

# Developing a Bilingual Website for Jodipan Kampung Warna Warni

Original Article

**Syafika Shalshabilla Syani<sup>1\*</sup>, Pritantina Yuni Lestari<sup>2</sup>, Mariana Ulfah Hoesny<sup>3</sup>**

<sup>1-3</sup>English for Business and Professional Communication Study Program, Department of Business Administration, State Polytechnic of Malang, Indonesia  
Email: <sup>1)</sup> [syafikashalshabilla@gmail.com](mailto:syafikashalshabilla@gmail.com)

**Received : 20 December - 2024**

**Accepted : 25 January - 2025**

**Published online : 28 January - 2025**

## Abstract

Jodipan Kampung Warna-Warni is a popular tourist destination in Malang, Indonesia, known for the uniqueness and beauty of its colorful buildings. This research focuses on developing a bilingual website for Jodipan Kampung Warna-Warni (KWWJ). The main objective of this research is to develop a bilingual website for Jodipan Kampung Warna-Warni to both local and international tourist through effective digital media. The website also utilizes both Indonesian and English languages. The research employed the Design and Development and Development Research (DDR) method, which includes five steps: analysis, design, development, implementation, and evaluation. Data were gathered through documentation, observation, interviews, and questionnaires. The product was validated by language and IT expert to ensure its quality. The evaluation results indicate that the bilingual website, designed effectively for informational and promotional purposes, meets the standards for high-quality, well-designed site. This conclusion is based on positive feedback collected through questionnaires distributed to both local and international potential customers, showing that the website met the criteria for a well-designed platform suitable for publication. Users appreciated the ease of navigation, clarity of information, and interactive features. Consequently, this bilingual website is expected to serve as a model for other tourist destinations in leveraging digital technology for more effective promotion.

**Keywords:** Bilingual, Website, Jodipan Kampung Warna Warni.

## 1. Introduction

Website is a collection of pages used to display information in the form of text, images, animations, sounds, or a combination of these, both in static and dynamic nature, forming a cohesive and interconnected series, each linked through a relevant network. A website is a number of web pages that have interrelated topics between one page and another, which are usually placed on a web server that can be accessed via the internet network or local area network (LAN) (Susilowati & Widiana, 2019). Websites have become very crucial in marketing strategies in this digital era. The digitization of sales through a website not only facilitates promotional activities but also presents significant opportunities for expanding market share. Especially in the tourism sector. By providing a globally accessible platform, websites allow companies to reach a wider audience, and engage with potential customers or visitors.

According to the data from Badan Pusat Statistik, the number of foreign visitors who came to Indonesia in 2023 reached 1,07 million. It could be said that tourism in Indonesia is a potential sector to attract visitors. With the existence of bilingual websites for foreign tourists at tourist attractions, the opportunity to attract more visitors becomes greater. Bilingual websites have important role in the tourism sector by catering to diverse and international



audiences. The implementation of bilingual websites addresses the growing trend of international tourism, facilitating effective communication and fostering a positive and inclusive image for the destination. This approach is particularly relevant for Malang. Malang, a city known for its scenic landscapes and cultural heritage, holds significant potential for tourism development. With its picturesque mountains, lush gardens, and historical sites, Malang offers a diverse range of attractions that can appeal to both domestic and international visitors.

One notable example is Jodipan, also recognized as Kampung Warna-Warni, precisely located on Jalan Ir. H. Juanda No. 9 RT 9 RW 2, Jodipan, Blimbing District, Malang City. Famous for its bright and lively colors, Jodipan Kampung Warna Warni is a village where houses are painted in various shades. In 2016, students from the University of Muhammadiyah Malang worked with a paint company on a program called Corporate Social Responsibility (CSR) and got official recognition in 2017.

According to Badan Kesatuan Bangsa dan Politik Malang, Mayor Mochamad Anton, declared the place as a cultural and tourist landmark in Malang. The attractions in Jodipan Kampung Warna Warni include colorful spots. To experience the charm of Colorful Jodipan, admission tickets are affordably priced at Rp 5,000 for local tourists and Rp 10,000 for international tourists. The village is open to visitors from 7 am to 5 pm. The researcher chose Jodipan Kampung Warna Warni because of its extraordinary attraction to foreign tourist. With colorful mural artworks painting every inch of the village, it offers not just a beautiful sight but also an inspiring story of transformation.

The researcher did the observation accompanied by Mr. Parin, the head of the local community, to see condition of Jodipan Kampung Warna Warni. There has been a significant decrease in the number of local visitors post-COVID-19. This is also due to the fact that the current marketing method for Jodipan Warna Warni Village is inadequate, because there is no attractive promotional media that suits the preferences of the millennial generation. The community only utilizes several promotional media, including Instagram and Tiktok. Furthermore, the use of social media is insufficiently informative in conveying relevant information.

Based on the problem explained above, Jodipan Kampung Warna Warni is a tourism destination that also serves as a business to support the financial income of local residents, so Jodipan Kampung Warna Warni need to have develop a bilingual website but the functionality of this website is limited to providing information.

The development of a bilingual website linked to Jodipan Kampung Warna Warni's social media such as Instagram, has potentially enhanced Jodipan Kampung Warna Warni attractiveness, resulting in increased numbers of local and international tourist. Developing a website is essential because it provides accessible information. Unlike social media, a website can organize information into categories, such as history, events, making it easier for users to navigate and find what they need. Additionally, a website can incorporate multiple language, like Bahasa Indonesia and English, to cater to both local and international tourist. The website use Bahasa Indonesia because it is the national language of Indonesia. Moreover, this website is also provided in English to accommodate the international visitors.

This study aims to develop a bilingual website for Jodipan Kampung Warna Warni and linked to social media. The website is expected to attract more tourists as well as provide more comprehensive information about Jodipan Kampung Warna Warni.

The main objective of this study is to develop a bilingual website that offers convenient access for visitors who are interested in exploring Kampung Warna Warni Jodipan. The website is designed to utilize both Indonesian and English languages, aiming to present

thorough information about every facility in Jodipan Kampung Warna Warni. It comprises essential pages, including Home, Tips, Gallery, Contact, and FAQ, to ensure a comprehensive understanding of the attractions.

## 2. Literature Review

### 2.1. Tourism

Tourism is a temporary travel activity conducted from the primary place of residence to a destination, with the primary objective of exploration, leisure, vacation, and other purposes, rather than settling down or earning a living (Meyers, 2009). In accordance with the UNWTO's definition, tourism is characterized as the activities of individuals journeying to and residing in locations beyond their habitual surroundings for a period not exceeding one consecutive year, encompassing leisure, business, and various other purposes. Furthermore, tourism involves the action and process of dedicating time away from one's residence to seek recreation, relaxation, and enjoyment, making use of the accessible commercial services. Based on the several definitions, it can be concluded that tourism is an undertaking carried out by an individual or a group through a brief visit to a specific destination.

Jodipan Kampung Warna Warni is not considered a conventional or traditional type of tourism. Instead, it aligns more with tourism initiatives that emphasize lifestyle and social interaction through social media. Therefore, it can be said that Kampung Warna Warni does not fall into the category of conventional tourism but rather leans towards a type of tourist attractions city tour that focuses on the experiences and interactions of the community through tourists' activities on social media.

