

Creating A Bilingual Website Of Food Delights Souvenir For Anugerah Oleh-Oleh Khas Malang

Membuat Website Bilingual Souvenir Food Delights Untuk Anugerah Oleh-Oleh Khas Malang

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ABSTRACT

Anugerah Oleh-Oleh Khas Malang is one of the souvenir shops located at Jl. Trunojoyo No. 81, Malang, East Java. This shop offers a variety of Malang specialty products such as tempeh chips, fruit chips, and apple-based products. In addition, the shop is strategically located and provides friendly service to customers. However, the store still faces challenges in terms of promotion, especially promotional media that reach domestic and international customers effectively. Therefore, the researcher designed and developed a bilingual website as a promotional tool in Indonesian and English, introducing the store's history, contact information, operating hours, location, prices, and product descriptions, complete with photos and videos of the store. This study applied the Design and Development Research (DDR) model from Richey and Klein, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation (ADDIE). Data collection was conducted through interviews with staff, field observations, and questionnaires. The bilingual website was designed using CMS WordPress to make it easier to create an attractive and user-friendly website. The bilingual website then validated by two experts in the fields of language and IT to ensure the quality of the content and technical aspects. Subsequently, a field test was conducted on 66 respondents from various nationalities to assess the clarity of information, ease of use, and visual appearance of the website. The testing results showed very positive feedback, with an average satisfaction score of 4.5 out of 5. These results indicate that the bilingual website effectively functions as an educational and promotional tool. Additionally, the website bridges language barriers and supports the preservation of local culture, making it suitable for use by tourists and professional industry.

Keywords: *Bilingual Website, Promotional Media, Food Souvenirs, Malang, Design and Development Research (DDR), ADDIE Model, Wordpress, Tourism, Cultural Preservation, User Experience.*

ABSTRAK

Anugerah Oleh-Oleh Khas Malang adalah salah satu toko oleh-oleh yang berlokasi di Jl. Trunojoyo No. 81, Malang, Jawa Timur. Toko ini menawarkan berbagai produk khas Malang seperti keripik tempe, keripik buah, dan produk berbahan dasar apel. Selain itu, toko ini berlokasi strategis dan memberikan pelayanan yang ramah kepada pelanggan. Namun, toko ini masih menghadapi tantangan dalam hal promosi, terutama media promosi yang menjangkau pelanggan domestik dan internasional secara efektif. Oleh karena itu, peneliti merancang dan mengembangkan situs web bilingual sebagai alat promosi dalam bahasa Indonesia dan Inggris, yang memperkenalkan sejarah toko, informasi kontak, jam operasional, lokasi, harga, dan deskripsi produk, lengkap dengan foto dan video toko. Studi ini menerapkan model Design and Development Research (DDR) dari Richey dan Klein, yang terdiri dari lima tahap: Analisis, Desain, Pengembangan, Implementasi, dan Evaluasi (ADDIE). Pengumpulan data dilakukan melalui wawancara dengan staf, observasi lapangan, dan kuesioner. Situs web bilingual dirancang menggunakan CMS WordPress agar lebih mudah digunakan untuk menciptakan situs web yang menarik dan ramah pengguna. Situs web dwibahasa tersebut kemudian divalidasi oleh dua ahli di bidang bahasa dan TI untuk memastikan kualitas konten dan aspek teknisnya. Selanjutnya, uji lapangan dilakukan pada 66 responden dari berbagai negara untuk menilai kejelasan informasi, kemudahan penggunaan, dan tampilan visual situs web. Hasil pengujian menunjukkan umpan balik yang sangat

positif, dengan skor kepuasan rata-rata 4,5 dari 5. Hasil ini menunjukkan bahwa situs web dwibahasa tersebut berfungsi secara efektif sebagai alat pendidikan dan promosi. Selain itu, situs web tersebut menjembatani hambatan bahasa dan mendukung pelestarian budaya lokal, sehingga cocok digunakan oleh wisatawan dan industri profesional.

Kata kunci: Situs Web Dwibahasa, Media Promosi, Oleh-Oleh, Malang, Penelitian Desain dan Pengembangan (DDR), Model ADDIE, Wordpress, Pariwisata, Pelestarian Budaya, Pengguna.

1. Introduction

Malang is the second-largest city in East Java, according to (Badan Pusat Statistik Kota Malang, 2024), the number of foreign tourists visiting Malang has increased the past three years. Malang is renowned for its tourism, as it offers many tourist destinations and is surrounded by mountains with natural beauty. Encircled by several mountains, such as Mount Arjuno, Bromo, and Semeru, the region benefits from fertile soil supports a wide variety of plants and trees. This natural beauty, combined with well-maintained parks, neatly arranged flower gardens, and organized trees, has earned Malang the nickname “Kota Bunga” (City of Flowers).

Table 1. Number of Foreign Tourists Data in Malang City. Source: Badan Pusat Statistik Kota Malang

Month	Number of Foreign Tourists in Malang Municipality (People)		
	2021	2022	2023
January	164	437	1.954
February	162	385	1.605
March	214	953	1.875
April	216	337	2.014
May	189	549	3.785
June	235	1.339	2.214
July	172	2.362	3.584
August	144	3.142	4.602
September	150	2.953	4.198
October	234	2.401	3.824
November	163	2.131	2.760
December	198	1.852	2.943
Total	2.241	18.841	35.358

Besides its natural beauty, Malang is well-known for its diverse food culture. The city offers a range of local delicacies, from street food to restaurants that offer dishes of various tastes and preferences. According to Saputri et al. (2022), tourists visiting Malang often try foods with unique flavors, such as *bakso Malang*, *rawon*, *nasi pecel*, and snacks like *tempe chips* and *carang mas*. Along with the development of Malang City as a tourist destination, the city's unique food and beverages have also begun to develop and gain popularity, particularly as a supporting element for its tourism sector (Ghassani., 2022). The unique food has significantly contributed to Malang's recognition as a must-visit culinary destination in Indonesia.

