the long-term flexibility of cultural heritage. Hsieh et al. (2009) stated that the development of cultural websites requires a strong connection between cultural theories and an applied strategy approach. Furthermore, a bilingual website displays content in two languages to improve user experience. According Kirdkoh (2019) highlighted that bilingual websites can be used as a promotional tool or media for entrepreneurs.

This research aims to develop a bilingual website in Indonesian and English for *KIN Topeng Malangan*, with social media and marketplace integration. The main objective of this research is to develop a bilingual website for KIN Topeng Malangan, located at Jl. Kolonel Slamet Riyadi No. 48 Sukun, Malang City, East Java, offers easy access for foreign customers interested in visiting the KIN Topeng Malangan gallery and buying products.

## **2. RESEARCH METHOD**

### **2.1 Research Design**

Design and Development Research (DDR) was utilized as the research design to develop a bilingual website for *KIN Topeng Malang*. Design and Development Research projects are grounded in the concept that design and development practices are empirical (Richey & Klein, 2007). This research method consists of five key stages: analysis, design, development, implementation, and evaluation. The website for KIN Topeng Malangan MSMEs was created using the ADDIE model (Analyze- Design-Develop-Implement-Evaluate). This model is a step-

by-step process commonly used to develop learning materials. Figure 1 illustrates the phases of the ADDIE model adopted from Richey & Klein (2007) as an outline for the study.



Figure 1. ADDIE Model from Richey and Klein (2007)

As shown in Figure 1, the ADDIE model stages offer comprehensive guidance from the initial needs assessments to final evaluation of the product. The detail of each stages is summarized as follows.

1. The first phase of the analysis stage involved determining the needs of the business by utilizing online sources and social media platforms, including Facebook and Instagram. Furthermore, the researcher conducted an interview with the owner by visiting KIN *Topeng Malangan's* store. This approach aimed to identify the gaps and needs of MSMEs and to obtain insights for website development.
2. The subsequent phase was the design stage, in which the researcher drafted a plan for the website structure, navigation, and content layout to generate a user-friendly experience and selected an appropriate platform, considering security and scalability aspects. Additionally, the visual design was also considered to reflect the SME's brand identity, including choosing appropriate colors, fonts, and other design elements. The website navigation content and layout are described in detail in the following Table 1.

| NO | MENU        | DESCRIPTION                                                                                                                                                |
|----|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Home        | About Us: General Information about KIN Topeng Malangan. Contain related video about Topeng Malangan.                                                      |
| 2. | History     | Explanation about the history of the company and also the history of Topeng Malangan.                                                                      |
| 3. | Product     | Category, product categories that were displayed, for example, the category of souvenirs, key chains, masks, and plaques, along with product descriptions. |
| 4. | Marketplace | On this menu, there was an icon from the Shopee marketplace that linked directly to KIN Topeng Malangan's Shopee page.                                     |
| 5. | Contact     | The contact person, social media, the address of the store, the production house, and a FAQ.                                                               |

Table 1 above highlights the menu's layout to facilitate users' access to information on history, products, and order placement.

3. In the development stage of this research, the researcher developed a website for KIN Topeng Malangan MSMEs in two languages English and Indonesian. The researcher utilized WIX studio as the development platform for this website. The advantages of WIX studio are that it was easy to use because it uses drag-and-drop features, making it suitable for both beginners and professionals.
4. In the implementation stage, the researcher completed the finishing touches on the website and performed a field testing. Before examining a field testing, the website had been validated by IT and also design expert, i.e., Mr. Garindra Muhammad and Design expert and Language Expert was Mrs. Putri Sekarsari, which both validators are lecturer at State Polytechnic of Malang. The language expert was utilizing a scoring rubric to ensure language quality and functionality. The expert validators played a crucial role in ensuring that the website has met quality standards and provided the best user experience.

5. After the validation and the website met the minimum requirement, the researcher distributed questionnaires for field testing to measure the website quality and information description design according to the users. During this phase, the researcher began assessing the website based on the feedback and suggestions collected from the questionnaire. The goal was to improve the website to make it more understandable, attractive, and acceptable. After the evaluation, the researcher presents the website to the business owner.

## **2.2 Participants**

This research was conducted at KIN Topeng Malangan, located at Jalan Kolonel Slamet Riyadi No. 48, Sukun, Malang City, East Java 65147. During the analysis phase, the researcher interviewed the owner of KIN Topeng Malangan on March 12, 2025. During the implementation stage, the website was validated by an IT expert, a design expert, and a language expert using a scoring rubric to ensure language quality and functionality. After the validation and the website met the quality standard, the researcher distributed questionnaires for field testing. This questionnaire was distributed to potential customers of KIN Topeng Malangan and to the general public. The researcher obtained 35 local and 5 international respondents, for a total of 40.

