

Developing a Bilingual Website Integrated with Social Media for Irgift MSME

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ABSTRACT

Irgift is a micro, small, and medium enterprise (MSME) in Gresik that produces artificial flower bouquets. Despite its growth, the business has relied mainly on Instagram and WhatsApp for promotion, limiting the presentation of structured product information. This study aimed to design and develop a bilingual website integrated with social media as a promotional medium for Irgift. The research employed a Design and Development Research approach using the ADDIE model, which includes analysis, design, development, implementation, and evaluation stages. Data were collected through interviews, surveys, expert validation, and field testing. The website was developed using the Wix platform with multilingual features and user-friendly navigation. Expert validation resulted in a score of 82 out of 100, categorized as excellent. Field testing involving 35 respondents produced an average score of 4.7, indicating high user satisfaction. The findings suggest that the bilingual website improves accessibility, presents product information more clearly, and supports digital promotional activities for MSMEs.

Keywords: *Bilingual Website, MSME, Promotional Medium, Social Media*

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INTRODUCTION

In today's globalized era, business activities are no longer confined to national boundaries. Companies increasingly interact with customers from diverse cultural and linguistic backgrounds, making cross-cultural communication a crucial factor in business success. English plays a dominant role as an international language in trade, negotiation, and digital marketing (Crystal, 2003). The ability to communicate effectively in English enables businesses to expand their market reach and establish professional relationships with international customers. In the digital economy, the integration of language competence and digital technology has become a strategic necessity for business sustainability.

Business communication is a fundamental element in organizational development. It involves the exchange of information within organizations and with external stakeholders such as customers, suppliers, and partners. Effective communication enhances customer

trust, strengthens loyalty, and improves corporate reputation. In increasingly competitive markets, customers expect clear product information, rapid responses, and professional interaction. Digital platforms, particularly websites and social media, have transformed how businesses communicate and promote their products.

Promotional activities are strategic efforts designed to influence consumer perceptions and purchasing decisions (Gitosudarmo, 2000). In the digital era, websites function as official business identities that provide structured and comprehensive information about products, services, and company profiles. Compared to relying solely on social media, an official website enhances credibility and allows businesses to present detailed information in a systematic manner. While social media platforms primarily emphasize interaction and visibility, an official website provides structured information and credibility, and integration with social media ensures broader reach and engagement.

Previous studies have examined the role of bilingual websites in improving accessibility and user engagement, particularly in business and institutional contexts (Al-Mahmoud & Ali, 2023). Other research has emphasized the importance of digital marketing strategies for small and medium enterprises in expanding market reach (Wiweko & Anggara, 2025). However, limited research specifically explores how bilingual websites integrated with social media can support promotional strategies for micro enterprises in the creative product sector. This gap indicates the need for research that combines bilingual website development with social media integration in the context of MSME promotion.

Irgift is a Micro, Small, and Medium Enterprise located in Gresik, East Java, specializing in artificial flower bouquets. Currently, Irgift promotes its products primarily through Instagram and communicates with customers via WhatsApp. While these platforms facilitate interaction, the absence of an official bilingual website limits the business's ability to provide comprehensive information and reach broader markets, including international customers.

Therefore, this study seeks to answer the following research question: How can a bilingual website integrated with social media improve Irgift's promotional strategy and expand its market reach? The objective of this study is to develop and evaluate a bilingual promotional website integrated with social media for Irgift. This research contributes both practically, by providing an effective promotional solution for micro enterprises, and theoretically, by expanding literature on bilingual websites integrated with social media in the context of MSME digital marketing. The integration of bilingual communication theory, which emphasizes linguistic accessibility and cultural inclusivity, with digital marketing frameworks highlights how language diversity can strengthen promotional strategies and customer engagement for MSMEs. This study primarily focuses on enhancing Irgift's promotional credibility and user experience optimization, while also exploring its potential contribution to market expansion.

METHOD

This research used a Design and Development Research (DDR) approach as proposed by Richey and Klein (2014). The approach was chosen because the study aimed

to develop and evaluate a product, namely a bilingual website for promotional purposes. The development process followed the ADDIE model, which consists of analysis, design, development, implementation, and evaluation stages. These stages were carried out systematically to produce a website that supports its promotional activities.

The research object was a bilingual promotional website developed to support the digital marketing activities of this small and medium enterprise (SME) engaged in gift and handicraft products. The research subjects included the business owner, two expert validators (an IT expert and a language expert), and users involved in the website trial process. A total of 62 respondents participated in the needs analysis survey, which aimed to identify the audience's needs and perceptions of Irgift as the basis for developing the bilingual website. Meanwhile, 35 respondents were involved in the field-testing stage, during which they accessed and explored the developed website and then provided feedback through an evaluation questionnaire.