Tourism attractions at a place may be crowned with observable elements such as landscapes, aged artifacts. These tours are typically organized to provide visitors with an overview of the city's notable sites and points of interest, which might include:

- a. Historical Sites: Buildings, monuments, and areas of historical significance.
- b. Cultural Landmarks: Museums, galleries, theaters, and cultural centers.
- c. Architectural Highlights: Notable buildings, bridges, and other architectural feats.
- d. Popular Destinations: Well-known parks, squares, shopping districts, and entertainment areas.

In simple terms, a tourism attraction is anything that causes people or groups of individuals to go out there as it seems important including scenic viewpoints, historical relics and specific events (Warpani & Warpani, 2007). The purpose of a city tour is to help tourists explore and experience the city's main attractions efficiently and gain a comprehensive understanding of its history, culture, and unique features. Therefore, Jodipan Kampung Warna Warni is considered a city tour destination because it is one of the icons of Malang.

### 2.2. Websites

A website is a collection of web pages containing information that web users can access over the Internet. The website has proliferated and become a vital facility to help tourists get information about exploration and tourist options. Specifically dedicated to the travel sector, a tourism website caters to users by providing valuable travel-related information. There are various types of websites. Jodipan Kampung Warna Warni's website falls into the category of informative tourism websites among various types of websites. The development phase's objective is to create and validate specific educational materials. The evolution of websites is attributed to advancements in information technology and increased globalization. Progress in information technology and economic globalization has led to the emergence of various

textual forms, including websites. To be considered high-quality, a website must possess exceptional content and a user-friendly design. Therefore, a website's success relies on the seamless integration of its content and ease of use.

Criteria for a good travel and vacation information website can be condensed into several key points (Syarif, 2019):

a. Credibility

Credibility is emphasized through dedicated efforts to create an appealing appearance on the website. Beyond design, regular content updates, including review articles, are crucial for assessing the relevance of information. Consistent content updates serve as an indicator of effective and professional site management. Additionally, the credibility of a travel site can be measured through the presence of affiliate links.

b. Factual and Accurate Information

A quality travel website provides clear directions, often incorporating location maps such as Google Maps, facilitating travel planning.

The site may offer cost guides to assist with expenditure during vacations. Some travel sites provide ticket purchasing services, allowing users to compare prices with other travel sites for fair assessment.

c. High Web Traffic

The need for a lively travel website is quite understandable as it offers the scope of gathering practical knowledge from various regions, on each kind of destination which are classified according to the budget. Inclusion of User Generated Content (UGC) considerably enhances the user experience providing real life experiences from people who have traveled to a certain location. Therefore, a live website not only acts as an informative approach but also channels user experience in knowledge sharing while building up an engaging environment for travelers to search for travel information.

d. Inclusion of Visuals

Highly-monetized websites often fill their content with more supporting images/videos to maintain a high level of substance. Images support the information given and they also create more trust to a website. Conversely, sites that lack fully featured visual collections may reduce the integrity and attractiveness that builds user interest in additional guidance. Hence, having images and videos in it will play a significant role in providing good visual content of the website.

### 2.3. Bilingual Websites

A bilingual website is a digital platform with information presented in two languages, serving as an effective means to share information with others. Bilingual website serves as an efficient method to promote a company's business. A website is a connected group of web pages hosted on the same server, containing information provided by individuals, groups, or organizations. Normally stored on at least one web server, it can be accessed through the Internet or a local area network (LAN) using a URL. The combined term for all publicly accessible websites on the Internet is the World Wide Web, often abbreviated as WWW. (Muntoha, 2015). In the realm of successful business presence, a bilingual website plays a crucial role, attracting more customers, fostering trust, and contributing to increased income.

In conclusion, a bilingual website is a powerful tool for businesses, offering a seamless way to communicate and share information with a broader audience. By presenting content in two languages, it enhances the accessibility and appeal of a company's offerings, fostering trust and engagement with a diverse customer base. As part of the larger World Wide Web, a bilingual website not only promotes a business's presence online but also plays a vital role in

driving customer growth and increasing revenue, underscoring its importance in the digital age.

## 2.4. Translation

Translation involves converting written or spoken words from one language to another, with the goal of maintaining the meaning, style, and purpose of the original content. Translation is the replacement of textual material in one language by equivalent textual material in another language. According to Brislin (1976), translation is described as the process of moving thoughts and ideas from one language to another, encompassing both written and spoken forms. While, translation is a natural rendering that reads as if the text was originally composed in the target language. The grammar and vocabulary used in this translation are familiar and do not appear awkward.

In the translation process, different techniques are employed to attain specific objectives. One well-known model in translation is by Newmark (2003) comprising eight distinct methods. These approach offers various ways to translate texts, including literal translation, selective translation, word-for-word translation, free translation, imitative translation, adaptive translation, communicative translation, and idiomatic translation. Utilizing this framework allows the researcher to select the most appropriate method based on the context and purpose of their translation.

### 1. Word-for-word

Word-for-word is primarily used for two aims: to understand the structure and the mechanics of the source language or as a first step to decrypting a complex text before doing the real translation. This method is indicated by direct translation of each word from the source language directly to the target language.

### 2. Literal translation

Literal translation is indicated by converting the grammatical structures of the source language into the closest structures in the target language.

### 3. Faithful translation

Faithful translation is an attempt to convey the contextual meaning of the original text accurately but only by preserving its original grammatical structures.

### 4. Semantic translation

Semantic translation doesn't seem to work for this case honestly, which is around more or less inattention. This tendency is when less significant cultural words are substituted with culturally neutral ones that are not directly related to the language by a third party or functional equivalent.

### 5. Adaptation translation

Adaption translation is a procedure in which the culture of SL is transferred to TL and thus rewriting requires.

### 6. Free translation

The goal of free translation is to maintain the core values and message you are delivering from the source text by leaving its form and style as they should be. It focuses on communicating the meaning of a text rather than its wording or structure.

### 7. Idiomatic translation

Idiomatic translation focuses on conveying the general message of the original text, with the possibility of changing subtle meanings by choosing colloquial expressions and idioms that may not be present in the original text.

### 8. Communicative translation

Communicative translation aims to accurately communicate the specific contextual meaning of the original text in a way that is easily understood and culturally acceptable. The

main objective is to achieve effective communication by tailoring the translation to resonate with the target audience, considering both content and language.

The researcher employed the word-for-word translation method, a technique that involves directly translating each word from the source language, Bahasa Indonesia, into the target language. This method ensures that the structure and meaning of the original text are preserved as closely as possible. By maintaining the exact phrasing and terminology of the source language, the researcher aimed to retain the cultural nuances and context inherent in the original content.

## 2.5. Review of Previous Research

There were seven previous studies conducted by some researchers. The previous studies were connected to the current research and proved to be very helpful for the researcher to better understand the product developed in this study.