## **2.3 Instruments**

According to Sugiyono (2013) data collection consists of three types, including interviews, questionnaires, and observation. This research used three complementary data collection techniques to obtain in-depth, comprehensive information.

1. **Interview:** In this research, the interviews were conducted using an unstructured interview method, whereby the researcher only prepared an outline of the issues so that the focus of the interview remained relevant to the research objectives.
2. **Questionnaire:** The questionnaire is a data collection technique that is carried out by giving a set of questions or statements in writing to respondents. The purpose of this questionnaire is to collect data from KIN Topeng Malangan customers to evaluate the website's content and design, as well as the readability and comprehensibility of the information.
3. **Observation:** Observation is a data collection technique that is carried out by directly observing the object of research in an actual situation or a situation that has been designed. In this research, the researcher conducted direct observations at the KIN Topeng Malangan store/gallery by taking photographs and videos.

Implementing these methods enabled the study to obtain information from the owner, the business landscape, and feedback from both experts and users. This approach was developed and thoroughly applied during the development process, enabling the researcher develop a high-quality website that reflects the business's culture.

## **2.4 Data Analysis Procedures**

During the implementation stage, the researcher completed the finishing touches on the website and performed field testing. The website evaluation uses a scale of one to four, where one indicates "strongly disagree," two indicates "disagree," three indicates "agree," and four indicates "strongly agree." After validation and the website met the quality standard, the researcher distributed questionnaires for field testing to assess the website's quality and information design from users' perspectives.

## **3. FINDINGS AND DISCUSSION**

### **3.1 Findings**

Five stages were implemented to develop a bilingual website to attract KIN Topeng Malangan customers. In this procedure, the researcher detailed the product development process using the ADDIE model, which consists of Analysis, Design, Development,

Implementation, and Evaluation phases. The ADDIE method was the primary framework guiding the product's creation, and the process was illustrated using the developed website as an example. The details of each stage are explained as follows.

### 3.1.1 Analysis

In this stage, the researcher conducted a preliminary study to determine the need for a bilingual website for *KIN Topeng Malangan*. This preliminary study was conducted by gathering information through analysis and observation of social media and the business marketplace, particularly of Instagram and Shopee, and by conducting observations at the KIN Topeng Malangan gallery. Videos and pictures were taken for website content, providing a comprehensive overview of their presence on digital platforms. In addition, the researcher conducted an interview with the business owner, KIN Topeng Malangan, to collect the data.

Analysis and observation were conducted using two methods: through *KIN Topeng Malangan*'s Instagram and by visiting the KIN Topeng Malangan gallery. An Instagram review found that the account has several shortcomings, including a lack of detailed information about the company, product highlights, and product details. The Instagram bio includes a link to Google Maps, but provides no additional information, such as operating hours or a brief business description. Furthermore, the Instagram account lacks a brand story, which could reduce the emotional connection with customers. This initial phase identified the problem and gathered foundational data to inform the website design.

### 3.1.2 Design

The subsequent phase was designing the *KIN Topeng Malangan* website. After completing the interview and observation process, the researcher began designing the landing page wireframe. The study developed a website in both Indonesian and English that contains various menus and submenus. From the initial design, several changes were made, including converting the marketplace page to online ordering to make it more general. Then, the number of pages in the website design expanded to eight. These pages were obtained through discussions with the owner of *KIN Topeng Malangan*, which contains comprehensive information. The detail of the site map is shown in Figure 2 below.

