

DEVELOPING A BILINGUAL WEBSITE WITH PROMOTIONAL VIDEO CONTENT FOR DE SAPPHIRE GUEST HOUSE

Nadia Fitria Utami^{1*}, Andi Reza Maulana², Achmad Suyono³
State Polytechnic of Malang

Email: nadiafitriau@gmail.com*

* corresponding author

ABSTRACT

De Sapphire Guest House, Malang, is an accommodation provider that serves both local and international guests. However, its promotional activities were primarily carried out through social media, limiting the availability of comprehensive and accessible information for prospective guests. To address this issue, this research developed a bilingual website integrated with promotional videos to support the guest house's digital promotion and provide complete information in both Indonesian and English.

This research aimed to develop a bilingual website integrated with promotional videos as a digital promotional medium for De Sapphire Guest House. It employed the Design and Development Research (DDR) method proposed by Richey and Klein (2014), which consists of five stages: analysis, design, development, implementation, and evaluation. The bilingual website was developed using Wix.com, while the promotional videos were produced using CapCut. The website consists of several pages, namely Home, About Us, Our Rooms, Facilities, Gallery, Articles, Guests' Reviews, and Contact Information, with the promotional videos integrated into the website to enhance the presentation of information.

The developed products were validated by a content validator from De Sapphire Guest House, an IT expert validator, and a language expert validator. After the revision process, field testing was conducted by distributing questionnaires to local and international prospective guests to evaluate the quality, usability, and effectiveness of the developed products.

The results showed that the developed bilingual website and promotional videos received excellent evaluations from both the expert validators and the prospective guests. The products were considered appropriate, user-friendly, and effective in providing comprehensive information and supporting the digital promotion of De Sapphire Guest House.

Keywords: *bilingual website, Design and Development Research (DDR), digital promotion, guest house, promotional video*

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1. INTRODUCTION

In the digital era, accommodation businesses like guest houses need professional websites as their primary promotional tools. A well-designed website can present complete information about rooms, facilities, prices, and booking processes in an organized way. This makes it easier for customers to understand the information and trust the business compared to social media

posts alone (Halawa et al., 2024). Previous studies also show that professional websites support direct reservations and reduce costs from third-party platforms (Arrahman et al., 2021). Therefore, having a professional website serves as a strategic investment for guest houses, offering enhanced customer trust, simplified booking procedures, and significant cost efficiency beyond what traditional promotional methods can achieve.

For accommodation businesses that serve both local and international guests, providing bilingual content in Indonesian and English is also important. By offering bilingual content, guest houses can communicate more effectively with a broader audience while expanding their market reach (Destyana & Oktavianti, 2020). According to Thomas et al. (2018), promotional videos and virtual tours are more effective than using only text or photographs because they allow potential guests to better experience the property's atmosphere, room comfort, and overall guest experience. When bilingual information is supported by engaging promotional videos, guest houses are better positioned to attract both domestic and international visitors while strengthening accessibility and building greater trust among potential customers.

However, guest houses without a dedicated website often struggle to provide clear and comprehensive information to potential guests. According to Halawa et al. (2024), a well-designed website allows accommodation providers to present important details, such as room types, facilities, prices, and booking procedures, in a clear and well-organized way that helps build customer trust. Without a website, promotional activities usually depend on social media platforms and online travel agencies, which offer less flexibility in presenting information. This limitation may make important information less clear, particularly for international audiences, and can reduce their interest and confidence in making direct reservations (Widiastuti et al., 2021). Similar challenges can also be seen in the current promotional practices of De Sapphire Guest House.

De Sapphire Guest House is a guest house located in Perumahan D'Sapphire, Jl. Ikan Gurami Dalam, Tunjungsekar, Lowokwaru, Malang, East Java. Situated in a relatively quiet residential area, it offers a comfortable and homey environment for both domestic and international visitors. Its strategic location in Lowokwaru also provides convenient access to universities, commercial areas, and other key destinations in Malang, making it a suitable choice for short-term stays. In practice, De Sapphire Guest House frequently accommodates international guests, indicating that its visitors come not only from Indonesia but also from abroad. As an accommodation provider operating in a competitive hospitality market, it needs effective bilingual promotional media to provide clear and comprehensive information for potential guests.

In reality, De Sapphire Guest House has not yet developed its own bilingual website that provides complete and well-organized information about the property. Based on the researcher's preliminary observations through internet searches and an interview with the representative of De Sapphire Guest House, the guest house still relies mainly on social media platforms and third-party online travel agencies (OTAs) for promotion. As a result, the available information is not well organized and is limited by the templates provided by those platforms. Although De Sapphire Guest House frequently receives international guests, most of its promotional content is still presented in Indonesian and provides only limited information in English. This may make it difficult for international tourists to fully understand the available services, which can reduce their confidence in making direct bookings (Widiastuti et al., 2021).

As shown above, there is a clear gap between what modern guest houses need and the current condition of De Sapphire Guest House. Ideally, accommodation promotion requires a bilingual website supported by multimedia content to effectively reach both local and international guests (Destyana et al., 2020). However, De Sapphire Guest House still depends on social media posts and third-party platforms that do not provide well-organized English content or promotional video features. Therefore, this research will bridge that gap by developing a bilingual website with promotional video content.

The lack of bilingual websites and multimedia-based promotional content can negatively affect the competitiveness of accommodation businesses (Fitriana & Wahyudin, 2025). In this context, De Sapphire Guest House may experience similar challenges if this gap in its promotional media is not addressed. International guests may have difficulty understanding information about room types, facilities, pricing, and nearby attractions, leading them to choose competitors that provide clearer online information. Without effective digital promotional tools, the guest house may also struggle to build customer trust and increase booking interest from both local and international markets. This situation can limit occupancy rates during peak seasons and make it more difficult for the guest house to build long-term brand awareness in the competitive tourism industry (Tsviliy et al., 2021).

To address the promotional gap identified earlier, several alternative solutions can be considered for De Sapphire Guest House. One possible option is to improve social media promotion by posting more regularly and using better captions and hashtags in both Indonesian and English. However, this approach has several limitations. Social media posts can easily be overlooked in crowded feeds, provide limited control over the brand image, and do not offer a direct booking option. In addition, limited organic reach due to platform policies may reduce their effectiveness in supporting customers' booking decisions (Tuti & Dwiyantri, 2021).

Another approach is to rely more on online travel agencies (OTAs) such as Booking.com, Agoda, Traveloka, or Tiket.com, which already serve international customers but charge high commissions of 15-20% per booking (Kurniawan & Aswan, 2025). However, relying heavily on OTA platforms may reduce opportunities to build direct relationships with customers. High commission fees can also reduce profit margins, making it more challenging for small-scale accommodation providers, such as guesthouses, to maintain long-term business sustainability.

A simpler option is to develop a monolingual website (in Indonesian or English) using only text and photos, which may be cheaper and faster to create but offers limited accessibility for international audiences. In addition, this approach lacks engaging content, as promotional videos are more effective than text or photos alone in clearly presenting the property's atmosphere, room comfort, and guest experience to build trust and interest (Thomas et al., 2018).

