

Developing Bilingual Website for Cussaybienna Micro Small Medium Enterprises Eco-Print in Bojonegoro

RR Sekar Ayu Devi Winendra, Mariana Ulfah Hoesny, Yanik Lailinas Sakinah
Politeknik Negeri Malang

ABSTRACT

This study focuses on the development of a bilingual website for Cussaybienna, a Micro Small Medium Enterprise (MSMEs) specializing in eco-print products based in Bojonegoro. The primary goal is to enhance the company's digital presence and expand its market reach by creating an online platform that caters to both local and international customers. The website provides detailed information about the company, including its profile, product catalog, contact details, and operational policies, all presented in both Indonesian and English. The research utilized the ADDIE model (Analysis, design, development, implementation, and evaluation) to guide the website's development process systematically. Following its launch, the website was evaluated by 32 respondents, with result indicating a high level of satisfaction- 56.3% of respondents expressed being very satisfied with the overall website, while 59.4% strongly agreed that the content provided was highly informative. The findings suggest that the bilingual website effectively meets user expectations and significant contributes to the company's digital marketing strategy, positioning Cussaybienna as a competitive competitor in the eco-fashion industry.

Keywords: Bilingual website, MSMEs, Eco-print, Digital marketing, Website development

Corresponding author

Name: RR Sekar Ayu Devi Winendra

Email: ayuwinendra@gmail.com

INTRODUCTION

Promotional media have a very important role in the modern business world. The main function is to increase awareness and expand the reach of products or services to the desired target market. By using the variety of media, including the internet, social media, radio, newspapers, magazines, and television promotional media help companies to communicate the value and benefit of the product or service they offer. In addition, promotional media also allow companies to build a strong brand image and influence customers. Through promotional media, companies can influence consumer behavior, increase sales, and strengthen their position in the market. Therefore, promotional media not only serves as a means to introduce products or services but also as an effective tool to build and maintain relationships between companies and their customers.

Micro, Small, and Medium Enterprises (MSMEs) are a vital business sector in a country's economy. Generally, independently or family-owned with a small-scale of production, MSMEs stand out for their flexibility, innovation, and variety of products and services. They are often drivers of local or regional economic growth, promoting economic independence and community development. MSMEs are also important in strengthening economic resilience by diversifying risk.

Cussaybienna ecoprint was established in 2010, has been in the business of producing batik and ecoprint and various shirt designs. The total sales of ecoprint products per month is around 80 pieces. Berdasarkan wawancara yang dilakukan pada tahap analisis, dapat disimpulkan bahwa most of the ecoprint buyers are office employees, bank employees, agency employees, gallery distributors, and boutique distributors. Customers appreciate the company's commitment to sustainability and conservation of natural resources.

As a business engaged in eco-print, especially fashion, based on environmental values, there is a need for the digital platform to develop the company's marketing strategy. Furthermore, Cussaybienna has been using Instagram and WhatsApp as marketing tools. This is less effective in conveying a detailed message for a fashion business. Menurut dari owner Cussaybienna dengan ada website dapat membantu strategi pada digital marketing dan termasuk best choice untuk usaha Cussaybienna saat ini. According to Natania & Dwijayanti, (2023), there are various digital platforms for online shopping, including marketplaces, websites, and social media.

According to Flint, (2008) in (Hikmah & Retnasari, n.d.) the eco-print technique involved transferring color and shape into fabric through direct contact. Eco-print is one commodity that has great potential in supporting the development of the creative economy. The ecoprint process involves using leaves, flowers, and other plants to print natural patterns. By utilizing the beauty of nature and local wisdom, eco-print not only creates unique textile products but also has a positive impact on the environment. The development of eco-print as a creative economy commodity can provide environmentally-friendly opportunities making ecoprint a choice that fits the global trend for sustainable products. By combining design innovation and the natural touch of eco-print, the products result are aesthetic and have a deep story.