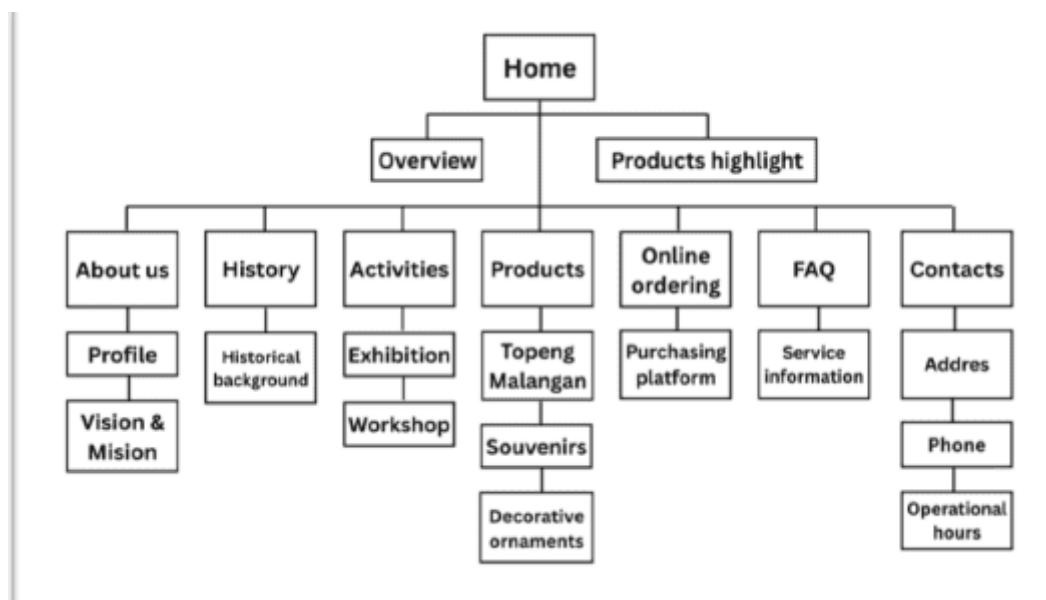


Figure 2. Site map of the website

The homepage, also known as the face of the website, is where users first see an overview of *KIN Topeng Malangan* and are then guided to other interesting sections. Furthermore, the About Us page featured the story and purpose of *KIN Topeng Malangan*, which helps build trust with potential customers and gives a comprehensive understanding of the MSME.

Additionally, since the KIN Topeng Malangan values' culture, the History page was very important for education, as it explained the origins and rich meanings of Topeng Malangan. The Activities page provides updates on workshops and events to encourage more people to participate. Ultimately, the Products page, a digital storefront for all masks for sale, and Online Ordering, which allows users to buy the products directly.

The theme and color palette were tailored to the owner's request for a minimalist, monochrome design similar to the KIN Topeng Malangan logo. The researcher chose a black-and-white color combination that gives a neat, elegant, and professional impression. The monochromatic color scheme makes visual elements on the website, such as text, photos, and videos, stand out without being distracted by other colors, making it ideal for highlighting products like the Topeng Malangan, which tends to have vibrant colors.

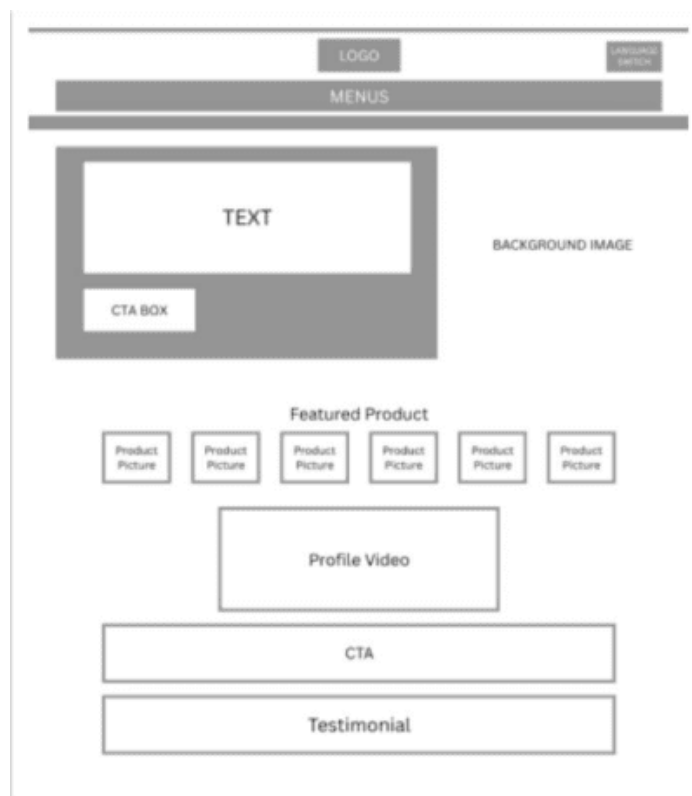


Figure 3. Wireframe design of the Homepage

As shown in Figure 3, the researcher developed a landing page design from the home page. This page provided an attractive overview, briefly introduced KIN Topeng Malangan, and directed visitors to more detailed information on other pages. It created a strong first impression and guided navigation. At the top of the page is a centered logo for KIN Topeng Malangan. There are eight navigation options below the logo icon and a language change icon in the top-right corner of the page. The home page reads "Discovering the Artistry of Topeng Malangan," which encourages users to explore the website further.