The first previous research was conducted by Augustine and Sembiring (2021) with the title "Creating a Bilingual Website for Bimbingan Belajar Smart Club". This study outlines the process of developing a bilingual website for an educational center in Bandung, Indonesia, aiming to reach both Indonesian and non-Indonesian students. The qualitative research method was employed to provide insights into the steps and considerations involved in creating a bilingual website. The data collection involved observation and interviews, incorporating theories related to websites, bilingualism, and website content writing. Three generators were utilized in building the website: GitHub for forking the template, Netlify for hosting files and adding a custom domain, and Forestry for code-free website editing. The research also emphasizes the importance of creating bilingual websites in the education sector to overcome language barriers and reach a broader audience.

The second research was conducted by Haykal (2020) on designing and developing web-based tourism in the Department of Tourism and Culture in Pidie Refency. The author has built a site with an eye to fostering visits to Pidie district. The result of this study is several pages Main system page, Priority Menu, Travel Destination Page, Attraction Description Pages, Culinary Pages, Culture Page, Event, Admin Login Page, Admin Dashboard Page, Manage Attractions, add tourist attractions. The research employed the waterfall system testing method and utilized the System Usability Scale (SUS) method for evaluation.

The third research was conducted by Kralisch (2005), titled "The Impact of Language on Website use and user satisfactions: Project Description". This article concentrated on a study that aimed to explore the impact of language on users' information-seeking and access on websites. Furthermore, the research investigated visitor satisfaction in navigating the website. The main goal of this study was to assess the degree to which language might have hindered the effective communication of information to readers and to propose solutions to alleviate or minimize these barriers.

The fourth research was conducted by Almeghari (2018) titled "Attracting International Audience Through Website's Multilingualism" which aimed to investigate the influence of a website's multilingualism, a component of the website localization process, on international online visibility. The primary objective was to attract a global audience for retailers. The findings indicated a positive impact on attracting relevant international audiences, increasing international web traffic. Notably, both the previous and current research shared a commonality in using more than one language. In this research, the current research found the similarity that both previous and current research used more than one language.

The fifth study was conducted by Ardhiyani and Mulyono (2018) titled "Analysis and System Design Web Based Tourism Information as a Promotional Media in the district Tebo". The primary objective of this study is to analyze and create a web-based tourism information

system for promotional purposes in Tebo regency. The development of the website involved the utilization of PHP and MySQL as the programming language. Additionally, the research employed an object-based system analysis model, including Use Case Diagram, Class Diagram, and Activity Diagram. The web-based system features up-to-date information about the Ministry of Youth and Sport, profiles, galleries, and tourist attractions in Tebo district.

The sixth research was conducted by Herwindiati and Maupa (2022), titled “The Effects of Tourism Web Development on Prospective Travelers by Considering Persuasive and Liking Principles.” This study aims to build a tourism website with the objective of influencing user perception and becoming the preferred choice among users. Furthermore, the aim is to create a favorable mental image of content related to tourist destinations presented through the tourism website. The construction of a responsive tourism website in this study involves employing general methods and techniques, such as fluid grid layouts and media queries for screen resolution. Data collection from participants, acting as respondents, is conducted through a questionnaire utilizing a rating scale. The analysis employs criteria based on the persuasive index and liking index. The principles of persuasion and likability are well applied in designing the website. The research results in a tourism website tested by both internal users (alpha testing) and external users (beta testing).

The seventh previous research was conducted by Noya et al. (2021), about website design as a means of promoting Lembah island tourism. This research used website as a platform for destination promotion, featuring content such as images, videos, activities, products, and the route to navigate Lembah Island. The research utilized the RAD (Rapid Application Development) method, resulting in a two-page website: the first page served as a promotional tool for the tourist spot, while the second page functioned as an administrator page. Bilingual functionality (Indonesian and English) was incorporated to aid foreign visitors in accessing information about the tourist attractions. Similar to the prior research, the current study also employs a bilingual website (Indonesian and English) with the shared objective of attracting more visitors to the destination.

In conclusion, while the previous studies and the current research share a common focus on developing bilingual websites and promoting tourist attractions, there are distinct differences in methodology scope. The previous studies predominantly utilized various website generators like GitHub, Netlify, and Forestry, while the current research employed the Laravel framework, offering a more tailored approach to website development. Additionally, while both the current and prior studies emphasize the importance of multilingual websites for enhancing user experience and attracting visitors, the current research distinguishes itself by focusing specifically on promoting a single tourist attraction and using qualitative methods for a deeper analysis. These methodological differences underscore the unique contributions of the current research, particularly in its approach to website development and promotion strategies.

### 3. Methods

#### 3.1. Research Design

The research design of this study involves the use of Design and Development Research (DDR). Design and Development Research projects are grounded in the concept that design and development practices are empirical (Klein & Richey, 2007). DDR makes use of the procedure with five stages - analysis, design, development implementation and evaluation. Therefore, a website designed with Analyze-Design-Develop-Implement-Evaluate (ADDIE) was created for Jodipan Kampung Warna Warni. The researcher used the ADDIE model in

designing experiences which describes a systematic process (commonly used framework for instructional design) to create meaningful learning opportunities. Initially, the analysis phase focuses on identifying the target audience, understanding their needs and preferences, and defining the website's objectives. Subsequently, in the design phase, a blueprint for the website's structure, content, and visual elements is crafted. The development phase involves constructing the website based on the design specifications, incorporating features such as public facilities, attractions, and contact information. This study can be categorized as Descriptive Developmental Research (DDR) because it involves the development of a concrete product, a bilingual website.



**Figure 1. The procedures of Design and Development Research by Richey and Klein Invalid source specified**

### 3.2. Research Procedure

In this research, the researcher followed the five stages of the DDR procedure which consist of Analysis, Design, Development, and Evaluation.

#### 3.2.1. Analysis

In the analysis phase, the researcher carried out document analysis using online sources and social media platforms like Instagram and Facebook. Additionally, observational methods were employed by physically exploring the Jodipan Kampung Warna Warni area to assess its actual conditions and surroundings. To identify existing deficiencies, the researcher conducted comprehensive interviews with the head of the local community in Jodipan Kampung Warna Warni, Mr. Parin. This approach was pursued to gain insights into aspects that, when addressed in website improvement, could enhance user experience and fulfill the defined objectives. The analysis results reveal the absence of a website, especially one that is bilingual for international tourists. Moreover, it was identified that developing a website in both English and Bahasa Indonesia is crucial to ensure maximum convenience and understanding for foreign visitors. This is essential to make all information about Jodipan Kampung Warna Warni accessible and comprehensible for all visitors, eliminating language barriers.

#### 3.2.2. Design

The second procedure is design. In the design stage, the researcher focuses on developing solutions to address the deficiencies identified based on the outcomes of the analysis phase. The proposed solution is to create a bilingual website that supports both Indonesian and English. This website includes a detailed description of Jodipan Kampung Warna Warni, along with information about the facilities available to visitors. All descriptions are presented in both Indonesian and English languages. To achieve the bilingual description, the researcher used the word-for-word translation method, preserving the source language (Bahasa Indonesia) in the target text. Additionally, the researcher utilized communicative translation as a strategy to translate the Jodipan description text from Indonesian to English, ensuring the target text is more easily understandable for readers. By offering language

options, visitors with diverse language backgrounds can comprehend and engage with the website more effectively, thereby enhancing accessibility and overall user experience.

