

## **Bilingual Website and E-Catalogue to Support Micro, Small Medium Enterprises Handmade Woven Bag**

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### **ABSTRACT**

Tas Anyaman Mba Ratna, an MSME in Kediri Regency, has strong local and international market potential but faces challenges due to limited digital knowledge and resources. To address this, a bilingual website and e-catalogue (Indonesian-English) were developed to enhance market reach and product visibility. The development process began with needs analysis through social media observation and interviews with the owners. Based on this, an attractive and responsive design was created, integrated with social media and marketplaces. The final platform features a business profile, product catalogue, gallery, and contact details in two languages. Evaluation by 30 potential users showed high satisfaction, with a 4.67 average score (93.48%), highlighting ease of access, informativeness, and appealing design. Suggestions included adding more product variations and enhancing e-commerce functions. Overall, this digital tool effectively supports Tas Anyaman Mba Ratna in expanding their market and competing globally.

**Keywords:** Bilingual Website, E-Catalogue, MSME, Marketplace

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## **INTRODUCTION**

A bilingual website is an online platform that provides information in two languages and serves as an effective marketing communication tool (Kirdkoh, 2019). The use of bilingual websites can increase customer trust, professionalism, and product accessibility, especially for MSMEs' process, context, commerce, connection, communication, content, community, and customization (Almeghari, 2018). Language is a primary factor influencing all of these elements, both in interactive and non-interactive communications (Taanonen, 2014). Therefore, bilingual websites are highly relevant and appropriate for MSMEs seeking to expand their market reach internationally.

Furthermore, as a complement to the bilingual website, the e-catalog plays an important role in digital marketing. The e-catalog contains a comprehensive list of products, including names, prices, specifications, and product descriptions (Yulius et al., 2020). The presence of an e-catalog facilitates consumers in selecting products and assists business

actors in clearly and regularly conveying product information through digital platforms (Nurfauziah et al., 2023). The integration of the e-catalog with the bilingual website at Tas Anyaman Mba Ratna contributes to increasing product attractiveness and building consumer trust by presenting high-quality photos and detailed descriptions.

Understanding the role of MSMEs is also essential in this context, as MSMEs are independent business units with limited capital and labor, classified into micro, small, and medium enterprises based on capital and annual turnover (Arifin et al., 2021). MSMEs significantly contribute to Indonesia's economic growth, particularly through job creation and equitable economic welfare distribution (Sari et al., 2025). Tas Anyaman Mba Ratna exemplifies an MSME that leverages local skills in producing traditional woven bags, contributing to both regional and national economic development through product exports.

In addition, to strengthen MSMEs' digital presence, marketplaces function as virtual platforms connecting buyers and sellers online, offering convenience and efficiency compared to traditional markets (Prihastomo et al., 2018). Marketplaces provide opportunities for MSMEs to expand their market access both locally and internationally and optimize the selling and distribution processes. Marketplace owners facilitate transaction spaces without directly handling the products, thus simplifying and accelerating trading processes.

Moreover, several previous studies have examined various aspects of digital marketing development for MSMEs. According to Fajarini & Musyarofah (2021) developed an interactive digital catalog as an informative and engaging learning media. According to Augustine & Sembiring (2021) built a bilingual website for a language tutoring center, which expanded consumer reach using two languages. According to Putrinda et al. (2022) successfully designed an effective bilingual website to increase sales for an MSME in Tangerang. According to used digital e-catalogs to broaden market access at the local and national levels results in increased transactions. According to Winendra et al. (2024) focused specifically on the development of a bilingual website for an eco-print MSME to penetrate international markets, receiving positive consumer feedback. Meanwhile, demonstrated the effectiveness of monolingual websites in expanding national market reach.

Overall, these studies confirm that the use of bilingual websites and e-catalogs is an effective digital marketing strategy. However, many existing studies have a limited scope, focusing mainly on local and national market penetration. This study differs by focusing on the development of a bilingual website and e-catalog for Tas Anyaman Mba Ratna to expand market reach to international levels and address the challenges of digital technology adoption and optimal foreign language use among MSMEs in Kediri.

## **METHOD**

This study used the Design and Development Research (DDR) methodology to develop a bilingual website and e-catalog for Tas Anyaman Mba Ratna MSME in Kediri. The DDR method is a systematic approach that focuses on the design, development, and evaluation of new products and improvements to existing ones (Vinet & Zhdanov, 2011).