### 3.1.3 Development

During this stage, the researcher used tools to support the website development process, which were divided into two categories: hardware and software. Hardware is an external tool or device used to perform the functions of the software to be used. The hardware used in this research is a laptop, which serves as the main tool for developing the website, translating the content, and storing files. Then there is a smartphone used to capture images and videos, communicate, and edit videos. Software is a computer program used to process data during product development. The software used in this research includes Wix, Microsoft Edge, DeepL, Grammarly, Canva, and CapCut. Wix is a platform for creating websites. Wix is very

efficient at creating websites because it offers abundant features and a drag-and-drop builder that make it easy for ordinary people to build them.

The researcher applied the wireframe design and began arranging the placement of website content. The color was adjusted at the owner's request, using a black-and-white blend for a formal, elegant look. The researcher uses the Avenir font for page titles and Avenir Light for subtitles and website content. The next step was to create descriptions for the website content. Initially, the researcher wrote descriptions in Indonesian for each page and then translated them into English using DeepL. The researcher created content descriptions based on the outline developed during the website design process. Each description was written in accordance with the researcher's expectations, which were discussed with the owner when writing the website content.

In the context of English for Business and Professional Communication, linguistic features are the characteristics of language that convey messages clearly, professionally, persuasively, and effectively, in accordance with the purpose of communication. In developing content for the KIN Topeng Malangan website, the researcher intentionally used various linguistic features to ensure the information presented was not only accurate but also engaging and easy to understand for a diverse audience. One of the key features used was audience-centered language: avoiding technical jargon, using simple sentences, and explaining cultural terms in context, especially for international visitors.

Once translating the content, the researcher double-checked the translations using Grammarly and then applied them to the website. After translating and double-checking all website content descriptions with Grammarly, the researcher began improving the visual content by editing images and videos captured during observation in CapCut. The voice-over for both videos was performed by Kirei Marsa, who was experienced in voice-over work. The illustrations of the translation process using DeepL and the double-checking of website content using Grammarly are shown in Figures 4 and 5, respectively.