Nowadays, websites are crucial to keep visitors well-informed. The website is structured for convenient access, incorporating a user-friendly navigation system and intuitive operation to enhance visitor satisfaction. The researcher formulated a website plan and outlined its content, each feature includes the following details: Home page provides an overview and history of Jodipan, highlights some facilities, explains the community board structure, and provides information on operating hours and admission ticket prices. And to connect all social media including the Jodipan Kampung Warna-Warni website, the researcher also uses Linktree as a connecting tool.

### **3.2.3. Development**

The third procedure is development. In this research, the researcher developed a bilingual website for Jodipan Kampung Warna Warni, in English and Indonesian. The researcher collaborated with IT experts to develop this website, the IT expert is a student majoring in D4 Informatics Malang State Polytechnic. The website development process utilized the Laravel framework as the platform. The advantages of the Laravel framework include its open-source nature, the presence of the Blade template, comprehensive documentation, high security, and a database migration feature that facilitates web development. During the development, the researcher completed the content writing, incorporating descriptions and information about Jodipan Kampung Warna Warni into the website. Additionally, the researcher worked on the website's design, including the template, colors, fonts, icon pictures, etc. The final stage researcher sought approval from Jodipan Kampung Warna Warni before proceeding to the next step. The researcher also uses Linktree as a tool to connect to all social media

### **3.2.4. Implementation**

In the implementation stage, the researcher gave the website a final touch and test it. The menus on the website were finalized using the prepared menus, and a check was conducted to ensure that all the menus function as expected. The researcher also began implementing the website among the audience. The researcher distributed questionnaires through the website link, containing questions regarding the website's quality and the design of information descriptions. These questionnaires were randomly given to individuals and visitors at Jodipan Kampung Warna Warni. The purpose of this questionnaire distribution was to assess the website's effectiveness, focusing on the clarity of information and overall appeal.

### **3.2.5. Evaluation**

The final procedure was evaluation. During this phase, the researcher assessed the products using the feedback and suggestions gathered from the questionnaire. The goal was to improve the products, making them more understandable, engaging, and acceptable. Following the evaluation, the researcher presented the products to Jodipan Kampung Warna Warni. To ensure the quality and accuracy of a website, the researchers also incorporated specialized validators tasked with assessing language and functionality. The evaluation rubric for gauging website performance encompasses the assessment of language and functionality aspects, such as information accuracy, language clarity, device responsiveness, and readability. These validators played a crucial role in ensuring that the website adhered to quality standards and delivered an optimal user experience.

### 3.3. Research Setting

This research was conducted at Jodipan Kampung Warna Warni, which is situated in the heart of Malang, East Java, Indonesia, specifically at Jalan Ir. H. Juanda No. 9 RT 9 RW 2, Jodipan, Blimbing District, City of Malang. This captivating village was easily accessible, with Gatot Subroto Street located approximately 3 minutes from Malang City Square and only 2 minutes from Malang Station. The respondents for the research were local visitors, international visitors, and potential visitors of Jodipan Kampung Warna Warni.

### 3.4. Method of Data Collection

In the development of a bilingual website, the researcher employed qualitative data collection methods, including questionnaires, interviews, and surveys. The detailed process involved:

#### a. Documents Analysis

For the initial data collection, the researcher conducted document analysis through the internet and social media platforms such as Instagram, Facebook, and TikTok of Jodipan Kampung Warna Warni, the researcher uses a checklist as the instrument. Documents analysis is included in the analysis stage.

#### b. Observation

Physical conditions and existing issues in Jodipan Kampung Warna Warni were observed, and the researcher documented each spot with photographs as references for designing the website (see the Appendix 3). The researcher uses a checklist as the instrument. Observation is included in the analysis stage.

#### c. Interview

An interview session was held with Mr. Parin, the head of the Jodipan Kampung Warna Warni community. The interview covered comprehensive information about the tourist destination, including facilities, history, and promotional strategies employed by Jodipan Kampung Warna Warni. The interview indicated a decline in visitor numbers due to the Covid-19 pandemic, leading Jodipan Kampung Warna Warni to adapt its promotional efforts on platforms like TikTok and Instagram to effectively engage with the audience. The researcher recorded the interview results during the session and uses checklist for the instrument. Interview is included in the analysis stage.

#### d. Distributing Questionnaires

The final data collection method involved distributing questionnaires through Google Form to the audience. The questionnaires were prepared in Indonesian for local visitors and English for international visitors. Respondents included local visitors, international individuals, and potential Jodipan visitors. The questionnaire results served as the content for developing the bilingual website. Before distributing the website, the researcher ensured its relevance. Validation by experts was deemed necessary, so the researcher provided an assessment rubric that was used as the basis to assess the website and its language by a computer expert and a lecturer from the English Department. Distributing Questionnaires is included in the evaluation stage.

### 3.5. Product Specification

The product of this research was the Jodipan Kampung Warna Warni website in two languages. This bilingual website was written in Indonesian and English. This bilingual website was designed to present detailed and comprehensive information about Jodipan Kampung Warna Warni, enhancing its informativeness. The website's content includes sections such as the home page with images, videos, entrance ticket prices, and contact details. Additionally, there is an "About Us" page with subpages for profiles and history, detailing

general information and background about Jodipan Kampung Warna Warni. The Facilities page outlines various amenities such as parking areas, toilets, photo spots, and food courts. Another section covers the community's management structure. A Gallery page showcases image and video galleries, while the Contact page offers details on the destination's address, opening hours, contact number, and social media accounts. An FAQ page addresses common visitor inquiries. The website also features a map indicating Jodipan Kampung Warna Warni location. The design incorporated colors representing Jodipan Kampung Warna Warni.

## 4. Results and Discussion

### 4.1. Research Results

#### 4.1.1. Presentation of Product Development Process

There were five stages implemented to develop a bilingual website to attract visitors to Jodipan Kampung Warna Warni. In this procedure, the researcher detailed the product development process using the ADDIE model, which consists of Analysis, Design, Development, Implementation, and Evaluation phases. The ADDIE method was the main framework guiding the product's creation, and the process was illustrated through the example of the developed website. Each of the five stages analysis, design, development, implementation, and evaluation are elaborated upon in the following sections.

#### A. Analysis

During this stage, the researcher carried out preliminary research to identify and confirm the needs and areas for improvement at Jodipan Kampung Warna Warni, which were essential for designing and developing the products. Data was collected through document analysis, observation, and interviews. The findings from this data collection are detailed below.

##### 1) Documents analysis

The first data that the researcher got was from documents analysis through the internet. Firstly, the researcher was searching for information about the website of Jodipan Kampung Warna Warni on the internet. Only some blogspot information was found from external parties or individuals, but the information provided did not provide specific information to visitors. The website also only uses Indonesian, even though the visitors who come are only local visitors but also many foreign visitors.