According to Falgenti & Pahlevi,(2013) various types of marketing materials based on information technology are essentially required by MSMEs to introduce their product. By utilizing social media, websites, and e-commerce platforms, MSMEs can connect with potential customers in various walks of life. Digital marketing becomes an efficient tool, allowing MSMEs to promote their product or services at a more affordable cost and measurable result. In addition, with the implementation of digital systems in daily operation, MSMEs can increase efficiency, improve understanding of consumer behavior through data analytics, and design more effective marketing strategies. Although there are obstacles, for example find the difficulties to acquire the appropriate information technology while they were still relatively tiny to access the field's dynamics (Buhalis et al. 2019 in Imaduddin & Jufriadi, 2022). Regarding to limited resources and technological

knowledge, digitalization opens up new opportunities for MSMEs to compete in an increasingly digitally connected business environment.

Website provides great benefits to Micro, Small, and Medium Enterprises (MSMEs). A company that had a website was be looked more professionally from their customers' perspective. Having an online presence through a website expands the visibility of MSMEs, allowing them to reach global markets without geographical boundaries. Websites serve as e-commerce platforms, facilitating online transactions and increasing sales potential. Website as an effective marketing tool, allowing MSMEs to utilize digital marketing strategies to increase visibility and consumer appeal. It also enables direct interaction with customers, strengthening relationships and building trust. Analytical data from websites helps MSMEs understand visitor behaviors, customer preferences, and the performance of their website. Having a website creates a professional image and credibility for MSMEs, helping them face the competition of increasing digitally-connected businesses.

According to Vrontis & Thrassou, (2007) proponents of the standard global marketing strategy believe that customers around the world have similar needs and wants. With the right marketing strategy, eco-prints can appeal to consumers who are looking for unique, quality products that have a positive impact on the environment. Bringing products to international markets is a challenge that requires careful marketing strategies and product adaptation. Technology can also be an important tool in introducing products to international markets. Online marketing and website presence allow products to be reached by consumers around the world.

The previous researchs have been emphasized the use of digital platforms in the MSMEs. According to Imaduddin & Jufriadi, (2022), digital platforms provide convenience and ease that cannot be found in traditional marketing, accessible and practical. Furthermore, according to Putrinda et al., (2022), entrepreneurs, especially MSMEs, need to keep up with technological development in order to compete effectively with competitors. The use of efficient marketing is crucial. For example, the existence of a website can provide comfort and convenience to consumers in the transaction process.

It can be inferred that the emphasis on the use of digital platforms by MSMEs has been highlighted. Digital platforms provide comfort and convenience that cannot be found in traditional marketing, with easy and practical access. MSMEs need to keep up with technology to compete effectively. The integration of digital platforms, especially through websites, connected business competition. Therefore, the researcher developed a website for Cussaybienna MSMEs to provide as wider visibility, allowing MSMEs goal to reach the global market. The digitalization of Cussaybienna can open up new opportunities for MSMEs to compete in an increasingly digitally connected business environment.

In conclusion, promotional media were vital for increasing product awareness and expanding market reach. For MSMEs like Cussaybienna Eco-print, established in 2010 and known for eco-friendly products, a dedicated website was essential to effectively convey detailed messages and engage customers. While previously relying on Instagram and WhatsApp. Website enhanced Cussaybienna's marketing strategy, facilitated online

transactions, and reached a global audience. Moreover, with the trend of digitalisation, it offers cost-effective marketing, better consumer insights, and professional branding. Embracing digital tools enables MSMEs to compete in a connected business environment, opening up new opportunities for growth and market expansion.

METHOD

This research used Design and Development Research (DDR). According to (Richey & Klein, 2007) Design and Development Research is a systematic study of design, development, and evaluation processes to establish an empirical basis for the creation of instructional and non-instructional products and tools and new or enhanced model that govern their development. This DDR uses the ADDIE method with quantitative-qualitative data analysis methods. The ADDIE development research method as the name implies is a model that involves development stages with five steps or phases, such as: analysis, design, development, implementation and evaluation.

The ADDIE model is suitable for website development research because it provides a systematic and sustainable approach. This model provides a systematic and sustainable approach, which later business owners can be able to develop a website that can be connected to e-commerce

1. Analysis:

At the analysis stage, involved a thorough assessment of the business needs of Cussaybienna. This was achieved through structured interviews with the MSME owner, which helped identify the specific requirements for the website, including target audience, content needs, and technical specification. The analysis also covered market research to understand the potential customers base, both locally and internationally, and to identify competitors in the eco-print industry.