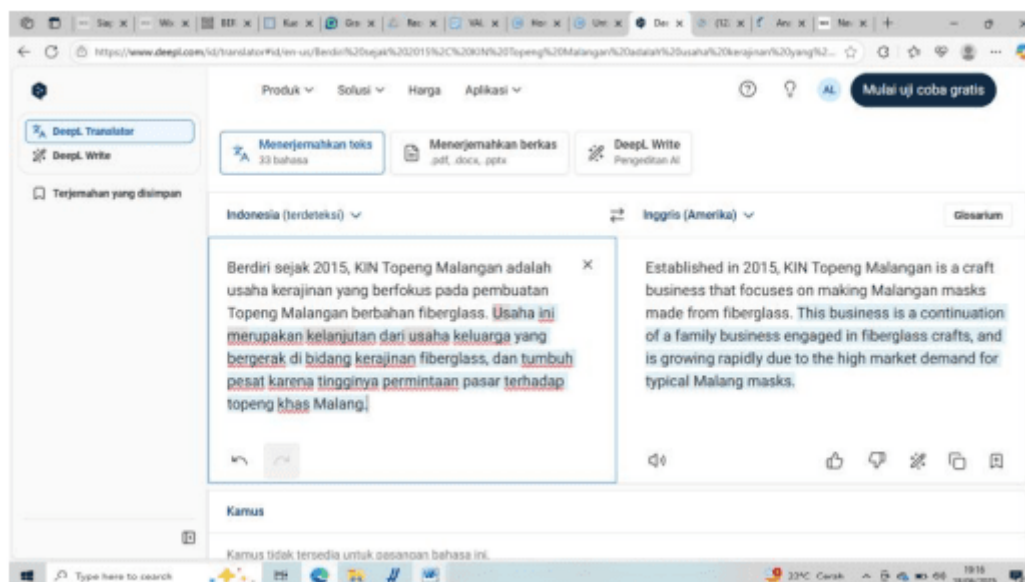


Figure 4. Translation Process Using DeepL

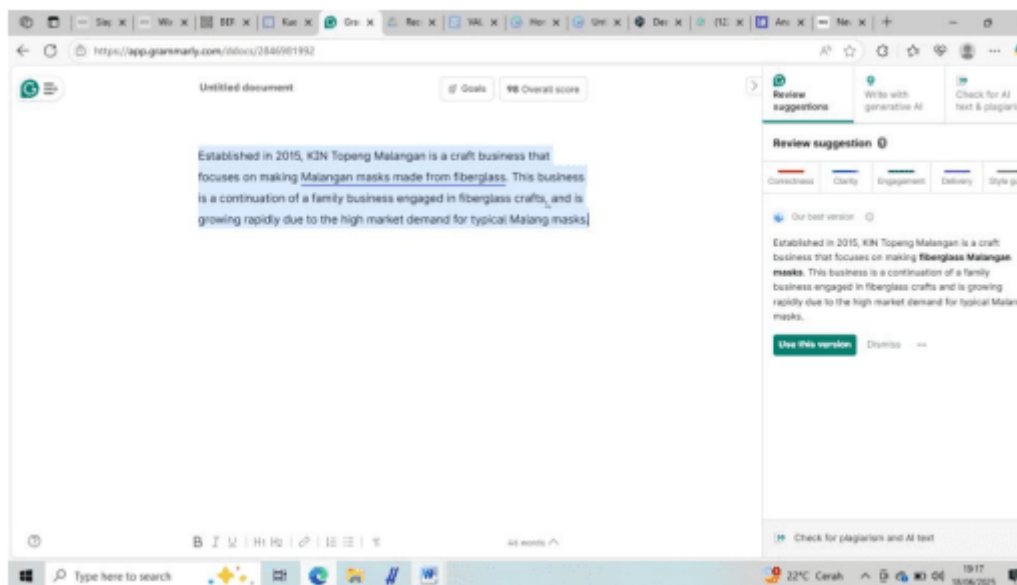


Figure 5. Re-check the translation results using Grammarly

With all visual and textual content completed, the next step was to publish the website, making it accessible online. The website domain was set up; this phase was important because it may be accessed by the public, and the researcher chose and registered the domain kintopengmalangan.net. After activating the domain, the researcher performed SEO (Search Engine Optimization), which is essential for increasing website visibility, traffic, and credibility on search engines such as Google. The first step was to optimize SEO by including keywords that bridge the gap between user needs and the content on the website. The keywords used include (*Topeng Malangan, Kriya, Kearifan Lokal, Warisan Budaya, and Produk Lokal*).

Upon completion of the SEO optimization, the website's quality was analyzed using Lighthouse, a Google tool for testing and evaluating web pages across four areas: performance, accessibility, best practices, and SEO. The KIN Topeng Malangan website analysis showed a score of 90/100, indicating excellent performance and no significant problems. Accessibility scored an almost perfect 96/100, meaning accessibility is very good and inclusive, with only a few minor improvements. Best Practices received a perfect 100/100, indicating no security issues, and the website uses modern technology. SEO aspects received a perfect 100/100, which means the website is easy to find in search engines and is ready to appear in search results. Figure 6 depicts the website quality analysis result utilizing Lighthouse Viewer.

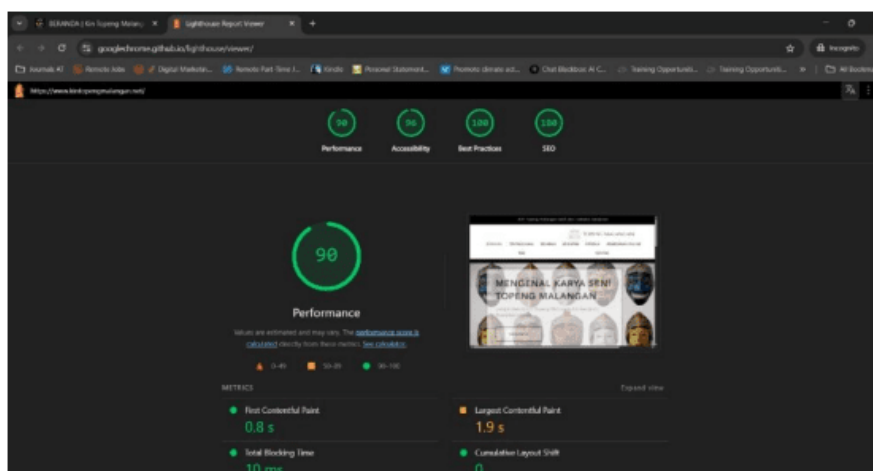


Figure 6. Website quality analysis result using Lighthouse viewer

### 3.1.4 Implementation

Following completion of the development phase, the website was complete and validated by experts before being tested by users. Validators consist of Language, IT, and Design Experts. In this context, the implementation stage refers to the process of applying the developed product before conducting a comprehensive evaluation of its quality. The validation process was reviewed to confirm that the language and technical quality standards were met before users began using the website. The following table presents the assessment results from the validators regarding the developed product.