Secondly, the researcher sought information through Jodipan Kampung Warna Warni's social media platforms, including Instagram, and TikTok. It was discovered that Jodipan Kampung Warna Warni maintains active Instagram and TikTok accounts, which provide comprehensive information about the tourist attraction. Furthermore, these social media channels serve as promotional tools that successfully attract a large number of visitors.

##### 2) Observation

The second step involved direct observation. The researcher sent a permission letter to Mr. Parin, the head and the leader of the Jodipan Kampung Warna Warni community, to initiate the observation process. The observation took place on March 16, 2024, at Jodipan Kampung Warna Warni. Through direct observation, the researcher aimed to gain a deeper understanding of the actual conditions, facilities, activities, and surroundings of Jodipan Kampung Warna Warni. This direct observation is essential for identifying potential issues and the need for website development. Also, the researcher noted from social media observations that Jodipan Kampung Warna Warni did not have a website. The researcher used a checklist. The results of the researcher's observation revealed that Jodipan Kampung Warna

Warni is equipped with several facilities, including a parking area, toilets, a mosque, photo spots, a food court, all of which are managed independently by the local residents.

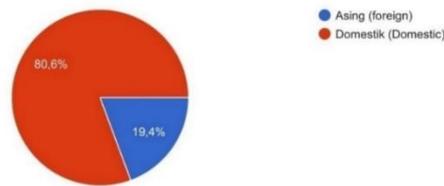
3) Interview Result

The next step involved conducting interviews. The first interview was with Mr. Parin, the head and leader of the Jodipan Kampung Warna Warni community, on January 13, 2024. The purpose of this interview was to gather data about the history and detailed information of Jodipan Kampung Warna Warni. The interview revealed that the tourist attraction uses several promotional media, such as Instagram, TikTok, and Facebook, but does not have an official website. Mr Parin expressed the need for a bilingual website, as many visitors are from abroad. He emphasized that a website is necessary to provide better descriptions and more detailed information, including ticket prices, facilities, and a location map of Jodipan Kampung Warna Warni. Then, the second interviewee was conducted with Mr. Parin on March 16, to discuss the history and pioneers Jodipan.

4) Questionnaires Result

The last step was distributing questionnaires which was distributed from 16th July, 2024, to 18th July, 2024. Several questions were included in the questionnaire to serve as a guide for developing a bilingual website for Jodipan Colorful Village. The questionnaire was provided in both Indonesian and English languages, targeting local and foreign audiences respectively. A total of 62 respondents participated, consisting of 50 Indonesians and 12 international tourists from other countries. Additionally, the questionnaire, administered via Google Forms, comprised five questions specifically addressing the bilingual website of Jodipan Kampung Warna Warni.

Apakah anda wisatawan asing atau domestik? (Are you foreign or domestic tourist?)



**Figure 1. Pie Chart about Local and International Respondent**

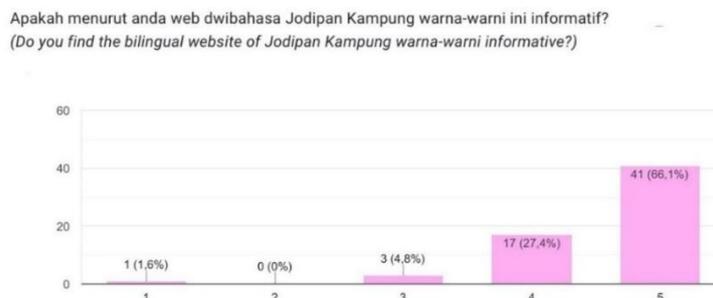
Figure 1 shows the distribution between local and international respondents. According to the chart, (80.6%) of the respondents were local, while (19.4%) were international. The total of 62 respondents accounts for 100% of the sample.

Kota atau Negara Asal (City or Country of Origin)



**Figure 2. The Origin form**

Based on Figure 2, the majority of local respondents were from Malang and nearby areas, including Surabaya, Madiun, Batu, Gresik, Sidoarjo, Pasuruan, Jember, and Kediri. Additionally, there were respondents from outside Java Island, including Batam, Samarinda, Balikpapan, and Palembang. International respondents came from Spain, the U.S., the Philippines, Singapore, and the UK.



**Figure 3 Respondents' opinion about the informative website**

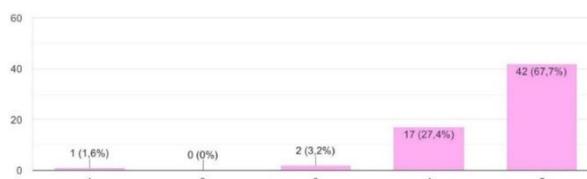
Figure 3 shows that there were 41 people, representing (66.1%) respondents filled strongly agree regarding the website's informativeness, 17 people, or (27.4%), agreed that the website is informative. Additionally, 3 people, representing (4.8%), rated it as neutral. One person disagreed with the statement that the website is informative.



**Figure 4. Respondents' opinion about the usability of the website**

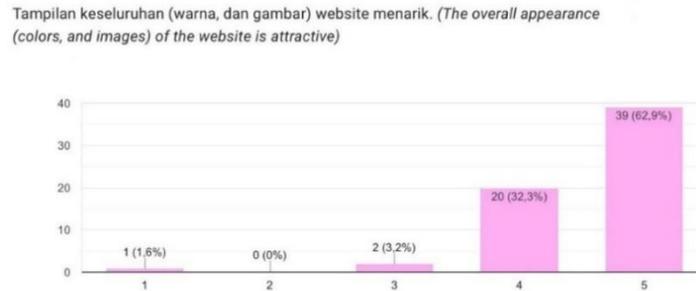
As displayed in figure 4, most respondents strongly agreed that the bilingual website provides clear, detailed, and understandable information about the location, facilities, and attractions, and that all features on the website are easily accessible, with (54.8%) supporting this view. Additionally, 26 with (41.9%) respondents agreed with this statement, one respondent chose neutral, and one respondent disagreed.

Tautan dalam informasi kontak dapat diklik dan mengarah langsung ke profil media sosial. (The links in the contact information are clickable and lead directly to social media profiles)



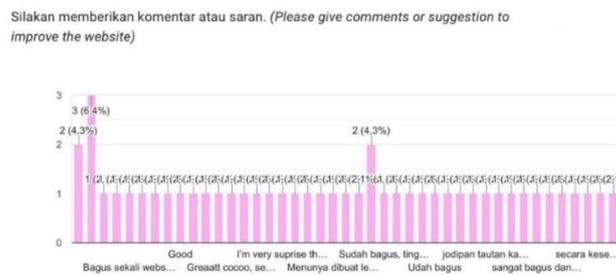
**Figure 5. Respondents' opinion about the contact information of the website**

As displayed in figure 5, most respondents strongly agreed that the contact information links are clickable and directly lead to social media, with 42 respondents (67.7%) supporting this. Additionally, 17 respondents (27.4%) also strongly agreed. Two respondents chose neutral, and one person disagreed.



**Figure 6. Respondents' opinion about the overall appearance of the website**

Figure 6 shows that there were 39 people, representing (62.9%) respondents filled strongly agree regarding the website's appearance, 20 people, or (32.3%), agreed that the website is attractive. Additionally, 2 people, representing (3.2%), rated it as neutral. One person disagreed with the statement that the website is attractive.