Each of these alternatives offers certain advantages, such as lower initial costs or faster implementation. However, relying more on online travel agencies involves high commission fees, social media-focused promotion provides limited control over brand presentation, and developing a simple monolingual website using only text and photos results in restricted reach to international audiences and a lack of interactive features to support direct booking. Therefore, these considerations indicate that several options were carefully evaluated before selecting the most effective solution.

After evaluating all alternatives, developing a bilingual website integrated with promotional video content appeared as the most suitable solution for De Sapphire Guest House. This approach helps reach both local Indonesian guests and international tourists by providing clear information in two languages. Compared with a monolingual website or relying on OTAs, it offers broader accessibility for potential guests. In addition, the website gives the owner full control over its content, design, and updates, helping maintain consistent branding without ongoing platform fees. According to Putra (2023), bilingual websites can significantly increase international visitor engagement by providing accessible and well-structured information that builds trust.

Promotional videos are more effective than text or photos alone because they allow potential guests to see the actual atmosphere, room comfort, and overall guest experience more clearly, helping build trust and interest (Thomas et al., 2018). Unlike social media posts that disappear in feeds, a dedicated website serves as a permanent information hub for bookings, inquiries, and future marketing efforts (Halawa et al., 2024). This comprehensive solution aligns perfectly with the Design and Development Research methodology while providing practical and

sustainable benefits for the growth of the guest house.

Building on the selected solution, this research offers a unique contribution to tourism promotion by focusing on small-to-medium guest houses such as De Sapphire Guest House, which often have limited resources for professional digital marketing. This solution was developed based on the actual needs of De Sapphire Guest House, as preliminary observations and an interview with its representative revealed that the guest house did not yet have a bilingual website and still relied primarily on social media and online travel agencies (OTAs), resulting in fragmented information and limited English-language promotional content for international guests. The main output is a bilingual website with integrated promotional video content as its core feature. Using the Design and Development Research approach, the researcher developed a functional website that can be directly implemented by the guest house owner. In addition to providing a practical and accessible digital promotional tool, the study also contributes to the field of English for Business Communication.

2. METHOD

2.1. Research Design

The researcher used Design and Development Research (DDR) as the research approach. Richey & Klein (2014) explain Design and Development Research as a structured approach that focuses on the design, development, and evaluation of products or tools, with the purpose of providing evidence-based support for creating and improving both instructional and non-instructional materials and the models that guide their development.

This Design and Development Research was considered the most suitable research approach because it aligns with the goals of this study to develop a bilingual website and promotional videos integrated into the website. This research design focuses on a systematic process of designing, developing, and evaluating the product.

2.2. Research Procedure

The researcher described the research procedure using the ADDIE model for developing an informative bilingual website. There were 5 stages: Analysis, Design, Development, Implementation, and Evaluation.



Figure 3. 1 The ADDIE model

1. Analysis

The first stage of this development research is analysis, which involves data collection through observation and interviews. In this stage, the researcher conducted a preliminary observation through internet searches and social media, and interviews with the staff at De Sapphire Guest House to identify and analyze the existing shortcomings. This approach was taken to understand the needs and key aspects required for developing a bilingual website that can enhance user experience and effectively achieve the defined goals.

2. Design

The second stage was the design stage. During this stage, the researcher designed the website by selecting a website builder platform and gathering information and photographs to be used as website content through discussions with the staff, observations of De Sapphire Guest House, and reviews of its social media accounts and online travel agency (OTA) platforms. The researcher also collected the materials needed to develop the promotional videos. These included video footage, English narration with Indonesian subtitles, Indonesian narration with

English subtitles, and storyboards prepared by the researcher, including font selection and background music.

3. Development

In the development stage, the researcher developed the website by choosing a website template using Wix.com, adding the information and pictures that had been obtained as website content, and then creating the website address. After that, the researcher created two videos with a combined duration of 5-10 minutes using CapCut. The researcher used the footage taken during the design stage and adjusted it to the prepared script. After the editing stage was completed, the researcher continued by exporting the videos in MP4 format. After the videos were exported, they were integrated into the website as part of the website content.

Once the bilingual website and promotional videos had been completed, expert validation was conducted to evaluate the quality and appropriateness of the developed products before implementation. Three validators participated in this stage: a content validator from De Sapphire Guest House, an IT expert, and a language expert. Their evaluations and suggestions were used as the basis for revising and improving the products before proceeding to the implementation stage.

4. Implementation

After the bilingual website and promotional video had been revised based on the results of the expert validation, the researcher implemented the developed products at De Sapphire Guest House. During this stage, the researcher introduced the bilingual website and promotional video to the management of De Sapphire Guest House as promotional media that could provide comprehensive information for prospective guests. The researcher also ensured that all website pages, bilingual features, navigation, hyperlinks, and the embedded promotional video functioned properly and were ready for actual use before proceeding to the evaluation stage.

5. Evaluation

In this stage, the researcher collected feedback from users regarding the developed bilingual website and promotional video. The researcher encouraged users to provide feedback and suggestions to help improve the quality and user experience of both products. In addition, suggestions and input from the expert validators were also taken into consideration. This feedback was valuable for evaluating the effectiveness of the bilingual website and promotional video and determining the necessary improvements.

2.3. Research Setting

This research is conducted at De Sapphire Guest House Malang, located at Perumahan D'Sapphire, Jl. Ikan Gurami Dalam, Tunjungsekar, Kec. Lowokwaru, Kota Malang, Jawa Timur 65142.

2.4. Methods of Data Collections

There were three types of data collection methods used in this research. First, the researcher collected initial data by observing the social media platforms of De Sapphire Guest House to understand the current promotional practices and the type of information presented to potential guests. Second, an interview was conducted with a representative of De Sapphire Guest House, Mrs. Dewi, to gather accurate and detailed information regarding the guest house's background, services, and promotional needs. Lastly, questionnaires were distributed to potential customers and expert validators to collect feedback for evaluating the bilingual website and promotional video, as well as to gain insights into their effectiveness and usability.

2.5. Product Specification

The website that the researcher produced was a platform built using Wix.com. The website contained relevant and engaging information about the rooms, facilities, and services offered by De Sapphire Guest House. It also integrated three promotional videos in landscape format with a combined duration of 5-10 minutes to enhance the presentation of the website content. The website was designed to be bilingual, allowing users to access it in both English and Indonesian, thereby enabling a wider audience to better understand the information provided. The researcher provided several features, including a comprehensive overview of De Sapphire Guest House, such as Home, About Us, Our Rooms, Facilities, Packages, Gallery, Articles, Guest's Review, and Contact Information.

3. FINDINGS AND DISCUSSION

Presentation of Product Development Process

There were five stages implemented to develop a bilingual website with promotional videos for De Sapphire Guest House. In this procedure, the researcher detailed the product development process using the ADDIE model, which consists of Analysis, Design, Development, Implementation, and Evaluation phases. Each of the five stages is presented in detail in the following sections.