2. Design:

At the design stage, the website was designed with a focus on user experience and interface design. The content structure was organized to ensure easy navigation and accessibility, with key sections including the company profile, product catalog, FAQs, and contact information. The visual design of the website was tailored to reflect Cussaybienna's brand identity, incorporating elements that emphasize the eco-friendly and artisanal nature of the products. The choice of colors, fonts, and images was made to create an attractive and professional online presence.

3. Development:

At the development stage, involved the technical creation of the website using WordPress, a flexible and user-friendly content management system. This phase included setting up the website's back-end infrastructure, integrating e-commerce functionalities, and optimizing the site for mobile devices. Content was generated in both Indonesian and English, ensuring that all information was accurate, culturally appropriate, and accessible to the target audience. The development process also involved rigorous testing to identify and fix any technical issues before the website's launch.

4. Implementation:

After the website is fully developed, it is launched and made accessible to the public. The implementation phase includes promoting the website to potential users through various digital channels, such as social media and email marketing. Site performance is closely monitored, and feedback is actively sought from users to identify areas for improvement. This phase also involves training MSME owners and staff on how to manage and update website content, to ensure long-term sustainability.

5. Evaluation:

At the evaluation stage, involved collecting and analyzing feedback from website users. A survey was conducted among 32 respondents, who were asked to rate various aspects of the website, including design, content quality, ease of navigation, and overall user experience. The feedback showed that the website met users' needs and expectations, with 56.3% of respondents expressing high satisfaction with the site. In addition, 59.4% strongly agreed that the website content was informative and useful. Based on this feedback, some minor adjustments were made to further improve the user experience.

FINDING AND DISCUSSION

FINDING

1. Analysis

At the analysis stage, the researcher conducted an interview with the owner of Cussaybienna, on February 29, 2024. The purpose of this interview was to identify and analyze the importance of website-based promotional media for micro, small, and medium enterprises (MSMEs). During the interview, Ms. Nurul as the owner explained the history of cussaybienna, which was founded in 2010. Initially, Cussaybienna started in the patchwork business, but over time it expanded into a batik and eco-print business. The eco-print business has become increasingly recognized, both among the people of Bojonegoro and internationally. Many eco-print buyers even come from the Netherlands, with an average monthly sale of 500 products.

The majority of Cussaybienna's customers are office workers, banks, regional National Craft Council galleries, boutiques, and several district governments. Ms. Nurul Kholifah employs a total of 9 workers, consisting of batik team, 3 eco-print team, and 2 tailors. The promotional media currently used are Instagram, TikTok, Facebook, and WhatsApp. During the pandemic, Cussaybienna relied on Tokopedia as a marketing platform, but it is no longer in use.

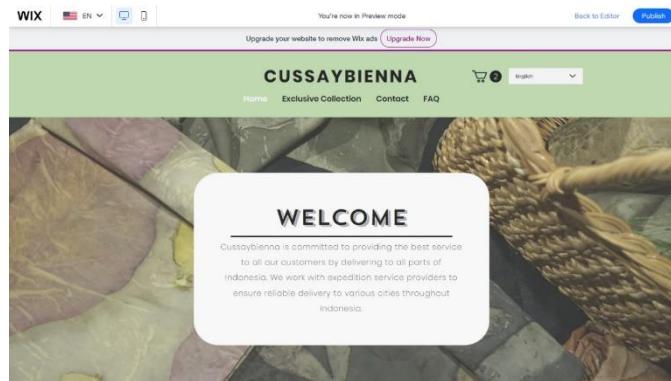
2. Design

At the design stage, the researcher decided to develop a bilingual website available in both Bahasa Indonesian and English. The website is designed to provide a seamless experience for users from different language background. It will include comprehensive information about the company's profile, detailed product descriptions, shipping and return policies, and easily accessible contact details. With

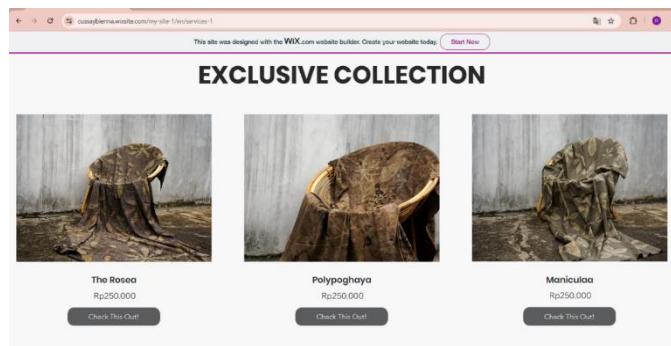
support for two languages, the website aims to make transactions more convenient for customers. Throughout the design process, the researcher engaged in discussions with the business owner and staff to ensure the website meets their needs and expectations effectively.