Data were collected through observation, interviews, and questionnaires. Observation and interviews with the business owner provided insights into promotional practices, business challenges, and expectations for digital promotion. Questionnaires were distributed online via Google Forms, consisting of demographic items and Likert-scale questions (1–5) to measure users' perceptions of website usability and relevance (Sugiyono, 2018). Expert validation sheets were also used to assess the technical and linguistic aspects of the website (Sugiyono, 2018). Statistical reliability testing was not conducted; however, the consistency of the instrument was ensured through expert validation and feedback obtained from the field-testing stage.

The data were analyzed using descriptive analysis to interpret qualitative and quantitative findings (Creswell & Creswell, 2018). Qualitative data from interviews and observations were categorized into emerging themes. Quantitative data from questionnaires were calculated using percentages and mean scores to determine the feasibility and user satisfaction levels. The expert validation score was calculated by summing all Likert-scale ratings for each item and dividing the total by the number of items to obtain an average score of 4.1 out of a maximum of 5. This value was then converted into a percentage using the formula $(\text{average} / 5) \times 100$, resulting in a score of 82 out of 100, which was categorized as Excellent based on the validity criteria applied.

The IT validator provided feedback related to the website interface and features, including adjusting the color of the search feature to improve text visibility, simplifying product filters to include only price categories, and adjusting the spacing between products in the catalog to create a cleaner layout. Meanwhile, the language validator suggested revisions to several words and sentences that were not accurately translated between Indonesian and English. Based on these suggestions, the researcher revised the website's interface, features, and translated content before the field-testing stage was conducted.

FINDING AND DISCUSSION

RESEARCH RESULT

The findings and discussion are based on the development of a bilingual website as a promotional medium for this MSME specializing in artificial flower bouquets. The website was developed using the ADDIE model, covering the stages of Analysis, Design, Development, Implementation, and Evaluation. Through this process, the website was designed to overcome promotional limitations and support more effective digital marketing integrated with social media.



Observation Activities at Irgift Workshop

The analysis stage began with direct observation at its workshop in Gresik to understand the real condition of the business operations and promotional activities. From the observation, it was found that this MSME mainly promotes its products through Instagram and communicates with customers via WhatsApp. Product information, testimonials, and ordering details are shared through social media posts and chats, without a centralized platform that provides complete and structured information.