This study also adopted the ADDIE model, which consists of five sequential stages: Analysis, Design, Development, Implementation, and Evaluation. The ADDIE model was chosen for its flexibility and suitability for producing bilingual websites and e-catalogs to expand market reach.

### **1. Analysis**

In the Analysis stage, researchers identified problems and needs through indirect observation on social media platforms such as Instagram and WhatsApp, as well as direct observation at Tas Anyaman Mba Ratna store. Direct interviews with the owner of Tas Anyaman Mba Ratna were conducted to explore the business background, production process, sales conditions, and challenges faced. The analysis revealed that the store's product display was poorly organized, and a physical catalog was unavailable. Therefore, creating an e-catalog was deemed essential to facilitate consumer product selection and expand market reach internationally.

### **2. Design**

The Design stage included planning the site's layout and content, including the creation of main pages such as Home, About, Catalog, Gallery, Blog, Contact, and FAQ. This design was conducted using the Figma application, which supports real-time team collaboration and resulted in a structured design, emphasizing ease of navigation, color choices that represent environmentally friendly products, the use of easy-to-read fonts, and visual support in the form of product photos.

### **3. Development**

In the Development stage, researchers collaborated with professional developers to realize the design. Content was created in Indonesian and translated into English, and the translation was double-checked for accuracy. Furthermore, researchers produced a promotional video with sound editing, background sound, English voice-over, and Indonesian subtitles to support visual product promotion.

### **4. Implementation:**

The Implementation stage involved product validation by IT and language experts and field testing with MSME owners to obtain feedback and perceptions regarding website usage. This feedback served as evaluation material for product refinement before its official launch.

### **5. Evaluation**

The Evaluation stage involved launching the website online and distributing a questionnaire to 30 potential user respondents via Google Forms. The questionnaire used a 5-point Likert scale to measure satisfaction, ease of use, and the suitability of the bilingual website's content and design. The evaluation data assessed the product's effectiveness in meeting user needs.

## **FINDING AND DISCUSSION**

### **FINDING**

#### **1. Analysis**

In the analysis stage, the researcher conducted social media and store observations and interviews with the owner of Tas Anyaman Mba Ratna to identify the need for developing a bilingual website and e-catalog. Observation findings indicated simple and unprofessional product promotions, resulting in limited market reach, and an unorganized product layout in the store. Interview findings with the business owner revealed limitations in managing social media and the need for a bilingual platform to expand the market and enhance brand image. Website and e-catalog development are considered effective solutions to support the local and international marketing of this MSME.

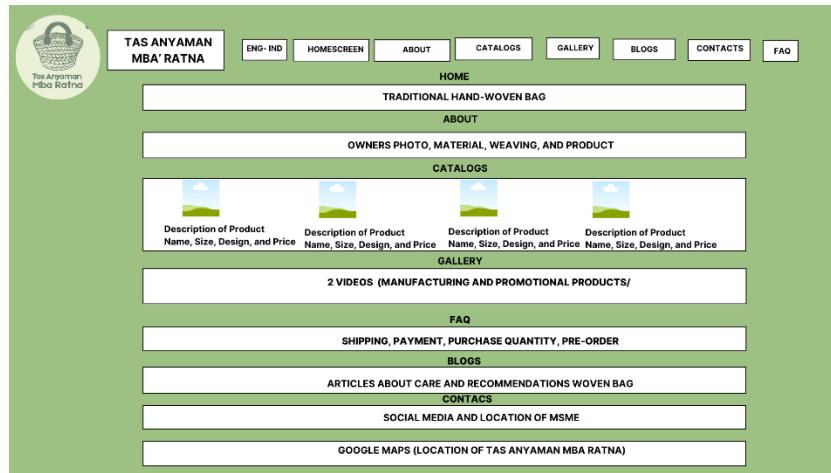
#### **2. Design**

In the design stage, the researcher designed website navigation with seven main pages: Home, About, Catalog, Gallery, Blog, Contact, and Q&A. The Home page contains brief information about Tas Anyaman Mba Ratna, while the About page contains the owner's profile and an explanation of the production process. The Catalog page displays product photos, complete with descriptions and an order cart facility. The Gallery page presents two videos showing the products and their manufacturing process. The Blog page contains additional articles related to the products, while the Contact page provides social media information, email, operating hours, and the company address. The Q&A page contains frequently asked questions regarding ordering, shipping, and other policies. This navigation design was created to facilitate visitors in accessing information systematically and structured according to the results of the previous analysis.