Malang's culinary industry expands into the food souvenir market, which is well represented throughout the city. With the development of “food souvenirs” tourism between 2014-2018, there are currently nine types of food souvenirs: apples, frozen meatballs, bolu, chocolate, fruit chips, tempe chips, pie, bakpia/pia and strudel (Sunaryo et al., 2019). Tempe and fruit chips are among the most frequently purchased food souvenirs because they offer a longer shelf life while maintaining their authentic flavour. According to Melany et al. (2022), by

sharing and giving souvenirs to family, friends, and colleagues, tourists can experience a sense of self-esteem, prestige, and pride. These food souvenirs enable tourists to bring a piece of Malang's culture home, whether as gifts for family and friends or a personal reminder of their vacation. However, despite the wide selection of culinary souvenirs, tourists frequently struggle to locate trustworthy information on where to buy original and premium goods.

In today's digital era, the internet plays a crucial role in providing information to tourists. With smartphones, people increasingly rely on online media to plan their trips, including finding the best places to eat and shopping for souvenirs. According to (Rashad & Asri, 2020), social media continues to grow and increasingly influences many social and economic aspects of the tourism and hospitality industry. Tourists often search for recommendations on search engines, travel blogs, and social media before deciding where to visit and what to buy. Websites are the most efficient way to access information, as they do not require additional downloads like mobile applications and can be easily accessed through any browser.

Most websites concerning Malang's food souvenirs today provide generic information that is not regularly updated and is only available in Indonesian, making it difficult for foreign travelers to understand. The language barrier further limits tourists' access to crucial information, resulting in lost opportunities for local businesses. Language functions as a medium to persuade tourists to visit particular destinations and share stories and experiences about these places (da Silva et al., 2021). Therefore, the current research aims to create a bilingual website as a promotional medium to help the food souvenir shop grow and attract potential customers.

The researcher conducted a study to explore food souvenir shops in order to help improve promotional strategies. Using Google as a research tool, the researcher identified shops that sold souvenirs and evaluated their ability to reach a broader market, focusing particularly on shops that did not have bilingual websites. The researcher selected this shop for further observation and interviews to understand the specific promotional difficulties it faced and to identify potential solutions. Through observation process, the researcher found that Anugerah Oleh-Oleh Khas Malang, a food souvenir shop in Malang, that was once affected by COVID-19 and needed to reach a new customer market to expand its market reach. Based on interviews with the staff, the urgent need was to help increase the production of local MSMEs and as a medium to help the staff explain products to people overseas because foreign visitors often come to the shop, especially people from Europe and Southeast Asia.

Anugerah Oleh-Oleh Khas Malang specializes in food souvenirs and handicrafts. Previously, the shop utilized Grab Market as a promotional platform, but due to a shortage of employees, it now relies solely on Google for promotion. On Google, customers can find information about the shop's location, contact details, and reviews of its products. Based on interviews and observation with staff, the researcher found that the shop did not have an online store or website, which limited its ability to reach a new market, and because they do not have a bilingual website (English-Indonesian), it makes it difficult for staff to explain the products properly because foreign visitors often come to the shop, especially people from Europe and Southeast Asia. Recognizing the need for a stronger online presence, and to help the staff describe the products properly the researcher asked the owner for permission to create a bilingual website to provide detailed product information and attract more potential customers. A bilingual website is essential to help Anugerah Oleh-Oleh Khas Malang expand their market, to increase the production of local MSMEs, and as a tool to help the staff describe the product properly since that overseas people often come to the store especially from Europe and Southeast Asia.

By combining visually appealing product displays with compelling storytelling and tailoring the content to suit the specificities of each platform. This approach aims not only to

attract a wider audience but also to foster a deeper connection between the brand and its potential customers (Wicaksono et al., 2024). The website contains information about the products, contacts, and the location of Anugerah Oleh-Oleh Khas Malang. In addition, it features images and videos of the shop's products to encourage visitors to exploring the website. Moreover, one of the website's key features is its bilingual (Indonesian and English) and makes it accessible to domestic and overseas customers.

2. Method

Research Design

The design of this research was the Design and Development Research (DDR) approach by (Richey & Klein, 2007) which referred to a research methodology in which the design and development process coexisted simultaneously. DDR was chosen because this study focuses on the process of designing and developing products that meet user needs. For example, in the current study focused on creating and designing a bilingual website for Malang's food souvenirs. By using DDR it can provide a systematic framework for designing, developing, and evaluating the bilingual website so that they meet user needs and can be quality tested.

In addition, the researcher used ADDIE model, which stood for the essential components in creating the instructional design: Analysis, Design, Development, Implementation, and Evaluation (Aldoobie, 2015). The researcher utilized the ADDIE model because it provides clear step-by-step guidance on designing, developing, implementing, and evaluating products. This makes it easier for researcher to create bilingual websites in a systematic way.

Development Procedure

There were five stages used in this Design Development Research (DDR). Those are Analysis, Design, Development, Implementation, and Evaluation.