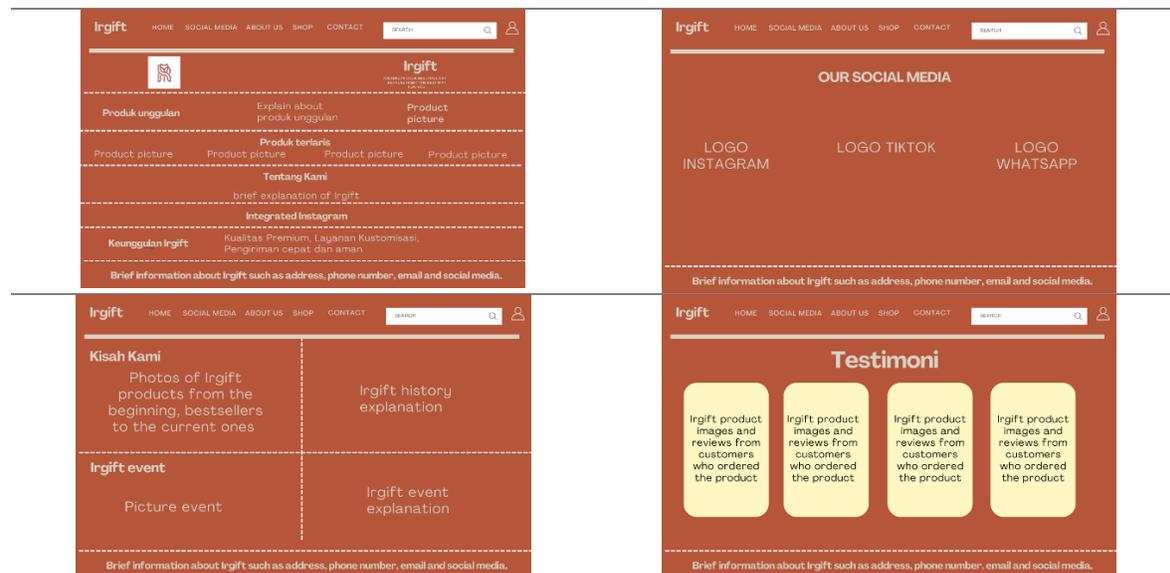
Interview with owner Irgift

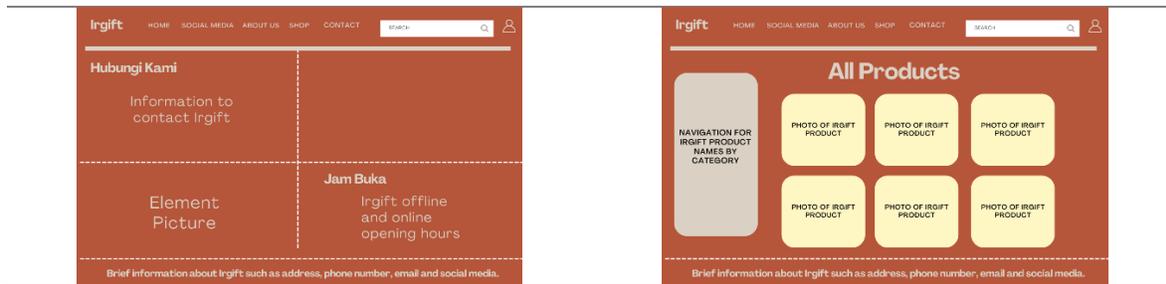
In addition to observation, a semi-structured interview was conducted with the owner to explore the business background, marketing experience, and promotional challenges. The owner explained that her MSME has participated in several exhibitions and events, which helped introduce the products to a wider audience. However, the absence of an official website makes it difficult to present product catalogs, company profiles, and testimonials in a more professional and organized way. The owner also mentioned the need for a bilingual promotional medium to reach not only local customers but also potential international audiences.

After the observation and interview, a needs analysis survey was distributed via Google Forms to 62 respondents, mainly its Instagram followers. Most respondents were young adults aged 20–30 years (82.3%), predominantly female (67.7%), and mainly students (77.4%), indicating that its potential market consists of digitally active users who frequently access social media platforms. Awareness of Irgift was still limited, with 61.3% of respondents unfamiliar with the brand, although they showed interest once introduced, suggesting strong potential for wider reach. Respondents generally emphasized the importance of attractive design, promotions, complete product information, and customer reviews as key features of a promotional website.

In addition, all respondents (100%) agreed that bilingual options help them understand product information more easily, while Instagram was identified as the main platform for product discovery (83.9%). These findings support the need for a structured bilingual website integrated with social media to enhance its accessibility, credibility, and promotional effectiveness as an MSME.

After completing the analysis, the design stage focused on planning the website structure, layout, and bilingual content to meet its promotional needs as an MSME. The website was organized into six main sections: Homepage, social media, About Us, Products, Testimonials, and Contact, each designed to provide clear information and easy navigation.

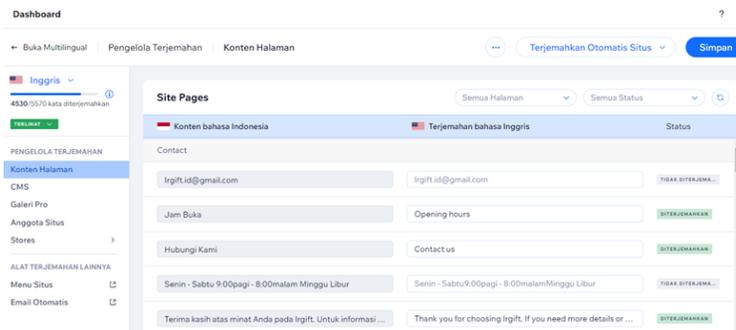




Draft layouts of Homepage, social media, About Us, Testimonials, Products, and Contact.

The Homepage highlighted featured and best-selling products, a brief company introduction, Instagram integration, and contact details. The Social Media page provided direct access to Instagram and WhatsApp, reflecting survey findings that Instagram is the dominant platform for product discovery. The About Us page presented Irgift’s background, product journey, and event participation, while the Testimonials section displayed customer reviews with product photos to build trust. The Products page offered categorized bouquets with images, names, and prices, and the Contact page provided communication channels via WhatsApp, email, and address.