#### **3. Development**

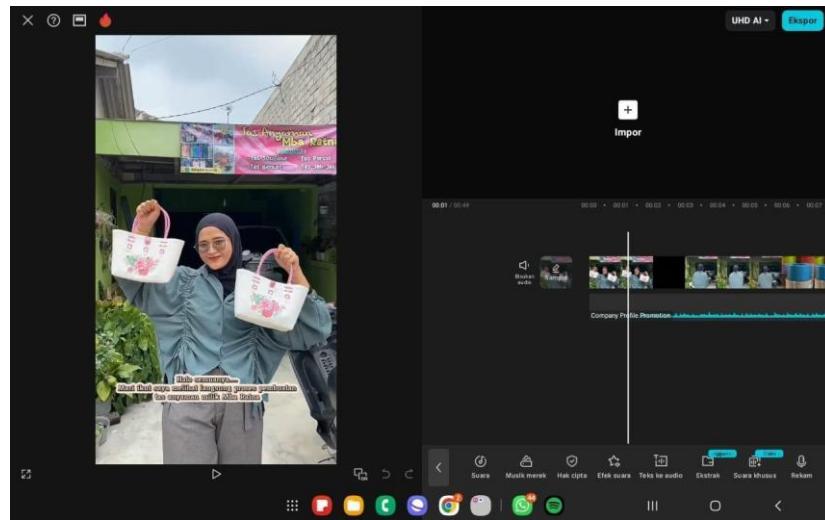
The development stage consists of three stages: pre-production, production, and post-production.

- a. In the pre-production stage, the researcher coordinated with the website developer regarding content placement, templates, font colors, navigation, language features, Google Maps, order buttons, and product catalog settings so that the website functions optimally as a digital promotional medium for Tas Anyaman Mba Ratna.



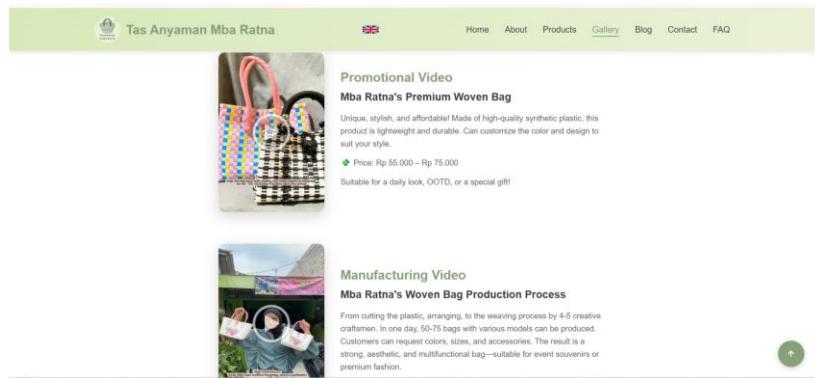
The layout of the bilingual website for Tas Anyaman Mba Ratna, designed using the Canva app. This layout features a navigation structure with main menus such as Home, About, Products, Gallery, Blog, Contact, and FAQ, making it easy for visitors to access information in a systematic and structured manner.

- b. During the production stage, the researcher compiled and edited website content using Google Docs and the Grammarly tool to ensure clarity and consistency in both Indonesian and English. Furthermore, product photos were taken and edited, as well as promotional videos and product manufacturing processes, edited with the CapCut app to enhance visual appeal. Supporting articles were also compiled, paying attention to grammar and writing style.



The video editing process of making woven bags was carried out using the CapCut application, with the addition of instrumental background music "company profile" to improve the quality and appeal of the video.

- c. In the post-production stage, website quality testing, layout, and content revisions were conducted based on input from the owner and mentor, and grammar and layout corrections were made using Grammarly. One important revision was rearranging the videos on the Gallery page for a clearer and more informative display. This process ensured that the Tas Anyaman Mba Ratna website was ready to be used as an effective digital promotional and sales tool.