**Figure 7. Respondents' comments and suggestion of the website**

As displayed in figure 7, some of the feedback and suggestions received included comments such as, "I was pleasantly surprised to find such a website; it was incredibly helpful for gathering information for my trip to Malang," "The color palette is delightful and perfectly captures the vibrant spirit of the place. Well done!" and "The website is very informative and thorough, with pictures available so both foreign and local visitors can learn about the colorful village of Jodipan before visiting."

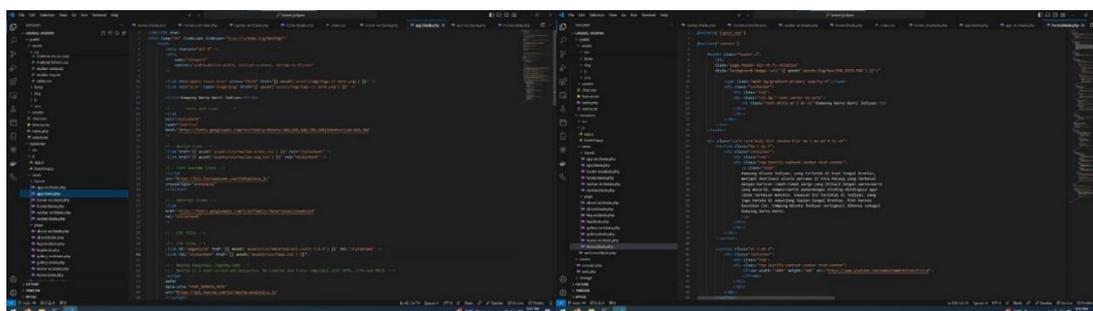
**B. Design**

The next step was designing the website. The researcher created a bilingual website in Indonesian and English, with two main sections for each language. The website includes various menus and sub-menus, such as Home, Gallery, Tips, About Us and FAQ. Each section provides comprehensive information about Jodipan Kampung Warna Warni. Additionally, the website also incorporates a video featuring a brief tour and includes testimonials from both local and international tourist, which were filmed and edited directly by the researcher, also a map is included to display the location of the tourist attraction. The researcher also consolidated all social media platforms, including the Jodipan bilingual website, into one place using Linktree, so all the social media accounts are interconnected.

The researcher collected the information for the website through internet searches and an interview with Mr. Parin, the head of the Jodipan Kampung Warna Warni community. Photos and videos were sourced directly from an observation survey.

### C. Development

In the next phase of development, the researcher proceeded to create a bilingual website using Laravel framework and my.id hosting. This choice was motivated by the domain's emphasis on local identity, improved availability, cost-effectiveness, specialized support for the local market, and its role in fostering digital patriotism in Indonesia. Using the Laravel framework offers benefits such as strong security measures, optimized performance through caching features, scalability to manage higher volumes of traffic and data, ongoing support from a vibrant developer community, and a rich array of built-in tools and libraries that enable rapid customization and development.



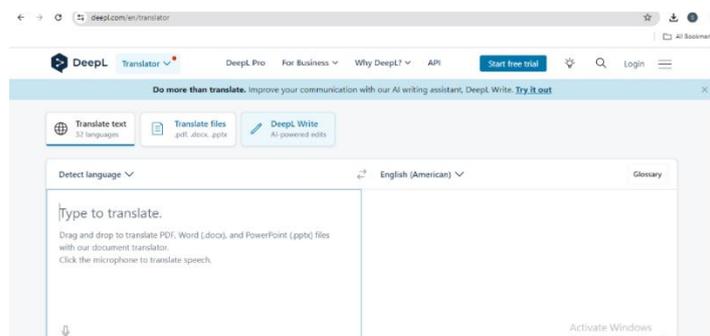
**Figure 8. Coding process of creating website**

The next step involved creating descriptions for the website content. Initially, the researcher authored descriptions in Indonesian for each page of the Jodipan Kampung Warna-Warni website, which were then translated into English using DeepL.

DeepL was chosen as an online CAT tool accessible at <https://www.deepl.com/>, facilitating efficient translation processes. Here are the steps undertaken using DeepL during the development phase:

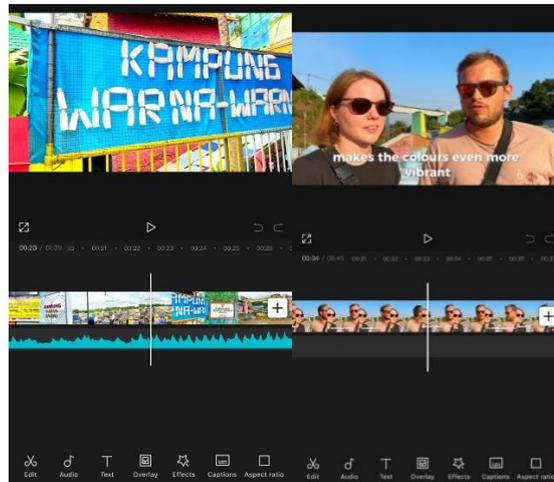
- a) The researcher logged into <https://www.deepl.com/> using Google Mail.
- b) They began a new translation project by selecting "create a new translation."
- c) They specified Indonesian as the source language and English as the target language.
- d) The researcher proceeded with the translation process.

After completing the translation, the researcher reviewed the translated sentences for accuracy.



**Figure 9. Translating Process Using DeepL**

Once all website descriptions were translated, researchers began enhancing the visual content by editing images and videos obtained during the on-site survey using Capcut, an editing application, to increase the website's appeal.



**Figure 10. Editing Photos and Video by using CapCut**

The next step after completing the website was to set up hosting, which is essential for making the site publicly accessible. This was done to ensure that potential visitors to Jodipan Kampung Warna Warni could view the site. For this research, the hosting provider chosen was <https://jodipanwarnawarni.my.id/> as it offered the best prices for website hosting. Also, the researcher chose the duration of the hosting package to be one year.



**Figure 11. Display of the website**

At the conclusion of these steps, to ensure the website meets its standards, it underwent expert validation involving two specialists: a language expert and an IT expert. This validation process took place on July 2, 2024. The researcher prepared a questionnaire using Google Form and distributed the link via WhatsApp. Experts evaluated the website by assigning scores to each questionnaire item, using a scale ranging from 1 to 5, where 1 indicates "Strongly disagree," 2 denotes "Disagree," 3 indicates "Indecisive," 4 represents "Agree," and 5 signifies "Strongly agree."