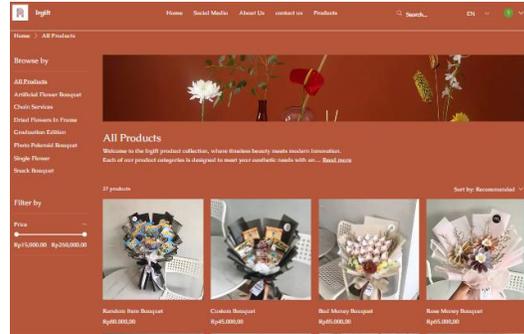
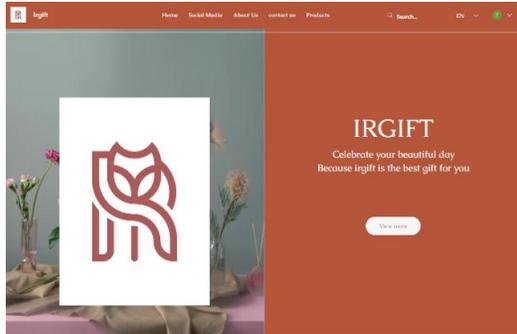
Visually, the design adopted warm and elegant tones to reflect its brand identity, with product images as the main focus and concise descriptions for clarity. Furthermore, the design stage also determined the main and additional languages namely English and Bahasa Indonesia. The translation process was conducted using the Wix Multilingual feature, which automatically translates website content into English. The translated content was then manually reviewed and adjusted to ensure linguistic accuracy and contextual appropriateness. This approach allows users to switch languages easily while maintaining clarity and consistency in product information.



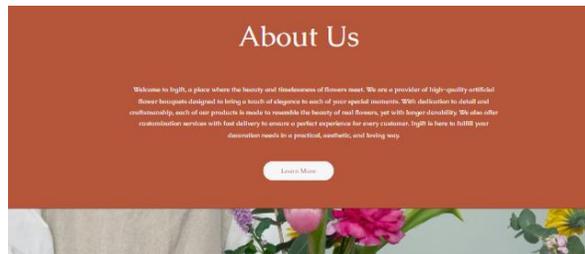
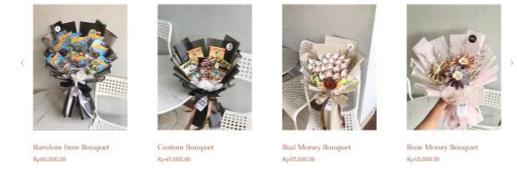
Translation with Wix Multilingual

After completing the design stage, the researcher proceeded to the development stage, which focused on transforming the conceptual layouts into a functional bilingual promotional website. The development process was carried out on the Wix platform, where the planned components were finalized and integrated into the website structure. The homepage was designed to include its logo, slogan “Celebrate your beautiful day because Irgift is the best gift for you”, navigation menu, search feature, and bilingual option

(Indonesian–English). Key sections such as Featured Products, Best-Selling Products, About Us, Testimonials, Product Catalog, Contact Information, and social media were developed to provide clear product details and strengthen brand identity.



Best Selling Products



Social media integration was emphasized through direct links to Instagram, TikTok, and WhatsApp, aligning the website with Irgift’s existing promotional channels. The Our Story section presented the business journey, while product pages displayed categorized

bouquets with images, names, and prices to support easy browsing. Overall, these features help users access information more easily and enhance the website’s usability.

To ensure the quality of the developed website, two experts were consulted, they are IT Validator, focusing on technical aspects such as navigation, layout, and performance and the Language Validator, assessing the bilingual accuracy, clarity, and consistency of the website content. Both experts used a five-point Likert scale (1 = strongly disagree, 5 = strongly agree) to evaluate ten aspects and provided constructive suggestions for improvement.

Table 1. Expert Validation Results by IT Validator

No	Aspect	score				
		1	2	3	4	5
1.	Irgift website navigation is easy to understand and intuitive.				✓	
2.	The content on the Irgift website is informative and relevant to users.				✓	
3.	The website layout looks professional and neat.			✓		
4.	The quality of the images used in the website is excellent and supports the content.					✓
5.	The loading time of the website pages is fast and efficient.				✓	
6.	The website design is responsive and works well across different devices (desktop, tablet and smartphone).				✓	
7.	No errors or bugs were found while browsing the website.					✓
8.	The search feature on the website works well and provides relevant results.			✓		
9.	Integration with social media is smooth and makes it easy for users to share content.				✓	
10.	Website security is assured, with adequate protection of user data.					✓

Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

The evaluation produced an average Likert score of 4.1 out of 5, which was converted into a percentage using the formula ($\text{mean} / 5 \times 100$), resulting in a score of 82 out of 100, categorized as Excellent. The expert suggested minor improvements in search bar visibility, product spacing, and image optimization to enhance the overall user experience. The IT Validator confirmed that the website was already functional and user-friendly. However, he suggested several revisions, such as optimizing image sizes to improve loading speed, adjusting product spacing for better readability, and enhancing the search bar contrast to make navigation clearer.