Analysis

In the analysis stage, the researcher conducted initial research to identify and observe the needs of a bilingual website and promotional videos for De Sapphire Guest House. The researcher focused on data collection through observation and interviews with the representative of De Sapphire Guest House. Preliminary observations were carried out through internet searches and social media platforms, followed by interviews to identify the strengths and shortcomings of the guest house's existing digital promotional media. This analysis served as the basis for determining the appropriate promotional media to meet the needs of both local and international guests.

a. Observation

At the beginning of the research, the researcher conducted preliminary observations by collecting information available on the internet and reviewing De Sapphire Guest House's social media platforms, including Instagram and TikTok. The purpose of these observations was to identify whether De Sapphire Guest House had an official website and to evaluate the availability and quality of its promotional content for local and international audiences.

The observations revealed that De Sapphire Guest House did not have an official website. Instead, promotional activities relied mainly on social media, where the available promotional videos were limited to short-form content presented only in Indonesian. As a result, the existing promotional media had not fully accommodated international audiences or provided comprehensive information about the guest house.

These findings indicate that De Sapphire Guest House needs a bilingual website that provides more complete and accessible information for a broader audience. This is consistent with Stein (2006), as cited in Hariyanto (2017), who states that the development of websites is driven by advances in information technology and globalization. Furthermore, the absence of an official website limited De Sapphire Guest House's ability to provide comprehensive information in a user-friendly manner, which is one of the characteristics of a high-quality website, as emphasized by Rabin (2001), as cited in Hernandez et al (2009).

The observation results indicate that De Sapphire Guest House needs an official bilingual website to provide more comprehensive and accessible information for both local and international audiences. The observations also showed that the guest house relied mainly on social media for promotion and did not yet have a platform that presented complete information in a user-friendly format. These findings became the basis for developing a bilingual website

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integrated with promotional videos as a more effective digital promotional tool.

b. Interview Result

The second method of data collection involved conducting an interview. The interview was conducted on January 26, 2026, with Mrs Dewi as the representative of De Sapphire Guest House. The purpose of the interview was to gather information regarding the history, facilities, services, and promotional needs of De Sapphire Guest House.

The interview revealed that De Sapphire Guest House currently uses several promotional media, including Instagram, TikTok, and Facebook, but does not have an official website. Mrs Dewi explained that a bilingual website is needed because De Sapphire Guest House also serves international guests. Mrs Dewi emphasized that presenting information in both Indonesian and English would enable potential guests to better understand the guest house's facilities, services, and other essential information.

In addition, Mrs Dewi explained that the website should include essential information about De Sapphire Guest House, such as the guest house profile, detailed descriptions of each room type along with the room rates, complete information about the available facilities, and the special packages offered. Providing this information would allow potential guests to access comprehensive details before making a reservation and help them choose the accommodation that best suits their needs. The complete interview transcript can be found in Appendix 1.

The interview findings support the importance of developing a bilingual website as a medium to reduce language barriers and reach a wider audience. This is in line with Nuopponen (2002), as cited in Hariyanto (2017), who explains that multilingual or bilingual websites are designed to provide information in more than one language for different groups of users. In addition, the process of presenting information in both Indonesian and English reflects the concept of translation proposed by Newmark (1988), as cited in Puspita, (2020), which emphasizes transferring meaning from the source language into the target language so that readers can clearly understand the intended message.

The interview revealed that De Sapphire Guest House needs a bilingual website that presents essential information in both Indonesian and English to support its promotional activities and accommodate both local and international guests. It also highlighted the importance of providing comprehensive information, including the guest house profile, room types and rates, facilities, special packages, and other relevant details to help prospective guests make informed booking decisions. These findings served as the main reference for designing the bilingual website and promotional videos in the next stage of the research.

Design

In the design stage, the researcher designed both the website and the promotional videos.

a. Preparing the Website

The researcher created the sitemap of the website. The website includes several pages, such as Home, About Us, Our Rooms, Facilities, Packages, Gallery, Articles, Guests' Review, and Contact Information. These pages were designed based on the interview with Mrs. Dewi, who stated that prospective guests need complete and easily accessible information before making a booking decision. Therefore, each page was included to provide essential information about the guest house and improve users' browsing experience.

DE SAPPHIRE GUESTHOUSE

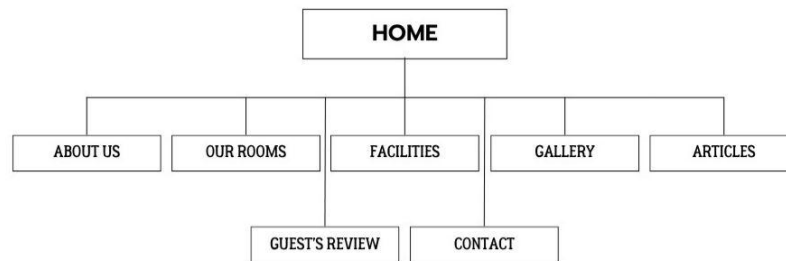


Figure 4. 1 The Sitemap of De Sapphire Guest House Website

After creating the sitemap, the researcher created a color palette for the website. The website color palette was determined by adapting the colors used in De Sapphire Guest House promotional brochures to maintain brand consistency across marketing media. This approach was also based on Mrs. Dewi's request, as the representative of De Sapphire Guest House, who wanted the website to reflect the same visual identity as the guest house's existing promotional materials.



Figure 4. 2 Color Palette of the Website Adapted from Promotional Brochures

Following the selection of the website color palette, a mock-up design was created to visualize the overall appearance of the website. The selected colors were applied to the mock-up to ensure consistency with the branding of De Sapphire Guest House and to provide a clear overview of the user interface before the website development began.

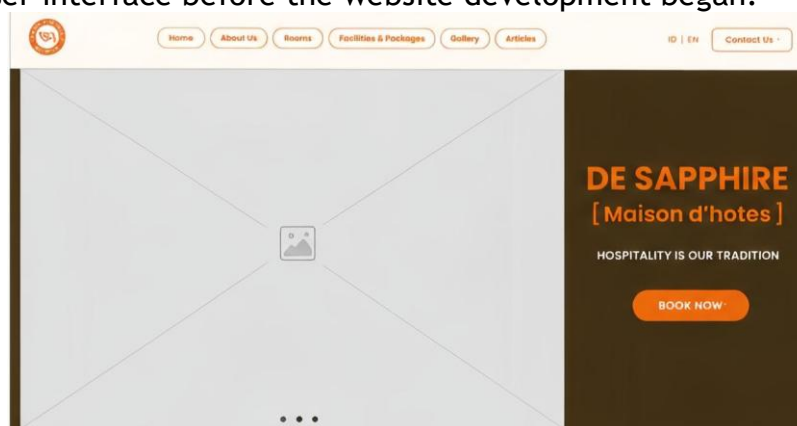


Figure 4. 3 Mock-Up Design of the Website Home Page

Figure 4.3 illustrates the mock-up design of the website home page before the development process began. It provides an overview of the page layout, including the navigation menu, hero section, main content, and footer. The mock-up also helped the researcher organize the content and ensure that the website would be easy to navigate for both Indonesian and international visitors.