3. Development

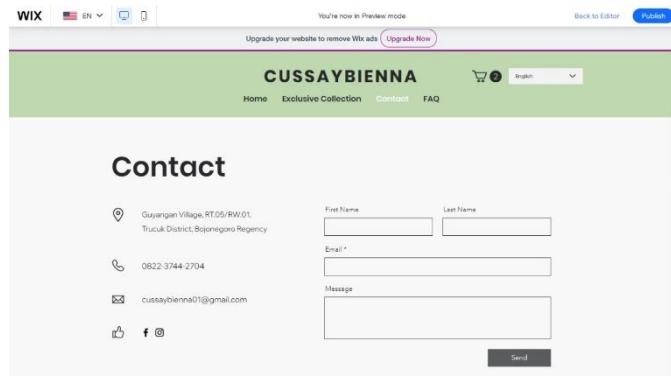
At the development stage, the researcher began creating the website using WIX.com as the platform. The website includes several sections, such as a main page with the history of Cussaybienna, an exclusive product collection, an FAQ section covering shipping policies, tracking, return, and handling damaged goods, and a contact page with the business owner's information. The website supports both Indonesian and English.



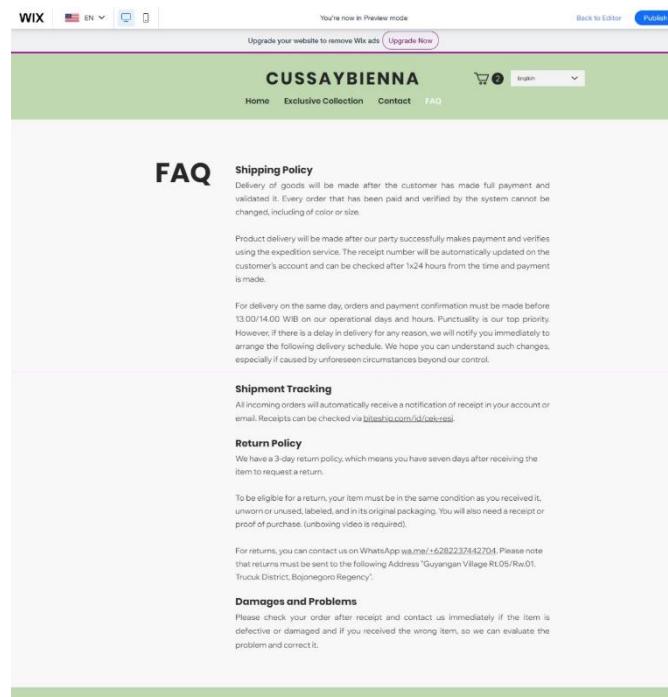
The home page has a simple design, featuring a welcome message and company history, emphasizing dedication and innovation. The website is also mobile-friendly, with content adapted for smaller screens while maintaining the same information as the desktop version.



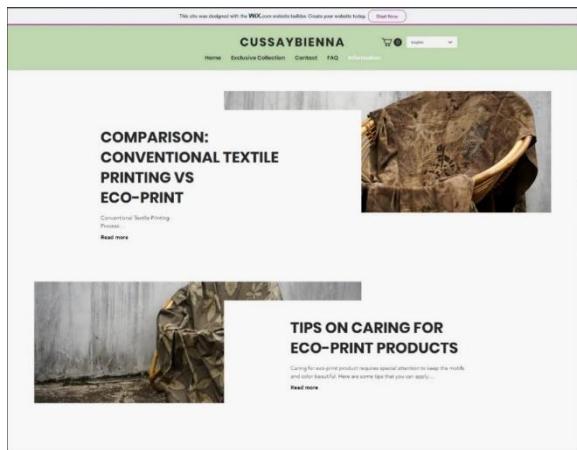
The exclusive collection page displays product images, descriptions, and prices, with a "Check This Out!" button leading to more details and a "Checkout Now" button directing customers to Tokopedia for payment.