Table 2. Expert Validation Results by Language Validator

No	Aspect	score				
		1	2	3	4	5
1.	The product descriptions on the Irgift website use clear language and describe the products well.				✓	
2.	The navigation names on the Irgift website are easy to understand and fit the purpose of each page.				✓	
3.	The terms used throughout the Irgift website are consistent and avoid confusion.					✓
4.	The information conveyed on the Irgift website is easy to understand and appropriate for the target audience.				✓	
5.	The translation of content from the original language to the target language on the Irgift website is accurate and contextually appropriate.				✓	
6.	The language used on the Irgift website takes into account local culture and sensitivities.					✓
7.	The text on the Irgift website is easy to read and not confusing for users.				✓	
8.	The text throughout the Irgift website is well organized and flows smoothly.			✓		
9.	The language used on Irgift's website exudes a professional feel and matches the brand image.				✓	
10.	Overall, how would you rate the use of language on the Irgift website?				✓	

Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

The language validation produced an average Likert score of 4.1 out of 5, which was converted into a percentage score of 82 out of 100, categorized as Excellent. The expert recommended refinements in translation flow, consistency of terminology, and improvements in the language switch alignment to strengthen bilingual accessibility. The Language Validator emphasized that the bilingual content was clear and accessible. Nevertheless, he recommended revisions in sentence flow to make product descriptions more natural, consistency in terminology across both languages, and improvements in the toggle alignment to ensure smooth switching between Indonesian and English.

After the development stage was completed and validated by experts, the website was then tested in the field to ensure its usability and effectiveness. The implementation involved selected users who represented this MSME target audience. They were asked to access the website, explore its features, and provide feedback on navigation, content clarity, and bilingual accessibility. The evaluation used a five-point Likert scale (1 = strongly disagree, 5 = strongly agree) across ten aspects, followed by suggestions for improvement.

Table 3. Field Testing Results of Irgift Website

No.	Statement	Responses										Avg.
		1		2		3		4		5		
		f	%	f	%	F	%	F	%	f	%	
1.	I can operate the website easily.							9	25.7	26	74.3	4.7/5
2.	The website content is informative and interesting, providing all the necessary information about Irgift's products and services.							10	28.6	25	71.4	4.7/5
3.	The features available on the website (Home, About Us, social media, Product, and Contact Us) are interesting.							10	28.6	25	71.4	4.7/5
4.	The design, color, and appearance of each page of this website are attractive.							16	45.7	19	54.3	4.5/5
5.	The English description used on the website is good and appropriate.							8	22.9	27	77.1	4.7/5
6.	The Indonesian description used on the website is good and appropriate.							8	22.9	27	77.1	4.7/5
7.	The navigation on the Irgift website is intuitive and makes it easy for users to find the information they are looking for.							9	25.7	26	74.3	4.7/5
8.	The social media integration on the Irgift website makes it easy for me to share and interact with the content.							9	25.7	26	74.3	4.7/5
9.	Responsive and fast in loading pages							19	54.3	16	45.7	4.4/5
10.	How satisfied are you with this website?							4	11.4	31	88.6	4.8/5
Total Score											46.6	

Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree
 Average Score: 4.7 (Very Good)

The field-testing results showed that the website was well received by users. The average scores ranged from 4.4 to 4.8, indicating strong agreement across all evaluation

items. The highest satisfaction was recorded for overall user experience (4.8), followed by ease of operation, informativeness, language quality, navigation, and social media integration. Slightly lower scores were observed for design attractiveness (4.5) and responsiveness (4.4), suggesting minor areas for improvement. The total score obtained from all ten evaluation items was 46.6, resulting in an average score of 4.7, which falls into the Very Good category.

Respondents also provided constructive feedback, suggesting improvements such as clearer menu highlights, more detailed bouquet descriptions, improved color contrast, optimized image sizes for faster loading, and refined sentence flow in Indonesian descriptions. These revisions were implemented to enhance user experience and ensure that the website met the expectations of its target audience.