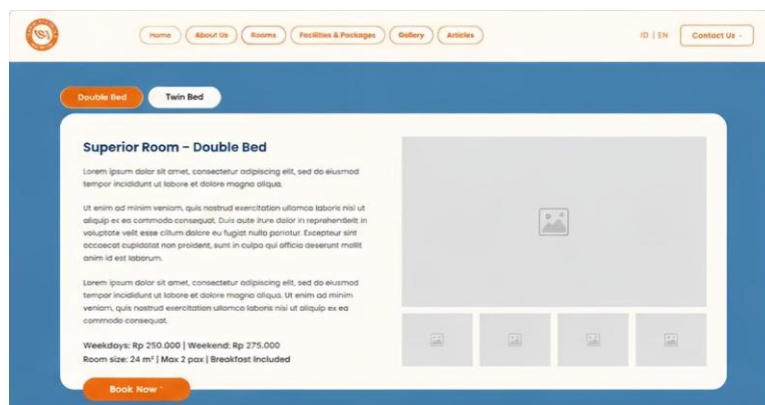


Figure 4. 4 Mock-Up Design of the Website Room Page

Figure 4.4 shows the mock-up design of the Room page. The page displays information about the available room types, room facilities, and pricing in a clear and organized layout. Through this mock-up, the researcher arranged the content to help visitors compare and understand the accommodation options offered by De Sapphire Guest House.

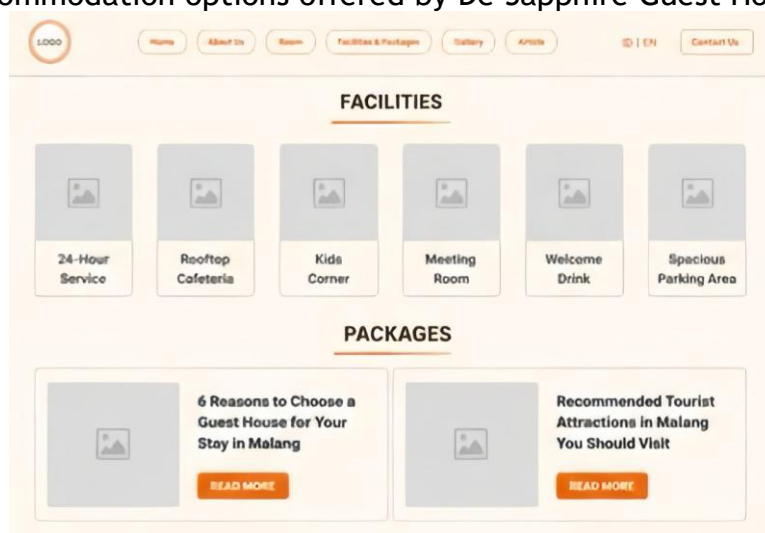


Figure 4. 5 Mock-Up Design of the Website Facilities Page

Figure 4.5 displays the mock-up design of the Facilities page. Its layout introduces the facilities and services available at De Sapphire Guest House through supporting images and descriptions. This arrangement allows visitors to understand the available amenities more easily before their stay.

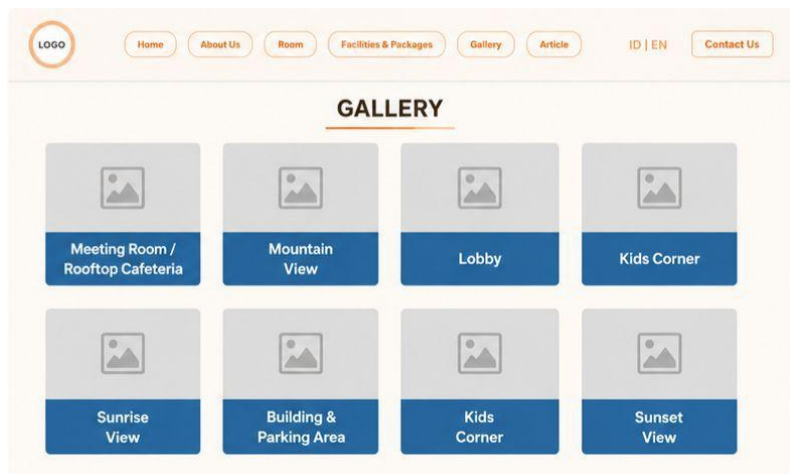


Figure 4. 6 Mock-Up Design of the Website Gallery Page

Figure 4.6 presents the mock-up design of the Gallery page. The gallery contains

photographs of the guest house, including the rooms, facilities, and surrounding areas. The layout was organized to give visitors a clearer visual impression of the accommodation before making a reservation.

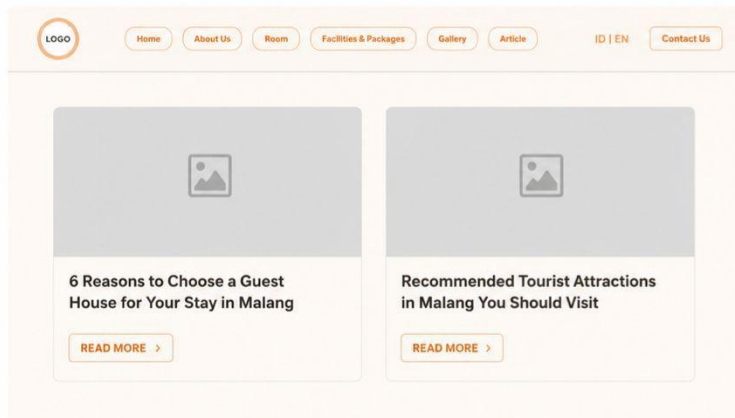


Figure 4. 7 Mock-Up Design of the Website Article Page

Figure 4.7 illustrates the mock-up design of the Article page. It contains articles related to De Sapphire Guest House and tourism in Malang. The layout was designed to make the articles easy to read while encouraging visitors to explore additional information available on the website.

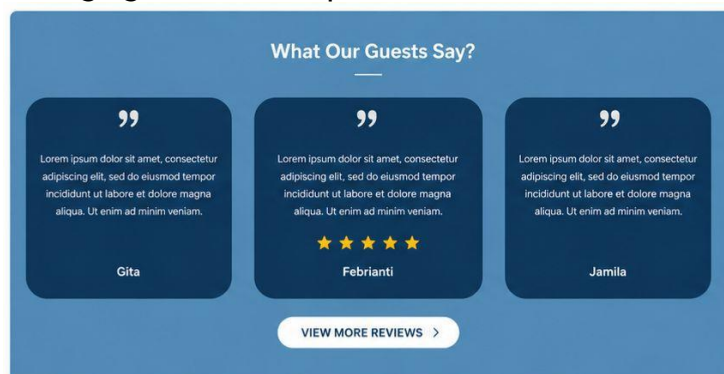


Figure 4. 8 Mock-Up Design of the Website Guests' Review

Figure 4.8 shows the mock-up design of the Guest Reviews page. The page displays feedback and testimonials from previous guests in a simple and easy-to-read format. This layout helps potential visitors gain greater confidence through the experiences shared by earlier guests.