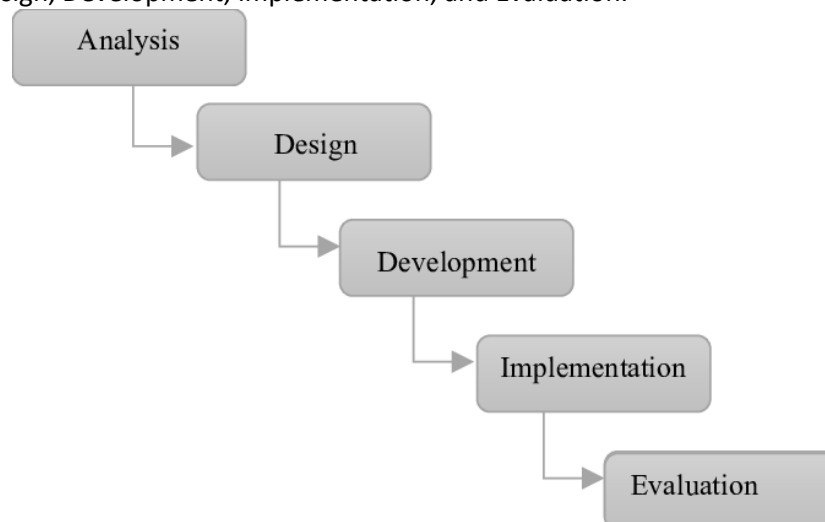


Figure 1. The ADDIE Model Procedure

The Figure 1 shows the ADDIE procedure. The first stage of the research focused on analyzing the seller of Anugerah Oleh-Oleh Khas Malang needs. The researcher conducted direct observations by visiting the shop and interviewed the staff to collect relevant information. This process helped identify the seller's problems, such as needed to reach a new customer market to expand its market reach because this shop was once affected by Covid-19 and to help the staff explain products to foreign visitors.

This research applied the ADDIE model to develop a bilingual website for Anugerah Oleh-Oleh Khas Malang. The design stage began after interviews and observations, during

which a site map was created to ensure efficient website structure. The website content was designed to provide complete information about Anugerah's food souvenirs, including location, product descriptions, photos, prices, and contact details, while considering typography, content organization, and visual appeal.

The development stage focused on building the bilingual website using WordPress as a Content Management System (CMS). The website consisted of five main menus—Home, Product, About Us, Blog, and FAQ—selected based on staff interviews. Content development was supported by Grammarly, QuillBot, and the Oxford Dictionary to improve language quality. Validation was conducted by language, content, and IT experts, including lecturers from Politeknik Negeri Malang and a UI/UX expert. Revisions were made based on expert feedback before moving to the implementation stage.

During the implementation stage, field testing was conducted to assess the website's readiness for publication. Online questionnaires were distributed via Google Forms in Indonesian and English to domestic and international respondents. The responses provided insights into website effectiveness, content quality, and usability.

The evaluation stage reviewed the entire process from design to public testing. Feedback and suggestions from respondents were used to improve the website. After revisions, the website was officially launched to provide comprehensive information about Anugerah Oleh-Oleh Khas Malang.

Research Setting

This research was conducted at Anugerah Oleh-Oleh Khas Malang, located at Trunojoyo Street No. 81, Klojen, Malang, East Java, Indonesia. Observations took place on March 17, 2025, followed by interviews on March 18, May 5, and August 20, 2025. The first two interviews involved shop staff, while the third interview was conducted with a UI/UX professional.

Data Collection Methods

Data were collected through observation, interviews, and questionnaires. Observations were used to identify website needs and confirm the necessity of a digital medium to reach new target markets. Interviews with staff and a UI/UX professional gathered information on seller needs and good website design standards. Questionnaires distributed via Google Forms were used to evaluate the website based on expert and user responses, enabling immediate data processing and performance evaluation.

Product Specification

The research resulted in a bilingual promotional website available in Indonesian and English. The website provided information on products, location, WhatsApp contact, documentation, and pricing. All content materials were produced by the researcher. The website used WordPress with a .com domain hosted by Jagoan Hosting. It featured Home, About Us, Products, Blog, and FAQs pages, a language switch option, and a green color scheme reflecting the shop's branding and owner's preference.

4. Result and Discussion

Presentation of Product Development Process

Analysis

1. Observation

The analysis stage began with direct observation at Anugerah Oleh-Oleh Khas Malang, located at Trunojoyo Street No. 81, Klojen, Malang, East Java, on March 17, 2025. This observation aimed to understand the shop's real conditions and activities and to identify

potential problems and key requirements for website development. The findings showed that Anugerah Oleh-Oleh Khas Malang does not operate a production warehouse but collaborates with local producers, focusing on packaging and retailing products from local SMEs. This business model highlights the shop's role in supporting local MSMEs and influenced website development, particularly regarding product information display and inventory updates.

2. Interview

Interviews were conducted in two sessions with staff of Anugerah Oleh-Oleh Khas Malang. The first interview took place on March 18, 2025, at 09:30 AM with Mr. Ahmad (see Appendix 1). It aimed to gather information on marketing strategies, social media usage, and staff communication with tourists. The results revealed that the shop only used WhatsApp for communication and did not have other social media platforms. The staff expressed the need for a website to provide information about Malang's signature souvenirs and to support the promotion and production of local MSMEs.