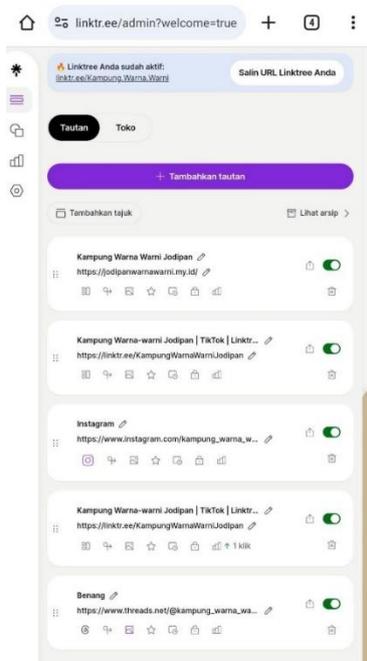


Figure 12. The displayed of the Linktree

Once everything was completed, the researcher created a Linktree that includes all the social media profile links for Jodipan Kampung Warna Warni, such as tiktok, instagram, and the bilingual Jodipan Kampung Warna Warni website. This was done to unify all the links and ensure they are interconnected.

1) Language Expert Validation

The language validator was Maya Fauzia, S.Pd., M, a lecturer at the State Polytechnic of Malang (refer to her CV in the Appendix for more details). The expert examined the accuracy, fluency, and quality of the translation to ensure that the messages are conveyed on the website can be easily understood by international visitors. The results of the language expert's validation are as follows:

Table 1. The Result of Language Expert Validation

No	Criteria	Grade				
		1	2	3	4	5
1.	The website's description is clear, appealing, informative, and easy to understand.				√	
2.	The punctuation and capitalization in English and Indonesian description are appropriately applied.					√
3.	The spelling of each word on the website in Indonesian and English language is accurate.					√
4.	The English and Indonesian description is grammatically correct.					√
5.	The selection of words in the content is accurate.				√	
<b>Total Score</b>		<b>23</b>				
<b>Average</b>		<b>4.6</b>				
<b>Percentage</b>		$\frac{23}{5 \times 5} \times 100\% = 92\%$				

Note:

- 1. Strongly Disagree      3. Indecisive      5. Strongly Agree
- 2. Disagree                4. Agree

The language validation results showed that the questionnaires scored a total of 23, with an average of 5 points and a 92% success rate. This indicates that the website meets the criteria for publication. The validator confirmed that the English and Indonesian descriptions were grammatically correct and found the bilingual content informative. She also agreed that the images used accurately represented the content.

## 2) IT Expert Validation

The IT validator was Moch Irfan Rafif, alumni of the Malang State Polytechnic Information Technology Department. Currently he works at Delta HQ Pte. Ltd as frontend developer (refer to her CV in the Appendix for more details). The result of the expert validation can be seen below.

**Table 2. The Result of IT Expert Validation**

No	Criteria	Grade				
		1	2	3	4	5
1.	The website is easy to access, can be opened easily, and is compatible with Google Chrome and other internet browsers.					√
2.	The navigation system (menu and sub-menu) on the website can be easily understood.					√
3.	The language switcher button is noticeable and is accessible.					√
4.	The theme color of the website is interesting and appropriate to the style of Jodipan Kampung Warna-Warni.				√	
5.	The font used on the website can be easily and comfortably read.					√
<b>Total Score</b>		<b>24</b>				
<b>Average</b>		<b>4.8</b>				
<b>Percentage</b>		$\frac{24}{5 \times 5} \times 100\% = 96\%$				

Note:

1. Strongly Disagree    3. Indecisive    5. Strongly Agree  
 2. Disagree              4. Agree

The IT experts' validation results for the bilingual website of Jodipan Kampung Warna-Warni, developed by the researcher, show that the researcher achieved a score of 96%. This score is considered excellent and meets the criteria for a bilingual website. Additionally, the validation indicates positive outcomes in terms of website accessibility and appealing features. These validation results highlight significant advancements in website development. The aspects of accessibility and attractive features received positive evaluations. Visitors can effortlessly switch between English and Indonesian languages and appreciate the engaging features showcased on the website. The IT expert strongly affirmed that the website fulfilled all criteria. Nevertheless, he confirmed that the menu's attractiveness could be improved. Additionally, he acknowledged that the website's layout could effectively captivate visitors to explore its contents.

## D. Implementation

The next step, following the completion of the development stage and expert validation process, was to publish the website. The researcher conducted a field test on 16th July 2024 using Google Forms, sharing the form link via WhatsApp and Instagram for 50 local and 12 international respondents. During the field test, respondents are required to provide responses and feedback regarding the website's usability, navigation system, and design. The outcomes of the field test surveys from both local and international participants are presented in Tables 3.

**Table 3. Local and International Respondent Response Result**

No.	Criteria	Grade					Average
		1	2	3	4	5	
1.	Do you find the bilingual website of Jodipan Kampung warna-warni informative?	1 (1.6%)	0	3 (4.8%)	17 (27.4%)	41 (66.1%)	4,6
2.	The bilingual website's content provides clear, detailed, and understandable information about the location, facilities, and attractions at Kampung Warna-Warni. Additionally, all features on the website are easily accessible.	1 (1.6%)	0	1 (1.6%)	26 (41.9%)	34 (54.8%)	4,5
3.	The links in the contact information are clickable and lead directly to social media profiles.	1 (1.6%)	0	2 (3.2%)	17 (27.4%)	42 (67.7%)	4,6
4.	The overall appearance (colors, and images) of the website is attractive.	1 (1.6%)	0	2 (3.2%)	20 (32.3%)	39 (62.9%)	4,5
5.	Do you think this bilingual website can be beneficial in persuading potential visitors to visit Kampung Warna-Warni Jodipan?	0	1 (1.6%)	0	24 (38.7%)	37 (59.7%)	4,6
Total							22,8
Percentage: $\frac{22,8}{5 \times 5} \times 100\% = 91,2\%$							

Note:

1. Strongly Disagree    3. Neutral    5. Strongly Agree  
 2. Disagree    4. Agree

Based on the results from the questionnaire, the researcher concluded that, out of 62 respondents, the majority indicated that the website met the criteria for a good website for both local and international users. The overall satisfaction percentage reached 91.2% out of 100%. Importantly, most respondents either strongly agreed or agreed with the criteria. However, a few respondents strongly disagreed with certain aspects. As shown in the table, there was a single respondent, representing 1.4%, who strongly disagreed. Additionally, some respondents expressed disagreement with specific aspects of the website.

### E. Evaluation

In this evaluation phase, the researcher assessed the website after it was tested by the public in a field trial. The questionnaire results were used to enhance the website's quality. There were also several suggestions and comments from both local and international respondents. The first suggestion is to improve the placement of the facility website description, to be positioned before the video. Another suggestion is to optimize the website for mobile devices to facilitate visitors or potential visitors when accessing the website. However, most respondents stated that the website is informative and engaging. For international respondents, the website's results are excellent for obtaining information about the Jodipan Kampung Warna Warni. Therefore, it can be concluded that the website meets all criteria and can help attract visitors to the Jodipan Kampung Warna Warni.

## 4.2. Discussion

In this research, the framework outlined by Richey and Klein (2014) was utilized, encompassing five developmental phases: Analysis, Design, Development, Implementation, and Evaluation. The researcher analyzed the findings related to the bilingual website, evaluating its alignment with relevant theories and prior studies, identifying its strengths and weaknesses, and proposing potential solutions to any issues identified.