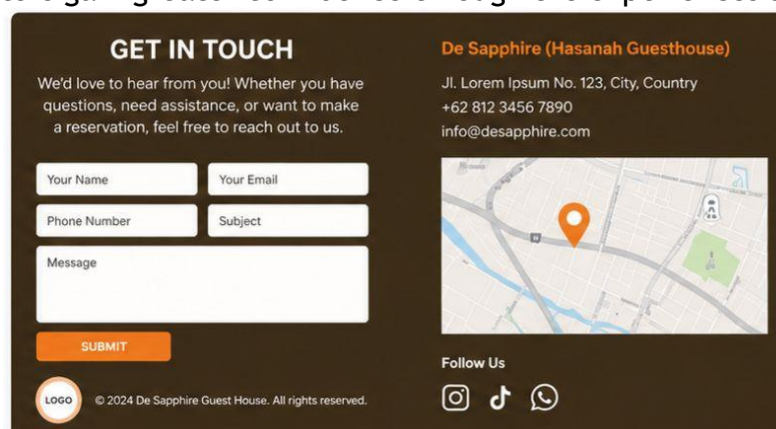


Figure 4. 9 Mock-Up Design of the Website Contact Information

Figure 4.9 illustrates the mock-up design of the Contact Information page. Visitors can find important contact details, including the guest house location, phone number, email address, and social media accounts. A map is also included to make it easier to locate De Sapphire Guest House.

b. Preparing the Promotional Videos

The researcher first determined the themes of the videos based on the promotional needs of De Sapphire Guest House. As requested by Mrs. Dewi, the representative of De Sapphire Guest House, one of the videos was developed as a company profile because the guest house did not yet have one. The other videos were designed to promote the guest house by highlighting its facilities and room types, giving potential guests more detailed information.

The next step was developing the bilingual video storyboards. The researcher planned the sequence of scenes, Indonesian voice-over narration, English subtitles, and on-screen text to ensure that the information was presented clearly and consistently for both local and international guests. This stage helped organize the flow of each video and ensured that the intended messages were clearly conveyed before the production process began.

Table 4. 1 Company Profile Video Storyboard

VO (ID)	Subtitle (EN)	Scene	Overlay Text
Berlokasi di tengah Kota Malang, De Sapphire Guesthouse menghadirkan pengalaman menginap yang nyaman dan berkesan	Located in the heart of Malang, De Sapphire Guesthouse offers a comfortable and memorable stay	- Footage of the streets of Malang City - Footage of the guest house building	
Kami berkomitmen menyediakan akomodasi berkualitas dengan fasilitas lengkap serta harga yang terjangkau	We are committed to providing high-quality accommodations with complete facilities at an affordable price	- Footage of the guest entering the guest house - Footage of the staff greeting guests	Complete Facilities Affordable Price
Tersedia berbagai pilihan tipe kamar yang dirancang untuk memenuhi kebutuhan dan kenyamanan Anda selama menginap	A variety of room types are available to suit your needs and ensure a comfortable stay	Footage of the room's atmosphere	
Kamar Standard menjadi pilihan	The Standard Room is perfect	Footage of the Standard Room from various angles	Standard Room Perfect for Short Stays

ideal untuk kebutuhan menginap singkat dengan suasana yang nyaman dan fungsional	for short stays, offering a simple yet comfortable space to rest		
Kamar Superior dilengkapi balkon untuk menikmati suasana dan pemandangan Kota Malang	The Superior Room comes with a balcony, where you can enjoy the beauty of Malang city	- Footage of the Superior Room - Footage of the balcony	Superior Room With Balcony Access
Kamar Deluxe menawarkan fasilitas yang lebih lengkap, termasuk balkon serta sajian teh, kopi, dan camilan untuk menambah kenyamanan Anda	For a more complete experience, the Deluxe Room offers a balcony, along with tea, coffee, and snacks for your comfort	- Footage of the Deluxe Room - Footage of the balcony - Footage of complimentary snacks	Deluxe Room More Complete Experience
Setiap kamar dilengkapi dengan Wi-Fi, TV LED, AC, water heater, kamar mandi yang bersih dan nyaman, amenities lengkap, serta pilihan tempat tidur double maupun twin	Each room is equipped with Wi-Fi, LED TV, air conditioning, water heater, Bathroom with Complimentary Amenities, complete amenities, and your choice of double or twin beds	Footage of all the facilities mentioned	Wi-Fi TV LED AC Water Heater Bathroom with Complimentary Amenities Double Bed Twin Bed
Nikmati welcome drink dan layanan 24 jam yang siap memberikan kenyamanan selama Anda	Enjoy our welcome drink and 24-hour service, ensuring your stay is always convenient and	- Footage of the welcome drink - Footage of the guest house area	

menginap	worry-free		
Kami memiliki rooftop cafe dengan pemandangan kota malang dan pegunungan, yang bisa anda nikmati kapanpun	Our rooftop cafe offers beautiful views of Malang City and the surrounding mountains, which you can enjoy anytime	- Footage of the rooftop cafe - Footage of the surrounding view	Rooftop Cafe Enjoy Breathtaking Mountain and City Views
Reservasikan kamar Anda sekarang dan nikmati pengalaman menginap terbaik di Kota Malang	Book your room now and enjoy a memorable stay in the heart of Malang City	Footage of the guest house atmosphere	Book Your Room Now!
De Sapphire Guesthouse, menghadirkan kenyamanan dengan harga yang terjangkau	De Sapphire Guesthouse, where comfort meets affordability	Footage of the guest house atmosphere	De Sapphire Guesthouse

Table 4.1 presents the storyboard developed for the production of the De Sapphire Guest House company profile video. It includes Indonesian voice-over narration, English subtitles, scene descriptions, and overlay text. The Indonesian voice-over delivers the main information, while the English subtitles help international viewers understand the content. Scene descriptions explain the footage used in each part of the video, and the overlay text emphasizes important information displayed on the screen. Together, these elements create a clear and informative company profile video that introduces De Sapphire Guest House, its facilities, and services to potential guests. The complete video storyboard can be found in Appendix 2.

Development

At this stage, the researcher explained the development of both the website and the promotional videos for De Sapphire Guest House

a. The Development of the Website using Wix

The researcher started to develop the website of De Sapphire Guest House by using Wix as the website builder based on the design from the previous stage. Wix was selected because it is considered easy to use, accessible, and practical for developing websites, as reported by Cahyadi et al (2022). In addition, Wix was chosen because its free plan and user-friendly content management system make it suitable for small-to-medium accommodation businesses with

limited financial and technical resources. This enables the guest house management to maintain and update the website independently after the implementation of the research. The website consists of several pages: Home, About Us, Our Rooms, Facilities, Packages, Gallery, Article, Guests' Review, and Contact Information. To illustrate the developed website, several main pages are presented in the following figures.