The second interview was conducted on May 5, 2025, at 09:45 AM (see Appendix 2). This session focused on identifying additional website content and menu structure. Based on discussions with the staff, the researcher decided to include product photos and add a "Blog" menu to provide souvenir recommendations, tourism information, and travel tips for website visitors.

Design

The second step was creating the design of the website. In this step, the researcher created the site map of the website. A site map is a website content model designed to help users and search engines navigate the site.

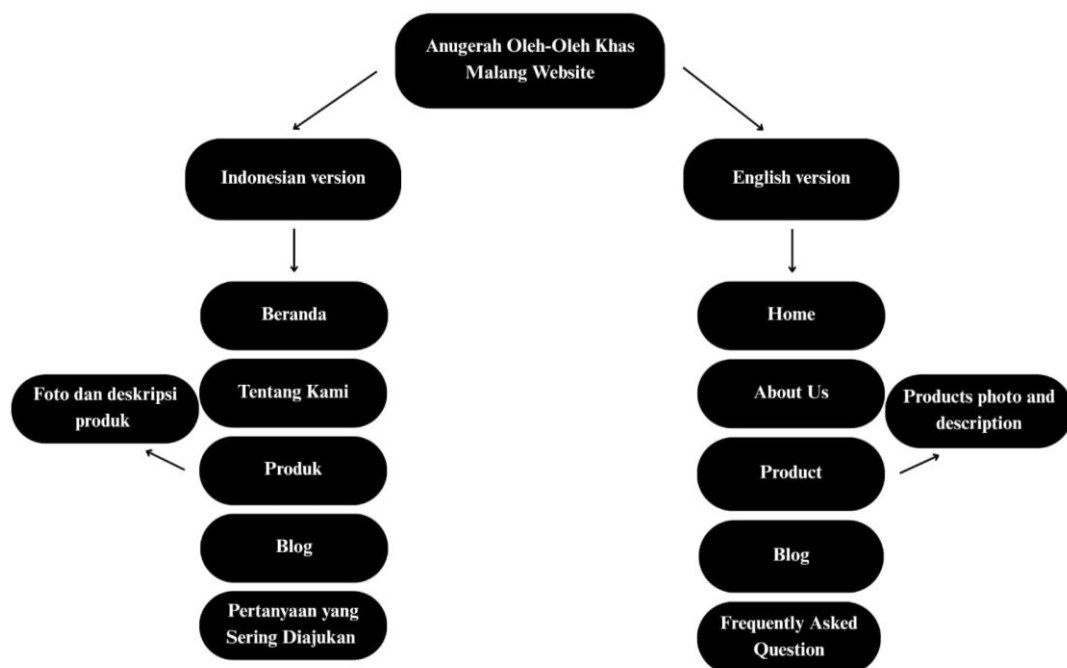


Figure 2. The Site Map of Anugerah Oleh-Oleh Khas Malang Bilingual Website

The researcher developed a bilingual website in Indonesian and English, consisting of two main sections with identical content presented in different languages. The website included several menus—Home, About Us, Product, Blog, and FAQ—each providing detailed information about Anugerah Oleh-Oleh Khas Malang, along with an embedded map showing

the shop's location. The website content was based on data collected from interviews with the shop's staff, including original photos taken directly at the site.

In the design stage, the researcher selected "Tahoma" as the font for section titles and the default font for content descriptions to match the shop's logo. The website color scheme used green and white, reflecting the official colors of the Anugerah Oleh-Oleh Khas Malang brand.

Development

During the development stage, the researcher finalized the website design and integrated the content while creating the bilingual website using Jagoan Hosting. This hosting service was selected due to its 24-hour customer support, free WordPress installation, and free SSL. The website content development process involved writing descriptions in Indonesian first and then translating them into English to ensure consistency across both language versions.

To help the promotion process, the researcher used the AIDA technique as shown in Table 2 below. During the translation process, the researcher used "TranslatePress,"

Table 2. AIDA Technique

	Indonesian Content	English Content
Attention	Bawa Pulang Cita Rasa Khas Malang!	Bring Malang Signature Taste to Your Home!
Interest	Berasal dari UMKM terbaik, dikemas higienis, dan siap jadi buah tangan istimewa untuk keluarga maupun sahabat.	From the top local MSMEs, carefully packaged, our souvenir is ready to be a perfect gift for family or sharing with friends.
Desire	Temukan oleh-oleh otentik dari Kota Malang hanya di Toko Oleh-Oleh Anugerah!	Discover authentic souvenirs from City of Malang only at Anugerah Souvenir Store.
Action	Temukan Produk Favoritmu!	Discover your Favorite Product!

The Indonesian and English versions of the Anugerah Oleh-Oleh Khas Malang website have identical layouts and color schemes, differing only in language. The Home page displays a search bar, menu navigation, brief information from other pages, reasons to shop at Anugerah, customer reviews, product images, and the store's location on an embedded map.

The "About Us" menu presents the store's background, vision and mission, business objectives, and legal documentation in photo form. The "Product" menu showcases all available products with photos, prices, and brief descriptions. The "Blog" menu provides articles on souvenir recommendations, travel tips, and tourist attractions in Malang. The "FAQ" menu contains frequently asked questions and answers based on information from the shop's staff to assist visitors.

After completing the development stage, expert validation was conducted to ensure the website's quality and standards. The validation process took place from July 3 to July 6, 2024, involving a language expert and an IT/UI-UX expert. A validation questionnaire was created using Google Forms and distributed via WhatsApp. Each website component was assessed using a Likert scale from 1 (strongly disagree) to 5 (strongly agree), and experts' comments and suggestions were collected to improve the website before finalization.

