

## Developing A Bilingual Company Profile as Promotional Media and E-Catalogue for Agro Mineral Water

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### ABSTRACT

This study addresses the lack of effective, informative, and accessible promotional media at Agro Group, a company operating in the bottled drinking water industry. The absence of a structured company profile, product catalog, and digital promotional tools limited the company's ability to communicate its brand identity, product variants, and credibility to both domestic and international stakeholders. This research applied the Design and Development Research (DDR) method, consisting of four stages: preliminary study, design, development, and evaluation. Data were collected through observation, interviews, documentation, expert validation, and field testing. The outcome of this study is a bilingual (Indonesian–English) flipbook that integrates comprehensive company information, including background, product variants and sizes, certifications, sustainability initiatives, and an interactive feature linking to a 2-minute 19-second bilingual company profile video. The validation and field testing results yielded an average score of 4.53 out of 5 (90.6%), indicating that the developed product is effective and professionally acceptable. This bilingual flipbook enhances Agro Mineral Water's promotional strategy by improving credibility, accessibility, and engagement with both local and global audiences.

**Keywords:** *Catalog, Media, Promotion, Company Profile, FMCG*

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### INTRODUCTION

The rapid development of digital technology has transformed how companies communicate with their target audiences. In the Fast-Moving Consumer Goods (FMCG) industry, effective promotional strategies are essential to maintain competitiveness and increase market reach. Digital marketing tools, such as company profiles and e-catalogues, play an important role in delivering product information and building brand identity (Chen et al., 2021).

Agro Mineral Water, as a bottled drinking water company, faces challenges in communicating its brand and product information effectively. The company mainly relies on social media platforms, such as Instagram and Facebook, which provide limited and fragmented information. The absence of a structured company profile and product

catalogue reduces its ability to reach broader audiences, especially international stakeholders.

Bilingual promotional media is considered a strategic solution to overcome communication barriers and expand market reach. It enables companies to deliver clear and consistent messages to audiences with different linguistic backgrounds (Liu & Zhao, 2020). Previous studies have shown that digital promotional tools, such as videos and e-catalogues, significantly improve customer engagement and purchasing interest.

Based on these issues, this study aims to develop a bilingual company profile and e-catalogue for Agro Mineral Water as an integrated promotional medium. This research contributes to digital marketing practices by providing an effective, accessible, and interactive promotional tool that enhances brand communication and customer engagement.

## **METHOD**

This study applied the Design and Development Research (DDR) method based on Richey and Klein (2014), focusing on product development and effectiveness evaluation. The research adopted the ADDIE model, consisting of analysis, design, development, implementation, and evaluation stages.

The research was conducted at Agro Mineral Water Head Office in Malang, Indonesia. The participants included a brand manager, design and content expert, language and translation expert, and 31 field testing respondents consisting of potential customers.

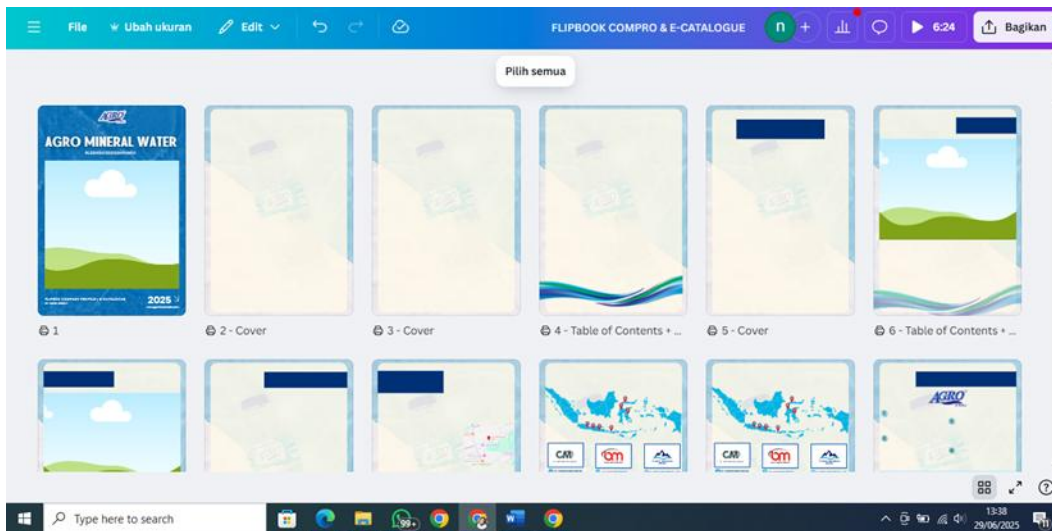
Data were collected through interviews, observation, documentation, expert validation, and questionnaires. Interviews were conducted with the brand manager to identify promotional challenges and company needs. Expert validation was performed using Likert-scale questionnaires to evaluate design quality and language accuracy. Field testing was conducted to measure user responses toward the developed product.