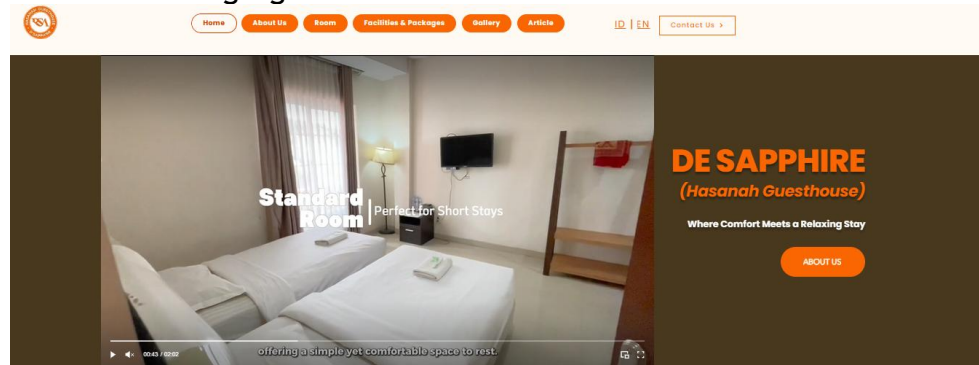


Figure 4. 10 Home Page of De Sapphire Guest House Website

As the main entry point of the website, the Home page provides access to various sections through the navigation menu, including About Us, Our Rooms, Facilities, Packages, Gallery, Articles, and other pages. It also features the company profile video, which introduces De Sapphire Guest House and gives visitors an overview of its services and facilities. The responsive and user-friendly layout supports easy navigation on both desktop and mobile devices.

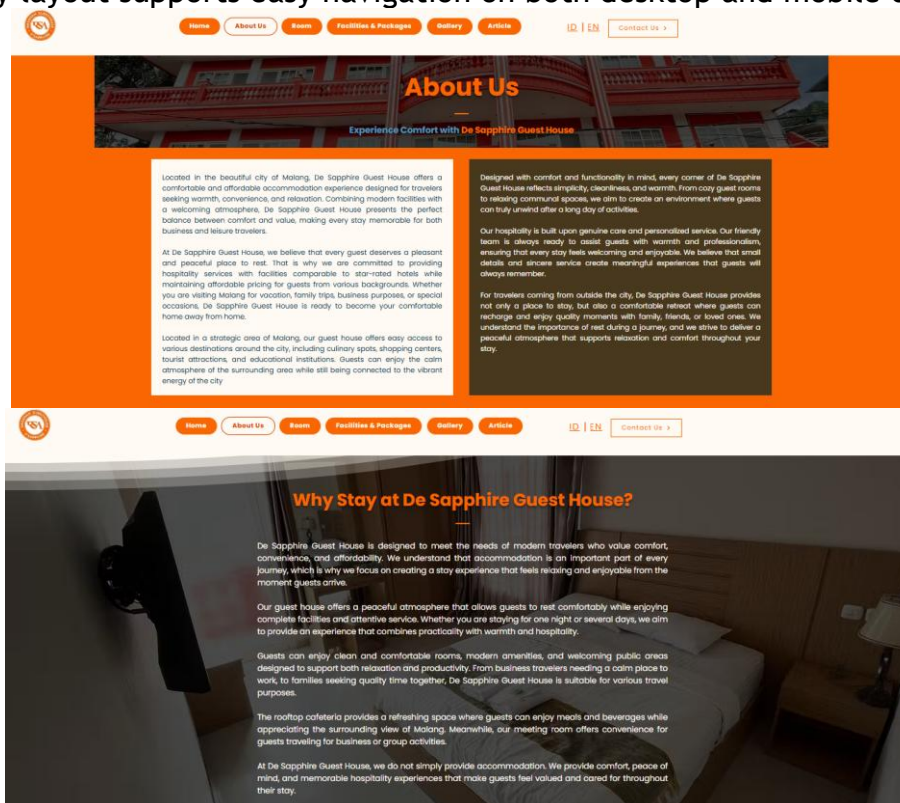


Figure 4. 11 About Us Page of De Sapphire Guest House Website

The About Us page introduces De Sapphire Guest House by presenting its background, vision and mission, and the reasons guests may choose to stay at the property. This information helps visitors better understand the guest house and its values. A promotional video is also included to present the property's atmosphere, facilities, and services in a more engaging way. Combining written information with visual content makes the page more informative and appealing to visitors.

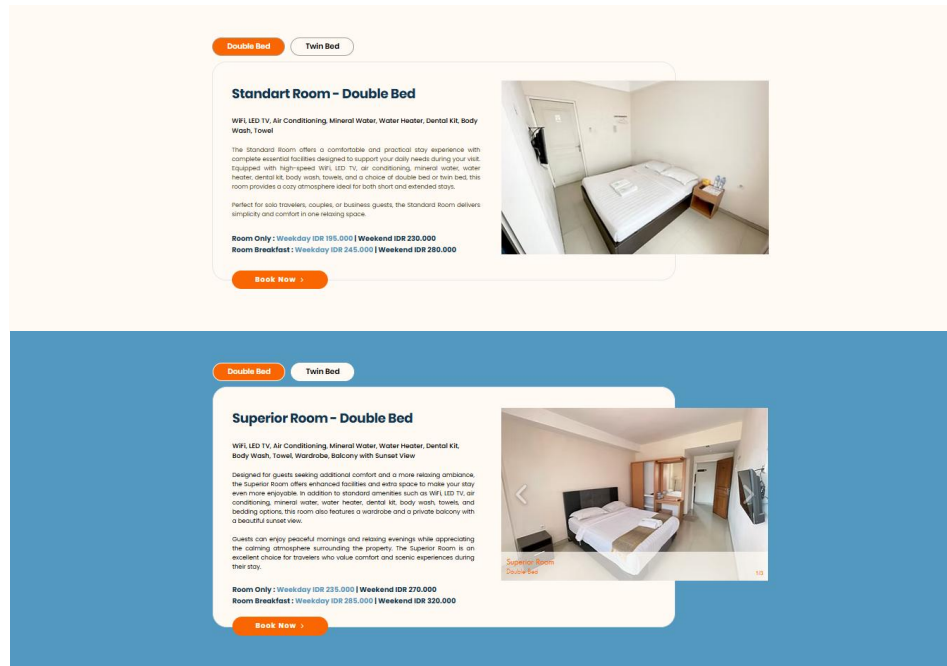


Figure 4. 12 Our Rooms Page of De Sapphire Guest House Website

The Our Rooms page presents information about the available room types, together with detailed descriptions of the facilities provided in each room. Room rates are displayed to help visitors compare the available options and choose accommodation that best suits their needs. Photographs of each room type are also included to give a clearer view of the room design and amenities. In addition, a promotional video highlights the comfort, facilities, and overall experience offered by De Sapphire Guest House. The combination of text, photographs, and video provides potential guests with complete information before making a reservation.