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1. Experts Validation

a. Language Expert Validation

Mr. Ardian Wahyu Setiawan S.S, M.Ed., Ed.D, a lecturer at State Polytechnic of Malang, was responsible for the language expert validator (for more details, please see his CV in Appendix 9). Table 4.3 shows the results of the language expert validation.

Table 3. The Result of Language Expert Validation

No.	Question	Responses				
		1	2	3	4	5
1.	Does the website provide grammatically correct content in both English and Indonesian?				✓	
2.	Do the English and Indonesian descriptions show proper punctuation and capitalization?				✓	
3.	Is the spelling in the English and Indonesian descriptions accurate?				✓	
4.	Is the content of the bilingual website description informative and easy to understand?				✓	
5.	Is the information structure on each website section organized and easy to follow?					✓
6.	Do the images and text on the website complement each other?					✓
7.	Is the translation method used by the translator appropriate for the content?				✓	
8.	Is the language used on the website appealing to users?				✓	
9.	Is the vocabulary used on the website appropriate for its target audience?				✓	
10.	Does the language used on the website support its goal of promoting local products?				✓	
TOTAL SCORE		42				

Note:

1 = Strongly disagree

3 = Neutral

5 = Strongly agree

2 = Disagree

4 = Agree

Formula:

$$\text{Average} = \frac{\text{total score}}{\text{total questions}} = \frac{42}{10} = 4.2 \text{ (out of 5)}$$

$$\text{Score: } \frac{\text{Average}}{5} \times 100 = \frac{4.2}{5} \times 100 = 84 \text{ out of 100}$$

Table 4. Validity Criteria

Validity Criteria	Level of Validity
81-100	Excellent (can be used)
61-80	Good (can be used)
41-60	Good enough (should be change)
21-40	Bad (Should be changed)

From the table 4 the result of language expert validation, the score of the questionnaire was 42 with an average of 4.2. As shown on Table 4.4 the validity criteria, score 84 indicated that the content description was excellent. Furthermore, the language validator agreed that the bilingual description on the website was informative. In addition, he strongly agreed that the sentences used on the website represented the images appropriately. Besides providing responses to the questionnaire about the language used in the website, the language validator also gave comments and suggestions. The validator recommended enabling the program on smartphones so that website visitors could access the site via their mobile devices.

b. IT Expert Validation

The IT expert validation was Mr. Andi Reza Maulana, S.Pd., M.Pd, a lecturer at State Polytechnic of Malang (please see his CV in Appendix 10 for more details). The result of the IT expert validation can be seen on Table 4.5 below.

Table 5. The Result of IT Expert Validation

No.	Question	Responses				
		1	2	3	4	5
1.	Can the website blog be accessed easily without errors?					✓
2.	Is the website navigation system (menu and sub-menu) easy to understand and user-friendly?					✓
3.	Does the website menu respond quickly and function properly when accessed?				✓	
4.	Is the language switcher button noticeable and easily accessible?					✓
5.	Is the website blog accessible, and does it load properly on various devices (desktop, tablet, mobile)?				✓	
6.	Is the website blog free from technical errors (such as broken links, missing images, or unresponsive buttons)?				✓	
7.	Do the 'Jumping' button and the 'Call to Action' button on the website function properly and operate without bugs?				✓	
8.	Does the website blog integrate well with multimedia elements (images, videos, links)?					✓
9.	Is the website easy to open and compatible with multiple internet browsers (such as Mozilla Firefox, Google Chrome, and Microsoft Edge)?				✓	

10.	Is the content on the blog pages properly formatted (such as headings, spacing, paragraph alignment)?	✓
11.	Does the website menu have an attractive design?	✓
12.	Is the website layout engaging enough to encourage visitors to explore the site?	✓
13.	Is the theme color of the website interesting and appropriate for the style of the Oleh-Oleh Anugerah store?	✓
14.	Can visitors easily explore the website?	✓
15.	Is the arrangement of the articles on the website interesting and easy to access?	✓
16.	Is the website font readable and visually comfortable for users?	✓
17.	Does the website blog provide a good user experience in terms of interaction and engagement features (search bar, blog posts, etc.)?	✓
18.	Does the website have a valid and active SSL certificate?	✓
TOTAL SCORE		78

Note:

1 = Strongly disagree

3 = Neutral

5 = Strongly agree

2 = Disagree

4 = Agree

Formula:

$$\text{Average: } \frac{\text{total score}}{\text{total questions}} = \frac{78}{18} = 4.3 \text{ (out of 5)}$$

$$\text{Score: } \frac{\text{Average}}{5} \times 100 = \frac{4.3}{5} \times 100 = 86 \text{ out of 100}$$

Table 5. Validity Criteria

Validity Criteria	Level of Validity
81-100	Excellent (can be used)
61-80	Good (can be used)
41-60	Good enough (should be change)
21-40	Bad (should be change)

From the table 5, the total score of the questionnaire was 78 with an average of 4.3. Table 5 the validity criteria shows that score 86 indicated that the website was excellent. The result showed that the website has met the requirement to be published. The website fulfilled the criteria related to the detailed information, quality content, usability, and navigation system. The IT expert strongly agreed that the website can be accessed quickly without any error. He also agreed that the website menu has an attractive design and appropriate for the style of Anugerah Oleh-Oleh Khas Malang. The It expert also agreed that the “jumping” and “call to action” button function properly and operate without bugs. In addition, he also agreed that the website is compatible with in any internet browser such as Mozilla Firefox, Google Chrome, and Microsoft Edge.