Table 1. Assessment Result of Expert Review

| Validator            | Total Score | Average Score | Percentage | Assessment                                   |
|----------------------|-------------|---------------|------------|----------------------------------------------|
| Language Expert      | 43 / 44     | 3.91 / 4.00   | 97.73%     | Meets linguistic criteria for publication    |
| IT and Design Expert | 40 / 44     | 3.64 / 4.00   | 90.91%     | Meets IT and design criteria for publication |

As shown in Table 1, the language validation results showed that the questionnaire received a total score of 43 out of 44, with an average score of 3.91 across 11 aspects, and a final presentation score of 97.73%. This shows that the KIN Topeng Malangan website meets the linguistic criteria for publication. However, there are comments and suggestions from validators that need improvement. On the Events page, the font size of each article's title is relatively small and should be enlarged to improve visibility. The font size was changed from 19 to 20. Following this, the IT and Design validation results showed that the questionnaire received a total score of 40 out of 44, with an average score of 3,64 across 11 aspects, and a final percentage of 90,91%. This shows that the KIN *Topeng Malangan* website meets the IT and Design criteria for publication. The feedback and revised samples from the validators are shown in Figures 7, 8, 9, and 10, respectively.

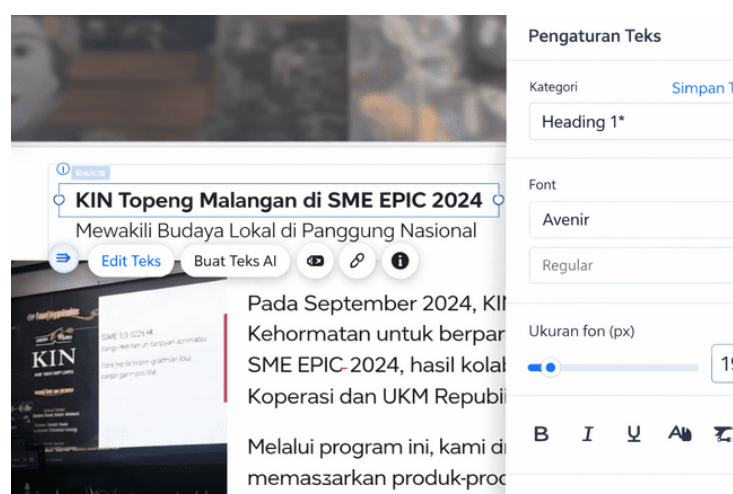


Figure 7 Before font size revision



### KIN Topeng Malangan di SME EPIC 2024

Mewakili Budaya Lokal di Panggung Nasional



Pada September 2024, KIN Topeng Malangan kesoahatan untuk berpartisipasi dalam progr EPIC 2024, hasil kolaborasi antara INDOTEK d Koperasi dan UKM Repubiik Indonesia (KEME

Melalui program ini, kami diberi kesempatan t memperkenalkan produk-produk-unggulan b kepada calon investor dan buyer potensial. KIN Malangan terpilih sebagai salah satu dari 120.0

Figure 8 Revised font size

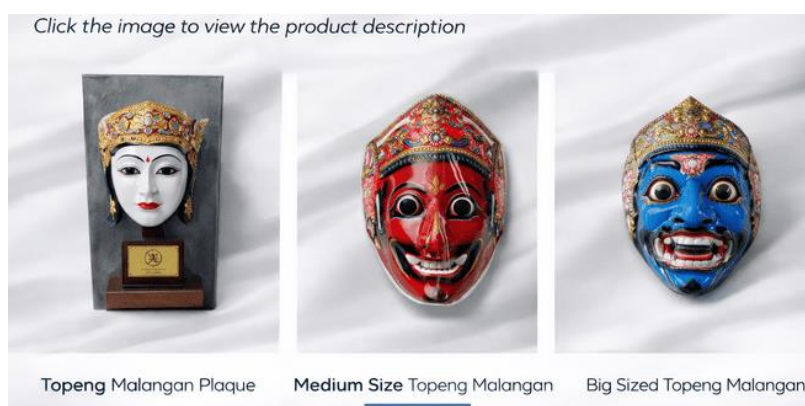


Figure 9 Before the product title revision



Figure 10 Revised product title revision

### 3.1.5 Evaluation

Once expert validation was completed, a field test was conducted for the KIN *Topeng Malangan* website. The field test was conducted on June 17, 2025, using Google Forms. The researcher shared the form link via WhatsApp and Instagram and obtained 35 local and 5 international respondents, for a total of 40. During the field test, respondents were asked to provide comments and suggestions on the website's overall functionality. The following is the data from the field test survey of the KIN Topeng Malangan website. The following table summarize the answer sheet from the field-testing questionnaire.