The revised layout of the Tas Anyaman Mba Ratna website gallery rearranged the two videos that were previously side by side to appear sequentially with the addition of short captions, so that the display is clearer and the content is more informative. The conclusion from the development stage is that the process of creating the Tas Anyaman Mba Ratna website included coordination with developers, compiling and editing bilingual content, creating and editing product photos and videos, and revising them based on input from the owner and mentors. This stage successfully produced a functional, attractive, and informative website that supports effective digital promotion and expands the woven product market locally and internationally.

#### 4. Implementation

During the implementation stage, the bilingual website Tas Anyaman Mba Ratna was completed and tested on a limited basis with business owners. The website and e-catalog were deemed comprehensive, easy to understand, interactive, and supported professional product marketing. Validation by MSME experts covered aspects of website accessibility, speed, appearance, navigation, and functionality with a score of 78 (Good category), although a minor bug was found in the language switching feature that needed to be fixed. Validation of the language content by an English lecturer assessed grammar, translation, diction, and consistency with a score of 80 (Good category), with suggestions for improving sentence structure. Owners were given training on website usage and management and advised to promote the website link through social media to expand market reach.

#### 5. Evaluation

During the evaluation stage, a survey was distributed to customers and potential customers. The trial involved distributing the website link for customer access. The field test

involved 30 respondents from local customers, predominantly aged 19–24. Data was collected through a Google Forms questionnaire that evaluated two categories: website and content. The overall average score was 4.67, or 93.4% (Very Good). The highest-scoring aspects were the clarity and concreteness of product information and the support of visual content such as photos and videos (4.74). Additionally, ease of access to product information, interactive services such as WhatsApp, and clear language also received high scores (4.70). The lowest score was for the appropriateness of terms to product image (4.48), which remained in the Good category. Respondents suggested adding promotional videos for each bag type and organizing the catalog in slide format to make it more attractive and informative.

In conclusion, this website has fulfilled the functional and informative aspects with a high level of user satisfaction, but needs improvement in visual presentation to increase user comfort and appeal.

## DISCUSSION

This research successfully developed a bilingual website and e-catalog that significantly increased the accessibility and effectiveness of Tas Anyaman Mba Ratna product promotion in local and international markets. The use of Indonesian and English facilitates clear user access to information, while the integration of visual content and social media enhances appeal and interactivity. These findings are significant because they support the digitalization of MSMEs, which can expand market reach beyond geographic boundaries. Lusiana (2020) stated that the use of two languages on MSME websites significantly increases information accessibility and expands the market. They also support user-needs-based approaches, such as the ADDIE model found in Augustine & Sembiring (2021) and Putrinda et al. (2022). However, this research differs from previous studies, which used only one language and focused on the local market, by featuring a modern, responsive design and integration across social media platforms.

Limitations of this study include the lack of an integrated marketplace feature, which requires manual transactions via WhatsApp. Furthermore, a bug in the language change button disrupts the consistency of the bilingual functionality. This aligns with Weglot's (2023) findings regarding bugs caused by plugin and cache conflicts that require further attention. For further development, marketplace management training is recommended to integrate Shopee or Tokopedia to facilitate direct transactions on the website, as well as technical improvements to the language features to enhance stability and user experience. According to Adepoju et al. (2020), improving usability is crucial for maximizing website satisfaction and effectiveness. With these measures, this study strengthens the digitalization of MSME marketing globally and provides a tangible contribution to digital promotion strategies in the era of globalization.

## CONCLUSION

This research successfully developed a bilingual website and e-catalog for Tas Anyaman Mba Ratna using the Design and Development Research (DDR) model through

five ADDIE stages: analysis, design, development, implementation, and evaluation. During the analysis stage, social media observations and interviews with MSME owners identified business needs and challenges. The design stage included the creation of a website model, content, and bilingual catalog, as well as navigation, color scheme, and layout. After development, experts validated the website and content, resulting in revisions before final evaluation. User testing with 30 local respondents via Google Forms demonstrated that the website effectively provided information about Tas Anyaman Mba Ratna and facilitated customer access. This website can expand its market reach internationally.

Further researchers are advised to consider integrating more complex features, such as an integrated marketplace and technical optimization, to enhance the functionality of the digital product. Finally, collaboration with experts in other fields, such as graphic design and multimedia, is also recommended so that the resulting product is not only functional but also visually appealing, so that it can attract customers.

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