The contact page provides essential information such as the business address, the owner's WhatsApp number, email, and links to social media accounts, along with a form for customer inquiries.



The FAQ page offers information on shopping policies, shipment tracking, return processes, and damage handling procedures, helping customers navigate the site and enjoy a smoother shopping experience.



Moreover, the information page presents details about eco-printing, including its environmental benefits, care tips, comparisons with conventional textile printing, and creative ideas for using eco-print fabric. This content aims to raise awareness and inspire customers to make the most of eco-print products.

In conclusion, the researcher corrected errors and shortcomings on the website before launched. The researcher also asks the supervisor to correct the content on the website, including product photos, layout, capitalization, grammar, information provided and vocabulary. This stage was carried out to rearrange each sentence, correcting typing errors and capitalization. Revisions are made by noting errors in each section, then correcting them.

4. Implementation

At the implementation stage, the researcher conducted product validation. Researcher evaluated the website and copywriting to expert according to 5 aspects. The aspects of the website are: Design and Layout, Navigation, Content, Speed and Performance, and Responsive. Furthermore, the aspects of copywriting are: Clarity and Readability, Grammar and Spelling, Engagement and Persuasiveness, Relevance and Consistency, and Originality and Creativity. Each aspect has 4 rating scales (1-4): Excellent, good, fair, and poor. Expert validators in the field of website involve Mr. Alifudin Firdaus as a web developer at Akart Creative Bojonegoro, and Ms. Almas Rizal the lecturer and content writer in Electronic Engineering Study Program.

5. Evaluation

At the evaluation stage, the researcher distributed questionnaires to potential customers on June 21, 2024, to gather feedback on the newly launched website. A total of 32 respondents, aged 16 to 47, participated, with 68,8% female and 31,1 % male.

- Finding the website: 81,3% found the website through friends/family, 12,5% via search engines, and others through social media.

- Ease of finding information: 53,1 % found it very easy, and 15,6% found it somewhat easy to locate information on the site.
- Website design: 53,1% found the design very attractive, 37,5% attractive, and the rest found it somewhat or less attractive.
- Mobile accessibility: 75% rated the website as very responsive and easily accessible on mobile, while 25% found it moderately responsive.
- Content quality: 59,4% rated the content as very informative, and 37,5% rated it informative.
- Website speed: 53,1% found the website very fast, 37,5% fast, and 9,4% rated it moderately fast.
- Photos and product description: 59,4% found them very attractive, while 40,6% found them attractive.
- Technical issues: 68,8% reported no technical issues, while 15,6% experienced occasional issues.
- Bilingual website: 78,1% believed a bilingual website is necessary, and 21,9% considered it possibly necessary.
- Overall satisfaction: 56,3% were very satisfied with the website, and 43,8% were satisfied.

Respondents suggested adding more photos, incorporating widgets for easier purchases, and simplifying the website for elderly users. In conclusion, these improvements could enhance user experience and expand the site's reach.

DISCUSSION

This research uses the design and development research (DDR) method. The DDR method consists of 5 stages: analysis, design, development, implementation and evaluation according to Richey & Klein, (2007). The research aimed to develop a website for eco-print MSMEs in Bojonegoro to introduce the brand to local and global customers. The website facilitated online transaction and provided easy access to the company profile, product catalog, and contact information. At the analysis stage, researchers collected data through interviews with the owner of Cussaybienna, Ms Nurul Kholifah to identify the problem being faced by MSMEs. At the design stage, researchers plan to create a bilingual website with the aim of expanding the market from Cussaybienna, while at the development stage researchers process the data that has been obtained from Cussaybienna then design the website and content that will enter the website. Furthermore, at the implementation stage, researchers invite experts to provide an overall evaluation, field testing was conducted by distributing questionnaires to get opinions and suggestions from respondents to evaluate the website that has been launched.