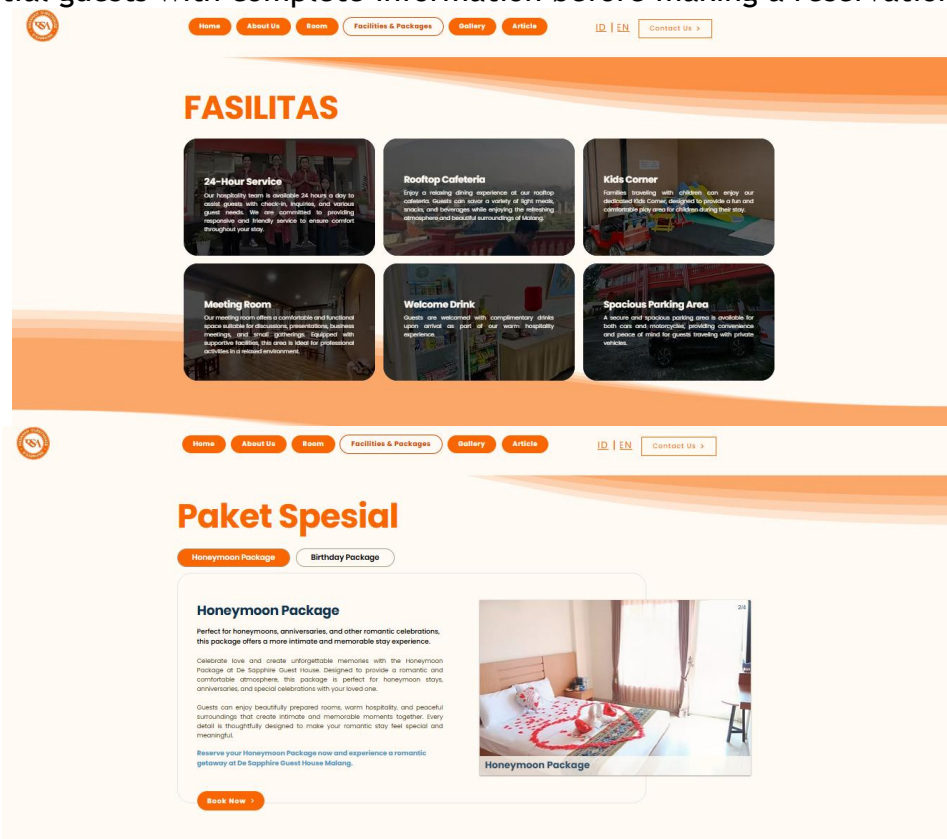


Figure 4. 13 Facilities Page of De Sapphire Guest House Website
 Detailed information about the guest house facilities is available on the Facilities page.

Each facility is presented with supporting descriptions and images to help visitors understand the available services more easily. The page also includes information about the special packages offered by De Sapphire Guest House. By presenting this information in one place, visitors can gain a better understanding of the facilities and package options available during their stay.

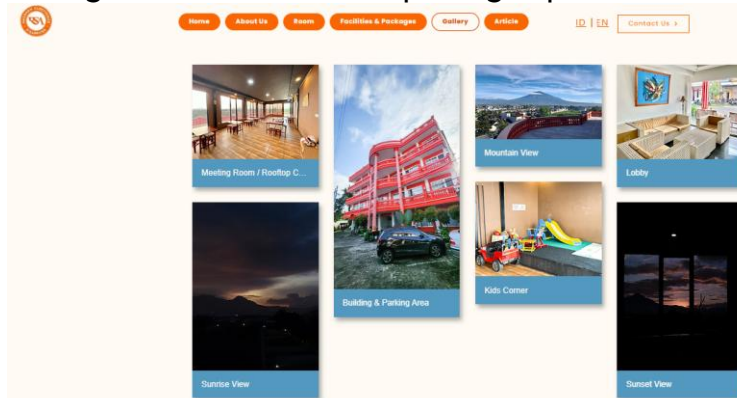


Figure 4. 14 Gallery Page of De Sapphire Guest House Website

The Gallery page displays a collection of photographs of De Sapphire Guest House, including its rooms, facilities, and surrounding environment. These images provide visitors with a clearer impression of the property's atmosphere before they make a reservation. The visual content also allows potential guests to explore the accommodation more easily and supports their booking decisions.



Figure 4. 15 Article Page of De Sapphire Guest House Website

The Article page features two articles that provide useful information for visitors. One article explains the benefits of choosing a guest house when visiting Malang, while the other recommends popular tourist attractions in the city. These articles add value to the website by providing travel-related information to help visitors plan their stay. As a result, users can learn more about both accommodation options and tourist destinations while exploring the De Sapphire Guest House website.

b. The Development of the Promotional Videos

In developing the promotional videos, the researcher conducted the filming directly at the De Sapphire Guest House. The researcher followed the video script to create videos that aligned with the established theme. The researcher took all the videos using a smartphone, namely the Iphone 12 Pro. The researcher chose to use this device because it had bright and detailed recording results, which were intended to display every detail of the guest house to be presented to audiences.

After shooting the video, the researcher provided a voice-over for it. The voice-over was performed according to a pre-written script. The researcher recorded the voice-over using a smartphone recording application. After the voice-over recording was complete, it was imported into the CapCut application for editing. CapCut was selected because it is user-friendly and provides various video editing features that support the production of promotional videos. Mrs. Dewi also stated that De Sapphire Guest House had already been using CapCut to edit its social media content. Therefore, using the same platform allows the guest house management to easily edit, update, and produce promotional videos independently after the completion of this research.

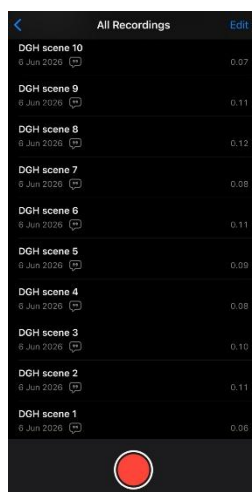


Figure 4. 16 Voice-Over Production

After recording the voice-over, the researcher proceeded to the video editing process using the CapCut application. The first step was selecting and adding a suitable background music track to support the overall mood and atmosphere of the video. Next, the recorded voice-over was inserted into the project timeline. Several video clips were then selected and arranged according to the narration, and unnecessary parts were trimmed to ensure that the visuals matched the spoken voice-over.

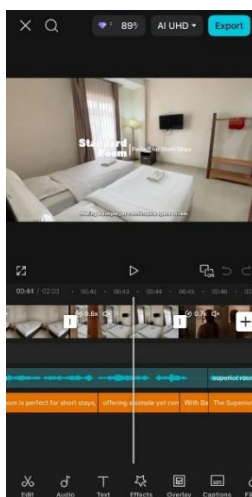


Figure 4. 17 Editing Process Using CapCut

To create a smoother viewing experience, transitions were added between scenes, making the video flow more naturally and enhancing the continuity of the storyline. The researcher also added English subtitles at the bottom center to accompany the Indonesian voice-over, allowing international audiences to understand the content more easily. In addition, overlay text was incorporated based on the previously developed video script to emphasize key information and promotional messages. Through these editing processes, the final video was designed to be informative, visually appealing, and easy for viewers to follow.