However, the IT validator commented on and provided suggestions about the website, the IT expert suggested several points for the researcher to revise. Firstly, he suggested

that the researcher rearrange the picture in “Home section” as shown on Figure 3, by placing it more toward the center and positioning it after the description as shown on Figure 4. Secondly, the IT expert commented that more attention should be paid to the differences in photo sizes in the “Product section”. Thirdly, in “About us” section especially English version, he commented on the description and the blue shade, he suggested that the researcher should change the description design to make it tidier, and change the blue shade because it does not match the overall theme. Lastly, for the “FAQ section”, the IT expert commented that it is too long if using 1.5 spacing for every point and suggested that the researcher change the description by combining the points into a paragraph or providing a general summary of the route information. Please refer to Appendix 14 to look the differences.

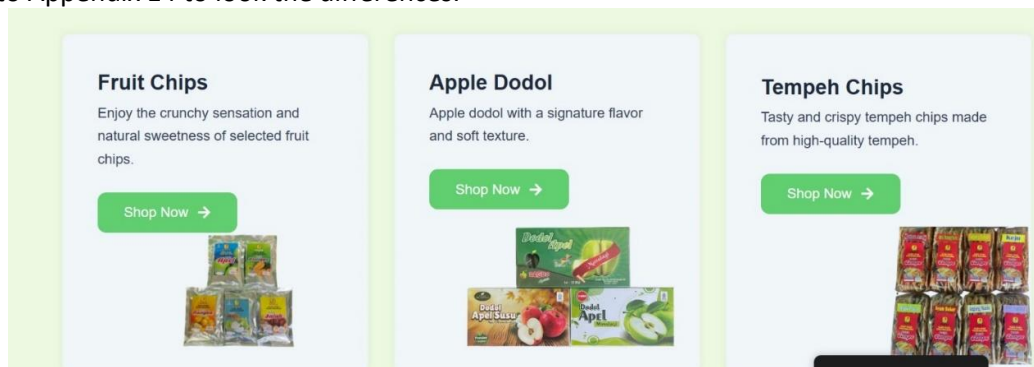


Figure 3. The Picture in Home Section Before being Revised

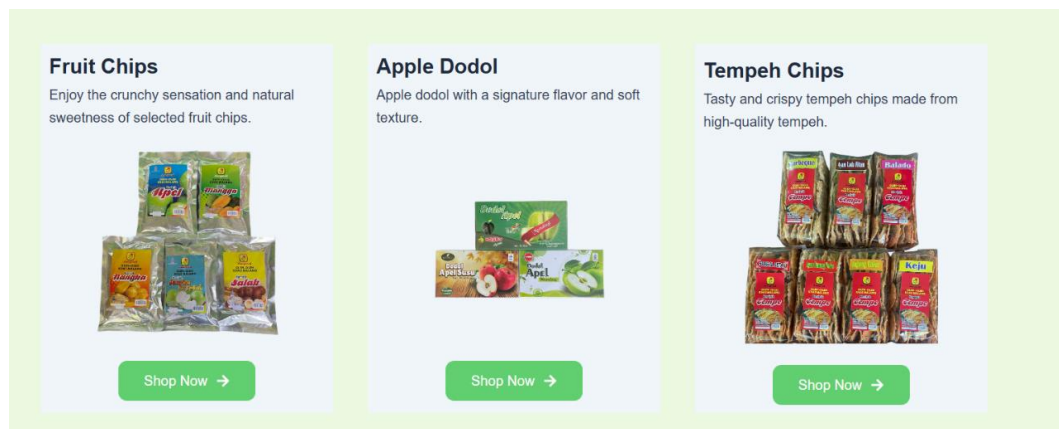


Figure 4. The Picture in Home Section After being Revised

Implementation

During the implementation stage, the researcher published the website. After publishing the website, the researcher conducted a field test from July 8th to July 10th, 2024, using Google Forms and distributing the questionnaire via WhatsApp. In the field test, the respondents answered questions and provided feedback on the website's usability, navigation system, and design. The researcher distributed two questionnaires for domestic and overseas respondents. The results from domestic and overseas respondents can be seen in Tables 6 and 7 below.

Table 6. Domestic Users Response Result

No.	Question	Responses					Average
		1	2	3	4	5	
1.	Does the website	0	0	3	12	35	4,6

	provide easy-to-access and complete information about Anugerah Oleh-Oleh Khas Malang?			(6%)	(24%)	(70%)	
2.	Are the website's layout, colors, and menus visually attractive and helpful for exploring product information?	0	0	4 (8%)	16 (32%)	30 (60%)	4,5
3.	Does the information you found on the website make you interested in purchasing products from Anugerah Oleh-Oleh Khas Malang?	0	0	2 (4%)	23 (46%)	25 (50%)	4,4
4.	Is the website's content in Indonesian easy to understand?	0	0	2 (4%)	11 (22%)	37 (74%)	4,7
5.	Is the website fast and responsive when accessed from your device?	0	0	5 (10%)	14 (28%)	31 (62%)	4,5
6.	Is it easy to go to the next page without any bugs?	0	0	4 (8%)	15 (30%)	31 (62%)	4,5
7.	Can you easily understand how to use the navigation system on the website?	0	0	3 (6%)	16 (32%)	31 (62%)	4,5
8.	Is the language switch menu easy to find on the website?	0	0	2 (4%)	15 (30%)	33 (66%)	4,6
9.	Is the location on the website's map accurate on Google Maps?	0	1 (2%)	3 (6%)	11 (22%)	35 (70%)	4,6
10.	Is the website accessible by using various web browsers (Google Chrome, Internet Explorer, Microsoft Edge)?	0	0	3 (6%)	11 (22%)	36 (72%)	4,6
11.	Is it easy to find contact information on the website?	0	0	3 (6%)	15 (30%)	32 (64%)	4,6