Table 2. Summary of field-testing results

| Category                                   | Item Numbers | Average Score | Percentage Range |
|--------------------------------------------|--------------|---------------|------------------|
| Visual Design & Branding                   | 1–4          | 3.78          | 67.5%–82.5%      |
| Navigation & User Experience               | 5–9          | 3.72          | 65%–77.5%        |
| Calls to Action (CTA)                      | 10           | 3.9           | 87.5%            |
| Content Accuracy & Cultural Representation | 11–14        | 3.68          | 75%–80%          |
| Language & Translation Quality             | 15–17        | 3.77          | 67.5%–77.5%      |
| Technical Functionality & Responsiveness   | 18–20        | 3.77          | 72.5%–85%        |
| <b>Overall</b>                             |              | <b>3.4</b>    | <b>85%</b>       |

Table 2 presents the field-testing questionnaire results, which indicate that the majority of 40 respondents strongly agreed, indicating that the KIN Topeng Malangan website meets the criteria for a good website for local and international users. The total satisfaction percentage for the field test results was 85% (out of 100%). The field testing of the KIN Topeng Malangan website received a good response from all respondents, but there were still a few shortcomings that could be improved. At this stage of the evaluation, the researcher considered the respondents' suggestions and comments in the comments and suggestions column of the field test Google form.

An example of a suggestion from a respondent that the researcher implemented was to add a description of "Care tips for the Topeng Malangan, It would be good to include a description of how to properly care for the mask, outlining the correct and incorrect usage." The researcher then added a description of "Care tips for the Topeng Malangan" on the Product page. The researcher added five descriptions about caring for the Topeng Malangan product, such as cleaning it regularly, keeping it away from direct sunlight, storing it in a dry place, using safe packaging or display, and avoiding impact so that the mask remains in good condition. Figure 11 shows the product display from the respondent feedback.

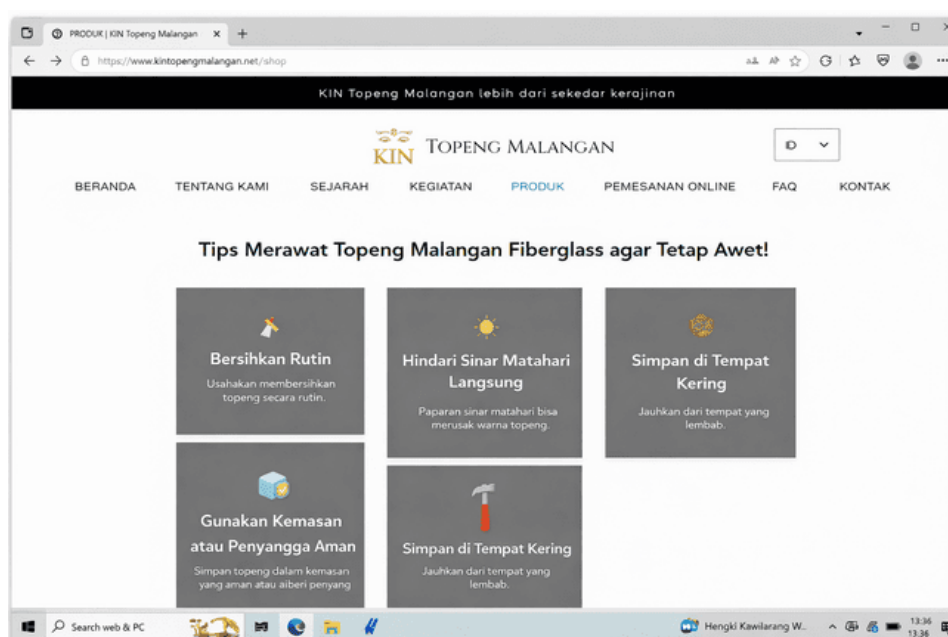


Figure 11 Product display after revision

### **3.2 Discussion**

During the development of the bilingual website for KIN Topeng Malangan, the researcher followed the five steps (Richey & Klein, 2007). These five steps are analysis, design, development, implementation, and evaluation. The researcher analyzed the findings related to bilingual websites, evaluated their suitability against relevant theories and prior studies, and identified strengths and weaknesses, as well as solutions to the problems identified. The study found that the developed product met the quality standards, but further refinement is needed to optimize user satisfaction.