The result of this research was a bilingual website for Cussaybienna eco-print MSMEs. The website has four pages which include home page that contains a welcome message and history of the establishment of Cussaybienna. Exclusive collection which contains a products photo, product description and the prizes of the product. For the

contact page menu contains an information about business address, owner's WhatsApp number, email, and social media account. In addition, Frequently Asked Questions (FAQ) contains the information about shopping policy, shipment tracking, return policy, and damages and problem. Furthermore, for information page contains an informative content about eco-print. The development of this website refers to the theory proposed by Vossen et al., (2017). The articles reviewed presented a comprehensive view on topics relevant to MSMEs and marketing strategies. According to Putrinda (2022) and Natania & Dwijayanti (2022) highlighted the importance of digital presence for MSMEs, emphasized the critical role of websites and digital platforms in increasing business visibility and customer engagement. They underline how digitalization offers great opportunities for the growth and development of the MSME sector.

The researchers received positive feedback from respondents and experts. The website that has been created for Cussaybienna can be categorized as a good website. This can be proven by most respondents 53,1% stated that the Cussaybienna website has very attractive design. Furthermore, website validation experts assessed that the speed and performance of the website is very fast and responsive without any loading times. In addition, 68,8% of respondents stated that they never experienced technical problems when accessing the Cussaybienna website. Furthermore, 75% of respondents stated that Cussaybienna website is very responsive and easy to access on mobile devices. In addition, 56,3% of respondents opined that they are very satisfied with the website. However, experts stated that the payment feature is still not available.

The researcher created website content with a bilingual concept. In order to provide facilities for local and foreign customers to access this website. In terms of content, experts and respondents gave satisfactory scores. This can be proven by most respondents 59,4% strongly agreed with the question of the quality of content available on the Cussaybienna website its very informative. In addition, 59,4% of respondents stated that the product photos and product description displayed were very attractive. Moreover, 78,1% of respondents stated that a bilingual website in a company or business is needed. Expert stated that the content of the website has a good writing style, the sentences are generally easy to understand. However, the content provided has sentences that are too long so it is risky to be ambiguous but overall the website content has good diction.

CONCLUSION

The development of a bilingual website for Cussaybienna MSMEs in Bojonegoro represents a significant step forward in the company's digital marketing strategy. The website successfully addressed the company's need for a more effective online presence by providing a platform that is both informative and user-friendly. The high satisfaction rates among users indicate that the website meets the expectations of its target audience, both in terms of content quality and overall user experience.

This study demonstrates the importance of a well-designed website in enhancing the market reach and operational efficiency of MSMEs, particularly those in niche industries like eco-print. By embracing digital tools and platforms, Cussaybienna has

positioned itself to compete more effectively in an increasingly globalized market. The findings also suggest that ongoing efforts to maintain and update the website will be crucial to sustaining its success over the long term.

Future research could explore the impact of additional digital marketing strategies, such as social media integration and targeted advertising, to further enhance the website's effectiveness. Additionally, the potential for expanding the website's functionalities, such as adding a blog or customer review section, could be considered to increase user engagement and provide more value to customers.

REFERENCES

Falgenti, K., & Pahlevi, S. M. (2013). Evaluasi Kesuksesan Sistem Informasi ERP pada Usaha Kecil Menengah Studi Kasus: Implementasi SAP B1 di PT. CP. *Jurnal Manajemen Teknologi*, 12(2), 161-183.

Hikmah, A. R., & Retnasari, D. (2021). *Ecoprint sebagai alternatif peluang usaha fashion yang ramah lingkungan*. Universitas Negeri Yogyakarta, 16(1).

Imaduddin, I., & Jufriadi, J. (2022). Digital Platforms for Small and Medium-Sized Enterprises: Some Practical Implications. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 9(1), 175–186.

Natania, A. T., & Dwijayanti, R. (2023). Pemanfaatan Platform Digital Sebagai Sarana Pemasaran Bagi UMKM. *Jurnal Pendidikan Tata Niaga (JPTN)*, 11(3), 343-350.

Putrinda, T., Widjanarko, S. N., & Zahar, I. (2022). Making of MSME Website Design as a Means of Digital Marketing in Tangerang Regency. *Asian Journal of Community Services*, 1(4), 129–136.

Richey, R. C., & Klein, J. D. (2007). *Design and development research: Methods, strategies, and issues*. Lawrence Erlbaum Assoc.

Vrontis, D., & Thrassou, A. (2007). Adaptation vs. standardization in international marketing—the country-of-origin effect. *Innovative Marketing*, 3(4), 7–20.