12.	Are the product descriptions, prices, and details presented on the website?	0	0	1 (2%)	16 (32%)	33 (66%)	4,6
13.	How satisfied are you with the overall experience of using the website?	0	0	1 (2%)	17 (34%)	32 (64%)	4,6
TOTAL SCORE							59,3

Note:

1 = Strongly disagree

3 = Neutral

5 = Strongly agree

2 = Disagree

4 = Agree

Formula:

$$\text{Average: } \frac{\text{total score}}{\text{total questions}} = \frac{59,3}{13} = 4,5 \text{ (out of 5)}$$

$$\text{Score: } \frac{\text{Average}}{5} \times 100 = \frac{4,5}{5} \times 100 = 90 \text{ out 100}$$

The total domestic users included 50 respondents who were aged above 35 with the percentage of 32%. Based on the questionnaire, it was found that most of the local respondents strongly agreed that the layout, design, navigation system and description information met the standards of a good website. It can be concluded that the domestic users were satisfied with the website of Anugerah Oleh-Oleh Khas Malang whether they already knew about it before or not. In addition, the website not only contains informative information about Anugerah Oleh-Oleh Khas Malang, it also features a blog story that can help website's visitors by providing recommendations for souvenirs or tourist attractions. Although there was only 1 respondent who gave 2 points (Disagree) in 1 aspect, in the aspect of location on the website's map accurate on Google Maps.

Table 7. Overseas Users Response Result

No.	Question	Responses					Average
		1	2	3	4	5	
1.	Does the website provide easy-to-access and complete information about Anugerah Oleh-Oleh Khas Malang?	0	0	0	4 (25%)	12 (75%)	4,7
2.	Are the website's layout, colors, and menus visually attractive and helpful for exploring product information?	0	0	0	6 (37,5%)	10 (62,5%)	4,6
3.	Does the information you found on the website make you interested in purchasing products from Anugerah Oleh-Oleh Khas Malang?	0	0	0	6 (37,5%)	10 (62,5%)	4,6
4.	Is the website's content in	0	0	1 (6,25%)	4 (25%)	11 (68,75%)	4,5

	Indonesian easy to understand?						
5.	Is the website fast and responsive when accessed from your device?	0	0	1 (6,25%)	6 (37,5%)	9 (56,25%)	4,5
6.	Is it easy to go to the next page without any bugs?	0	0	2 (12,5%)	4 (25%)	10 (62,5%)	4,5
7.	Can you easily understand how to use the navigation system on the website?	0	0	1 (6,25%)	3 (18,75%)	12 (75%)	4,6
8.	Is the language switch menu easy to find on the website?	0	1 (6,25%)	0	3 (18,75%)	12 (75%)	4,6
9.	Is the location on the website's map accurate on Google Maps?	0	0	0	5 (31,25%)	11 (68,75%)	4,6
10.	Is the website accessible by using various web browsers (Google Chrome, Internet Explorer, Microsoft Edge)?	0	0	2 (12,5%)	3 (18,75%)	11 (68,75%)	4,5
11.	Is it easy to find contact information on the website?	0	0	1 (6,25%)	2 (12,5%)	13 (81,25%)	4,7
12.	Are the product descriptions, prices, and details presented on the website?	0	0	0	3 (18,75%)	13 (81,25%)	4,8
13.	How satisfied are you with the overall experience of using the website?	0	0	0	4 (25%)	12 (75%)	4,7
TOTAL SCORE							59,9

Note:

1 = Strongly disagree

3 = Neutral

5 = Strongly agree

2 = Disagree

4 = Agree

Formula:

$$\frac{\text{total score}}{\text{total questions}} = \frac{59,9}{13}$$

Average: $\frac{59,9}{13} = 4,6$ (out of 5)

$$\text{Score: } \frac{\text{Average}}{5} \times 100 = \frac{4,6}{5} \times 100 = 92 \text{ out of 100}$$

The result of the overseas user's showed from 16 respondents, 7 respondents from Singapore, 4 respondents from Malaysia, 4 respondents were from Asia (Japan, Thailand, Taiwan, Philippines), and 1 respondent from Italy. Most of them were in age 21-25 with the percentage of 50% and the rest were in the age of 26-30. The result of the questionnaire showed that most of the overseas respondents strongly agreed that the layout, design, navigation system and description information met the standards of a good website. In addition, most of the overseas respondents strongly agreed that they could open the website using various search engine such as Google Chrome, Mozilla Firefox, and Microsoft Edge.

Furthermore, there were 10 people agreed that the website is very attractive to find the information about Anugerah Oleh-Oleh Khas Malang products. As shown by the questionnaire, overseas users were satisfied with the result of the researcher's product.

Evaluation

In this evaluation step, the researcher evaluated the website from the start of its development until it was published and tested by the public in the field test. From the start, the researcher gathered detailed information about Anugerah Oleh-Oleh Khas Malang from the staff, who was the primary source. Then, the researcher created a bilingual website using WordPress. After the website finished, the researcher contacted the adviser for website consultation. The researcher then revised it and tested it through a language validator, IT validator, and an UI/EX design expert. The researcher received some input to help make the website more professional and revised it. After that, the researcher conducted field tests on domestic and overseas respondents.