In the final stage, the researcher updated the website based on the field-testing results conducted on 14 July 2024. Several suggestions were received from respondents, including a recommendation to improve the layout of the Featured Products section to make it easier and more convenient to read. This step illustrates the importance of integrating user feedback into design refinement, ensuring that the website evolves in response to real user needs.

In addition to constructive feedback, fifteen respondents expressed supportive comments, describing the website as a good platform, encouraging Irgift's success, appreciating the brand identity reflected in the color scheme, and noting that the bilingual presentation was interesting because it offered two versions. These comments indicated that many respondents were satisfied with the bilingual website developed for this MSME. However, the researchers still needed to make adjustments to improve the overall quality and user experience. The revisions focused on layout refinement and ensuring that the website remained visually consistent with Irgift's brand identity.

DISCUSSION

The findings of this study indicate that the bilingual website developed for Irgift effectively supports promotional activities and improves accessibility for a wider audience. Field-testing results showed high user satisfaction, with an average score of 4.7, categorized as very good. Respondents appreciated the clarity of product information, ease of navigation, and integration with social media platforms, particularly Instagram, which was identified as the most effective medium for product promotion. The bilingual feature was considered helpful in enabling users to understand product descriptions more easily, which in turn strengthened trust and engagement with the brand.

The importance of bilingual accessibility was also reflected in the owner's practical experience during a workshop at Universitas Ciputra, where several participants from outside Indonesia asked about this MSME online presence. Although the owner shared Irgift's Instagram account, some participants further asked whether the business had an official website where they could obtain more complete information about the products. This interaction highlighted the need for a bilingual website that could present business information in a clearer and more structured way for both local and international audiences.

In this context, bilingual content not only facilitates understanding but also helps small businesses present themselves more professionally in digital environments.

These findings are consistent with previous studies highlighting the role of websites in supporting business promotion. Putri et al. (2022) demonstrated that a well-designed website for Red Orchid Hotel Semarang increased guest numbers by 22%, emphasizing usability and visual attractiveness as key factors in improving online visibility. Similarly, Sulaeman et al. (2019) showed that structured website development for MSMEs in Tasikmalaya improved product information delivery and increased public interest in local products. While these studies emphasized usability and information quality, their promotional strategies were still relatively limited in terms of multilingual accessibility and integration with social media platforms. The present study extends these findings by developing a bilingual website that is directly connected to social media platforms such as Instagram, TikTok, and WhatsApp. From a theoretical perspective, this study contributes to the application of Design and Development Research (DDR) in developing digital promotional media for SMEs, particularly by integrating bilingual communication with social media-based promotion.

Despite the positive outcomes, several limitations should be acknowledged. The field-testing stage involved 35 respondents, which may not fully represent its broader customer base, particularly potential international audiences. In addition, the evaluation focused primarily on usability, navigation, and language clarity rather than long-term business outcomes such as sales growth or customer retention. Technical aspects such as image optimization and layout adjustments were also identified during validation and may require continuous refinement to maintain optimal user experience. Future research may expand the sample size and involve more diverse user groups to better evaluate the accessibility of bilingual promotional websites. Further studies may also explore the integration of websites with other digital platforms such as e-commerce marketplaces or mobile applications to compare their effectiveness in supporting promotional strategies for MSME.

Overall, the findings suggest that bilingual websites integrated with social media platforms can support more structured and accessible digital promotional strategies for MSME in the digital era.

CONCLUSION

Based on the research and development of the Irgift bilingual website, the product successfully achieved its objective as an effective and accessible promotional medium for MSMEs. The development process followed the Design and Development Research (DDR) approach using the ADDIE model. The validation and field-testing results showed high user satisfaction, with an average score of 4.7, categorized as very good. These results indicate that the website is easy to navigate, informative, and visually appealing for users. The bilingual feature helps users understand product information more clearly in both Indonesian and English, while integration with social media platforms supports its digital promotional activities. Several minor revisions, including layout refinement, image

optimization, and improvements in translation consistency, were also implemented to enhance the overall user experience.

The developed website can be used as an official promotional medium for Irgift, helping the business present product information more clearly and reach a wider audience in digital environments. This study also contributes to the application of Design and Development Research (DDR) in developing digital promotional media for SMEs, particularly by integrating bilingual communication with social media-based promotion.

For future research, it is recommended to involve a larger and more diverse group of respondents, including potential international users, in order to evaluate the accessibility of bilingual promotional websites more comprehensively. Future studies may also explore the integration of websites with other digital platforms such as e-commerce marketplaces or mobile applications to compare their effectiveness in supporting digital promotion strategies for MSMEs.

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