Data analysis was conducted using descriptive statistics. The results from expert validation and field testing were calculated into average scores and percentages to determine the effectiveness and feasibility of the developed product.

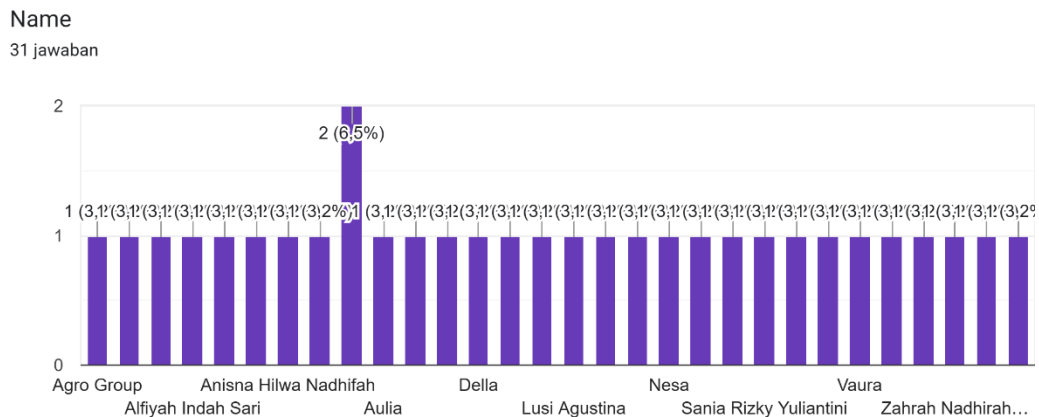
## **FINDINGS AND DISCUSSION**

### **RESEARCH RESULT**

The developed product is a bilingual flipbook consisting of a company profile and e-catalogue integrated with a company profile video. The flipbook contains 76 pages, including company background, product variants, certifications, sustainability programs, and interactive navigation features.



The expert validation results showed that the product achieved a high level of feasibility. The design and content validation resulted in an average score of 4.35 out of 5, indicating that the product was visually appealing, well-structured, and professionally designed.



The field testing involved 31 respondents. The results indicated strong positive responses across all evaluation criteria. Most respondents strongly agreed that the information was clear, the bilingual content was understandable, and the design was attractive. The average score from field testing reached 4.65 out of 5, equivalent to 93.7%.

Overall, the combined validation and testing results produced an average score of 4.53 out of 5 (90.6%), demonstrating that the bilingual company profile and e-catalogue are effective and suitable as promotional media.

## DISCUSSION

The findings indicate that the development of a bilingual company profile and e-catalogue effectively addresses the communication gap experienced by Agro Mineral

Water. The integration of bilingual content enables the company to reach both local and international audiences, supporting previous studies that highlight the importance of multilingual marketing strategies in global markets.

The use of an interactive flipbook combined with video content enhances user engagement and accessibility. This aligns with digital marketing principles that emphasize visual communication and interactive media as key drivers of customer interest and brand perception.

Despite the positive results, this study has limitations. The field testing involved a relatively small number of respondents, which may not fully represent broader market perceptions. Additionally, the evaluation focused primarily on user perception rather than long-term business impact, such as sales performance.

The implications of this study suggest that companies in the FMCG industry can adopt bilingual and digital promotional media to improve communication effectiveness and expand market reach. Future research may explore the impact of such media on consumer behavior and business performance.

## **CONCLUSION**

This study successfully developed a bilingual company profile and e-catalogue as a promotional medium for Agro Mineral Water using the Design and Development Research (DDR) method. The final product, presented in the form of an interactive flipbook integrated with a company profile video, provides comprehensive and accessible information about the company, its products, and its values.

The evaluation results indicate that the developed media is highly effective and feasible, as reflected by an average score of 4.53 out of 5 (90.6%). The product enhances promotional activities by improving clarity, accessibility, and audience engagement, while also supporting the company in reaching both local and international markets.

It is recommended that Agro Mineral Water utilize this media as part of its official promotional strategy. Future research may further investigate the long-term impact of digital promotional tools on business performance and explore the development of more advanced and interactive features to enhance user experience.

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