The website is started with the Home page which is made especially to briefly welcome the visitors. This page is based on several elements, but the most important part which attracts the attention is the main content. The main goal of the Home page is to cover the most required material of the site as well as introduce the visitors to the complex. About the Home page, elements used to represent the most relevant and convincing content, including visitor videos, a short tour video, business hours, ticket prices, how to get there through parking, map, and facilities in Jodipan Kampung Warna Warni. The Home page design uses a pink tone, as this area's design is the core feature of the vibrant, colorful, and cheerful tone of Jodipan Kampung Warna Warni.

The second page of the website is the Gallery, which displays photo spots and images of social activities at Jodipan Kampung Warna Warni. The third page, Tips, provides useful advice for visiting Jodipan Kampung Warna Warni as well as general travel tips, aiming to offer visitors valuable information for their visit. The fourth page, About Us, includes the history of Jodipan Kampung Warna Warni's establishment, along with the names and roles of the founders. The final page is the FAQ section, designed to address commonly asked questions and provide their answers. Additionally, at the bottom of each page, active platforms related to Jodipan Kampung Warna Warni are listed along with their addresses.

The research findings on website development revealed that, while the website had a strong foundation, additional improvements were needed to enhance visitor satisfaction. To improve the quality of the website, several areas required focused attention. Firstly, the informativeness of the website needs enhancement to offer visitors more comprehensive and detailed information about Jodipan Kampung Warna Warni. Expanding the content with thorough explanations and a more complete overview would enhance the visitor experience and address their curiosity. Second, the design aspect requires attention. Although the current design demonstrates commendable effort, a more visually engaging design could capture visitors' interest and encourage further exploration.

Previous research conducted by Haykal (2020) produced similar results in promoting tourism attractions. This research emphasized that web-based information systems, which include text and images, are effective media. Haykal's study used methods such as literature review, interviews, and observation for data collection, and employed the waterfall system testing method and the System Usability Scale (SUS) for evaluation.

Similarly, Almeghari (2018) investigated the impact of multilingualism on international online visibility as part of the website localization process. The primary objective was to attract a global audience, and the findings indicated a positive impact on attracting relevant international visitors and increasing global web traffic. Both Hani's research and the current study share the common feature of using multiple languages.

Additionally, simplifying the design is necessary to ensure that visitors can easily access the information they seek. User-friendly navigation will reduce obstacles and provide a smoother browsing experience. This research underscores the importance of continuous development and enhancement of the website. By improving informativeness, visual appeal, and navigation, the website can offer a more satisfying experience for its visitors. Continued

efforts in these areas will help ensure that the Jodipan Kampung Warna Warni website remains relevant and effectively meets visitors' needs and expectations.

## 5. Conclusion

In this research, an informative website for Jodipan Kampung Warna Warni was developed using the Design Development Research (DDR) approach, which integrates the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) model. The study's findings demonstrate that the DDR method is highly effective in creating a responsive and informative website tailored to the needs of Jodipan Kampung Warna Warni, enhancing user satisfaction.

The final project aimed to develop a bilingual website to attract visitors to visit Jodipan Kampung Warna Warni, providing both local and international visitors with easy access to comprehensive information about the area. Completed over seven months, from January to July 2024, the project resulted in a bilingual website that meets high-quality standards.

The research process encompasses five key stages: analysis, design, development, implementation, and evaluation. Initially, the researcher conducted an analysis to determine the need for a bilingual website for Jodipan Kampung Warna Warni. In the design phase, collaboration with IT experts led to the development of a website design that met project requirements.

The development stage involved creating bilingual content and enhancing the website's visual appeal through image and video editing. The website was then developed in partnership with IT professionals. In the implementation stage, after validation by language and IT experts, the website was launched for public use, and field testing was carried out to collect user feedback. The final evaluation confirmed that the website effectively attracts both local and international visitors.

Future research can address the limitations identified in this study, particularly in developing bilingual websites. Researchers should enhance website development skills, focus on SEO for better visibility, and improve content creation. Jodipan Kampung Warna Warni can attract more visitors by regularly updating website content and providing English language training for staff. English Department students researching similar topics should master website design, content creation, and image editing while maintaining a structured timeline and ensuring precise language use to engage a diverse audience.

## 6. References

- Almeghari, H. (2018). *Attracting International Audience Through Website's Multilingualism: Finnish e-retailing industry*.
- Ardhiyani, R. P., & Mulyono, H. (2018). Analisis dan perancangan sistem informasi pariwisata berbasis web sebagai media promosi pada Kabupaten Tebo. *Jurnal Manajemen Sistem Informasi*, 3(1), 952–972.
- Augustine, A. B., & Sembiring, B. (2021). Creating a Bilingual Website for Bimbingan Belajar Smart Club. *English Education: Journal of English Teaching and Research*, 6(2), 149–163.
- Brislin, R. W. (1976). Comparative research methodology: Cross-cultural studies. *International Journal of Psychology*, 11(3), 215–229.
- Haykal, M. (2020). *Perancangan Dan Pembuatan Sistem Informasi Wisata Berbasis Website Di Dinas Pariwisata Dan Kebudayaan Kabupaten Pidie*. UIN Ar-Raniry Banda Aceh.
- Herwindiati, D. E., & Maupa, H. (2022). The Effects of Tourism Web Development on

- Prospective Travelers by Considering Persuasive and Liking Principles. *International Journal of Social Science and Business*, 6(4), 574–584.
- Klein, J., & Richey, R. (2007). Design and development research. *Mahwah, New Jersey: Lawrence Erlbaum Associates*.
- Kralisch, A. (2005). Koöppen, V.(2005). The Impact of Language on Website Use and User Satisfaction Project Description. *Proceedings of the European Conference on Information Systems (ECIS 2005)*.
- Meyers, K. (2009). Pengertian Pariwisata. *Jakarta: Unesco Office*.
- Muntoha, M. (2015). Pemanfaatan Situs Web Sebagai Sarana Promosi Desasongbanyu, Kecamatan Giri Subo, Gunung Kidul, Daerah Istimewa Yogyakarta. *AJIE (Asian Journal of Innovation and Entrepreneurship)*, 4(03), 172–176.
- Newmark, P. (2003). *A textbook of translation*.
- Noya, D. S., Langi, H. S., & Doringin, F. J. (2021). Rancang Bangun Website Sebagai Sarana Promosi Wisata Pulau Lembeh. *Prosiding Industrial Research Workshop and National Seminar*, 12, 595–599.
- Richey, R. C., & Klein, J. D. (2014). *Design and development research: Methods, strategies, and issues*. Routledge.
- Susilowati, S., & Widiani, R. (2019). Penerapan Website Sistem Pengajuan Cuti Pegawai Pada Kantor Kecamatan Ciawi Bogor. *J-SAKTI (Jurnal Sains Komputer Dan Informatika)*, 3(2), 327–336.
- Syarif, A. (2019). Minat Masyarakat Berolahraga Rekreasi Di Kegiatan Car Free Day Di Kota Palangka Raya. *Jurnal Ilmu Pendidikan*, 6(J. Ilmu Pendidik.).
- Warpani, S. P., & Warpani, I. P. (2007). Tourism in Regional Spatial Planning. *Bandung Institute of Technology. Bandung*, 98.