Research on developing a bilingual website indicates that despite the website has met the assessment criteria of expert validators and respondents, further improvements are needed to increase visitor satisfaction. In the analysis stage, the researcher found that KIN Topeng Malangan is still not fully leveraging social media, such as Instagram, to increase sales and attract new customers. On this bilingual website, visitors can learn more about KIN Topeng Malangan. The study results align with prior research highlighting the need for digital transformation among MSMEs to expand their market presence.

Previous research conducted by Ardhina (2024) "*Developing A Bilingual Website for CJDW Ceramics & Souvenirs as a Link to the Marketplace and Social Media*" found similar problems, such as in optimizing digital promotion, primarily through social media, and making bilingual websites as a solution. This study also has other similarities with Ardhina's research, which is overcoming language barriers that pave the way for a wider market reach. However, the internal focus problem, which stems from limited human resources that hamper production activities, is specific to KIN Topeng Malangan, whereas previous research has focused more on promotional issues. Moreover, the developed bilingual website emphasizes the vital role of technology in the digital business ecosystem.

Current research indicates that websites play a crucial role as both promotional tools and information providers in the digital world. This aligns with Kirdkoh (2019) stated that bilingual websites can serve as promotional tools or media for entrepreneurs. They can market their products at the right time, in the right place, and at the right price because they receive immediate customer feedback. Entrepreneurs must also be able to formulate the right strategy to serve customers effectively through websites. The study also confirmed that the translation approach and content quality significantly affect the search engine optimization performance.

The researcher also found that high-quality content plays a crucial role in optimizing Search Engine Optimization. This research demonstrates success in technical SEO, ensuring that websites are easily indexed and optimized for responsiveness. Similarly, research by Achkasov (2015), titled "*Words Under Pressure: Translation in the Context of Search Engine Optimization*". This research aims to identify that SEO and translation represent conflicting activities that must be performed within a website localization project. Previous research by Achkasov (2015) also examined how website content should be designed to meet search engine and user needs; this aligns with current research, which focuses on websites and digital content as promotional media. What distinguishes previous research from current research is that previous research focuses more on the general implications of SEO for the translation process in the industry, rather than on developing a website independently.

### **4. CONCLUSION**

In developing a bilingual website for KIN Topeng Malangan, the researcher used the design and development research (DDR) method (Richey & Klein, 2007). This method integrates the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) model. The findings of this study show that the DDR method is effective in developing a responsive and informative website tailored to KIN Topeng Malangan's needs, thereby increasing user satisfaction. In particular, the final product of this research is designed to meet the needs of the MSME KIN Topeng Malangan for digital promotional media capabilities capable of reaching the international market.

The initial goal of developing a bilingual website for KIN *Topeng Malangan* was to serve as a digital promotional medium, and the website is expected to attract more foreign tourists while providing more comprehensive information about KIN Topeng Malangan. This can be a way to introduce the cultural heritage of Topeng Malangan. Completed in approximately five months, from January to June 2025, the project resulted in a bilingual website that met high-quality standards and achieved an SEO-friendly score of 100 in Lighthouse Viewer, indicating excellent technical optimization and potential visibility in search engines. The effectiveness of this development has also been validated by expert reviews and field trials, which have shown positive results.

After completing the website, the researcher conducted Language and IT validation by experts and received positive feedback, meeting the standards. Furthermore, the researcher conducted a field test by distributing questionnaires and received responses from 40 respondents, 35 local respondents, and 5 international respondents; the results of the field trial were excellent, but also still had some shortcomings. At first, the researcher encountered obstacles due to limited knowledge when developing a website independently. The large volume of content on the website also makes it difficult to produce high-quality writing and translation. All problems have been resolved, and the bilingual website is expected to meet customer needs and become a medium that continues to preserve cultural heritage.

In conclusion, this study not only developed functional technological products but also made a strategic contribution to preserving and enhancing awareness of local culture. In summary, the research on developing a Bilingual Website for KIN *Topeng Malangan* was successful. This research has successfully developed a website that serves as a digital promotional medium for KIN Topeng Malangan, enabling it to reach a broader market. The website also boasts excellent technical performance, scoring highly in SEO-friendly aspects and accessibility across various devices. Significant challenges faced by the researcher included limited knowledge in the early stages of developing the website independently and difficulties maintaining the quality of content translation due to the large volume of content. Generally, the project was a successful strategic move that significantly contributed to the global promotion of cultural heritage preservation.

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