In the development process, at first the researcher had an idea to add an interactive element, such as Google Maps, a search bar, YouTube videos, and a call-to-action button. However, the staff and owner of Anugerah Oleh-Oleh Khas Malang stated that they are not advanced in technology. As a result, the researcher developed a call-to-action button that goes directly to the store's WhatsApp contact, allowing the staff to interact and communicate with customers easier.

Another key point was that the researcher evaluated the website after it had been tested by the public in the field test. The questionnaire results were used to improve the website's quality. Most domestic respondents agreed that the website was educational and a useful tool for Anugerah Oleh-Oleh Khas Malang shop to expand their business. Furthermore, most overseas respondents responded enthusiastically to the information provided on the website, and everything proceeded very well and without any problems. It was concluded that the website was already an appropriate tool for assisting Anugerah Oleh-Oleh Khas Malang in attracting website visitors who may become potential customers.

Discussion

In this current study, the researcher created a bilingual website for Anugerah Oleh-Oleh Khas Malang to help them promote their business both domestic and overseas. Therefore, Anugerah Oleh-Oleh Khas Malang benefited from the bilingual website helps reach a wider market. According to the results of expert validation and field testing during the development and implementation stages, the researcher's website is functional with good quality. Therefore, the website met the criteria in terms of website features of a good website (typography, content organization, visual organization, color, and navigation system) by Faisal et al. (2016), and content description in Indonesian and English by Newmark (1998).

According to the field test conducted by the researcher after the website launched to the public, there were several suggestions from domestic as well as overseas respondents. First, there was a recommendation to create an e-commerce site (ShopeeFood, GoFood, Tokopedia) to assist website visitors in placing orders through e-commerce sites. In this case, the researcher offered the idea to the owner of Anugerah Oleh-Oleh Khas Malang to create e-commerce websites. However, because of a lack of operational staff and staff that advances in technology, they prefer to communicate with clients through WhatsApp. Second, there was a request to develop a unique fact on the topic. In this case the researcher communicated with the owner, and the results showed that the blog has fulfilled the things wanted by the owner of Anugerah Oleh-Oleh Khas Malang. As a result, the researcher could not present any additional information outside of what was discussed with the owner of Anugerah Oleh-Oleh

Khas Malang. However, the researcher had built a blog on the website that containing interesting articles in "Blog" menus.

The current research showed that the result was a bilingual website, which was not considered an application. Therefore, the researcher used the ADDIE method since it was appropriate for creating a bilingual website for Anugerah Oleh-Oleh Khas Malang. As a comparison, the different method such as the waterfall method was used in the previous research by Cahya et al. (2024), entitled "Analisis Perancangan Sistem Informasi Administrasi Dokumen Usaha bagi Pelaku Desa Tamansari, Bogor". According to Sastra (2017), the development and design of applications using waterfall research method, in waterfall method of software development through several stages that are analysis, design, coding, implementation and testing. This leads to the conclusion that the waterfall method is appropriate for used as a research model when creating systems or applications.

In the current research, the researcher created a bilingual website that provides content in both Indonesian and English. It is in contrast to the previous study conducted by Bustomi and Pribadi (2021), is entitled "Pembuatan Media Promosi Melalui Website Dengan Menggunakan CMS WordPress Untuk Meningkatkan Minat Beli Konsumen UMKM Delpi Komputer Pandaan". The findings showed that the website could be used to promote UMKM Delpi Komputer Pandaan, even though the same CMS WordPress was used, the website was created only in the Indonesian language.

4. Conclusion

The outcome of this study resulted in a bilingual website with a menu that includes Home, About Us, Product, Blog, and FAQ. This study included several stages, including the creation of a bilingual website as a promotional medium for Anugerah Oleh-Oleh Khas Malang. The stages were: analysis, design, development, implementation, and evaluation. The first step was the analysis stage. During this stage, the researcher observed and interviewed Anugerah Oleh-Oleh Khas Malang staff. Based on his observations and interviews, the researcher decided to create a bilingual website. It was necessary and helpful as a promotional tool for Anugerah Oleh-Oleh Khas Malang. The next stage was design, where the researcher built the website with Jagoan Hosting. The researcher designed the website using WordPress' "Astra" theme. The content description was initially presented in Indonesian, then translated into English. The next stage was to translate the content; the researcher used TranslatePress, a WordPress plugin, as a translation tool. After the researcher had finished developing the website, he evaluated the website with an IT and languages expert. The researcher then conducted a field test to obtain an overview of the website and how well its users fully understand how to navigate it. The final step was to evaluate the product through the validation and field-test processes.

As a result, during the development stages, the validators gave feedback and suggestions to improve the quality of the website so that it looks professional. The website has already met the standards for a good website and can be used by Anugerah Oleh-Oleh Khas Malang. Furthermore, during the implementation stages, the researcher conducted field tests with domestic and overseas users, showing that the website contained informative content, had an attractive design, and was appropriate for use by Anugerah Oleh-Oleh Khas Malang as a tool for business promotion. The outcome was responded very well by users, validators and it was possible to conclude that the current research met the needs of Anugerah Oleh-Oleh Khas Malang. The product can be access via the following link <https://anugeraholeh-lehmalang.com>.

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