Furthermore, after completing both the website and the videos, the researcher consulted the developed products with the advisor. Based on the feedback and suggestions provided, the researcher revised the website and videos to improve their quality and ensure that they met the project requirements. The revision process continued until approval was obtained from the advisor.

c. Expert Validation

After the researcher completed the bilingual website and promotional video, the next step was to validate the products before they were implemented at De Sapphire Guest House. The expert validation aimed to evaluate the quality, accuracy, and appropriateness of the products, as well as to provide suggestions for improvement. To conduct the validation, the researcher prepared questionnaires consisting of several statements using a four-point Likert scale: strongly disagree, disagree, agree, and strongly agree. The validators were also encouraged to provide comments and suggestions to improve the products. The experts involved in this research were Mrs. Dewi as the content validator, Mr. Garindra Muhammad, S.Pd., M.A., as the IT expert validator, and Ms. Putri Sekarsari, S.S., M.Li., as the language expert validator.

Table 4. 2 Standard of Validity

Validity Criteria	Level of Validity
81% - 100%	Excellent (can be used)
61% - 80%	Good (can be used)
41% - 60%	Good enough (should be changed)
21% - 40%	Bad (should be changed)

The validity criteria and levels of validity were used to determine whether the products were appropriate and reliable before being implemented or tested further. If the expert validation results fell into the "Excellent" or "Good" category, the products could proceed to the next stage, such as user testing or implementation. However, if the expert validation results fell into the "Good Enough" or "Bad" category, the products had to be revised before proceeding to the next stage.

1. Content Validation

The first validation was conducted by the content validator for both the bilingual website and the promotional video. The validation process involved Mrs. Dewi, a representative of De Sapphire Guest House, who possesses extensive knowledge of the guest house's services, facilities, and operational information. Mrs. Dewi was selected as the content validator because of Mrs. Dewi's direct involvement in managing and providing information related to the guest house.

The purpose of this validation was to evaluate whether the content presented on the bilingual website and promotional video was accurate, relevant, and consistent with the actual information provided by De Sapphire Guest House. The validation focused on the accuracy of the information, the completeness of the website and video content, the suitability of the room and facility descriptions, the clarity of the promotional message, and the overall relevance of the content to the needs of prospective guests. The results of this validation were used as the basis for revising and improving the products before proceeding to the next stage of user testing and

implementation.

Table 4. 3 Content Validation Sheet

Table 11.5 Content Validation Sheet					
No.	Aspect	Score			
		1	2	3	4
WEBSITE					
1.	The website's visual appearance is simple, attractive, and comfortable to view.				P
2.	The colors used on the website is consistent with De Sapphire Guest House's visual identity.				P
3.	The homepage provides a clear overview of the website's available features and pages.				P
4.	The website presents essential information, such as room types, facilities, room rates, location, and contact information, in an informative manner.			P	
5.	The website presents detailed information supported by visual elements, such as images or videos, to help users understand the content.				P
6.	The website provides complete information about the guest house's available facilities and room types.			P	
7.	The website provides background information about the guest house to introduce it to users.				P
8.	The website provides clear and easily accessible contact information or assistance for users.				P
VIDEOS					
1.	The quality and resolution of the video are good.				P

2.	The Indonesian voice-over delivers the information clearly and is easy to understand.				P
3.	The English subtitles convey information that is equivalent to the Indonesian voice-over.				P
4.	The video content is consistent with the information about De Sapphire Guest House.				P
5.	The video accurately presents the facilities, services, and atmosphere of De Sapphire Guest House.		P		
6.	The video reflects the identity and image of De Sapphire Guest House.				P
7.	The video is able to attract the interest of prospective guests, both domestic and international.				P
8.	The video is suitable for use as a promotional medium for De Sapphire Guest House.				P

Scale: 1: Strongly Disagree, 2: Disagree, 3: Agree, 4: Strongly Agree

Formula:

$$\text{Percentage} = \frac{\text{Total Score Obtained}}{\text{Maximum Score}} \times 100\% = \frac{60}{64} \times 100\% = 93.75\%$$

As presented in Table 4.3, the content validator agreed with most of the statements regarding the developed bilingual website and promotional video. The total score obtained was 60 out of a maximum score of 64, resulting in a validity percentage of 93.75%. Based on the validity criteria, the products were categorized as Excellent, indicating that the bilingual website and promotional video are appropriate for implementation with only minor revisions based on the validator's suggestions.

The validation results indicate that the information presented on the bilingual website and promotional video is accurate, relevant, and consistent with the actual services and facilities provided by De Sapphire Guest House. The content includes comprehensive information about the available room types, facilities, gallery, contact information, and promotional messages, enabling prospective guests to obtain the information they need easily. Overall, the organization and presentation of the content effectively support the promotional objectives and provide clear, reliable information for both domestic and international guests.

However, the content validator suggested adding more detailed information about several facilities available at De Sapphire Guest House to enhance the completeness of the website content. This revision was intended to ensure that prospective guests receive comprehensive and accurate information regarding the amenities and services provided by the guest house. Therefore, the products were considered appropriate in terms of content and information delivery, with only minor revisions required before implementation.

2. IT Validation

The second validation was conducted by the IT validator, Mr. Garindra Muhammad, S.Pd., M.A., a lecturer in the English Department at State Polytechnic of Malang who has expertise in Information Technology for Business Communication. Mr. Garindra Muhammad was selected as the IT validator because of extensive knowledge and experience in evaluating digital media and website development.

The purpose of this validation was to evaluate the technical aspects of both the bilingual website and the promotional video. For the website, the validation focused on functionality, user interface design, navigation, responsiveness, accessibility, and overall usability. For the promotional video, the validation assessed technical aspects such as video quality, audio clarity, subtitle readability, synchronization between audio and visuals, and the overall viewing experience. The results of this validation were used as the basis for improving the technical quality of both products before proceeding to the user testing and implementation stages.

Table 4. 4 IT Validation Sheet

Table 4. 411 Validation sheet					
No.	Aspect	Score			
		1	2	3	4
WEBSITE					
1.	The website is responsive and adapts well to different screen sizes and devices.				P
2.	The website has an efficient loading time that does not disrupt the user experience.				P
3.	The website is accessible through various web browsers.				P
4.	The website's navigation system is clear, intuitive, and easy to use.				P
5.	The website has an attractive and well-organized design and layout.			P	
6.	The website does not contain distracting elements (such as pop-ups or audio) that may reduce user comfort.				P
7.	The website provides information through text, images, and videos.				P
8.	The content presented on the website is easy to read and well-organized.				P
VIDEOS					
1.	The video has good visual quality and resolution.				P

No.	Aspect	Score			
		1	2	3	4
2.	The transitions between scenes are smooth.				P
3.	The voice-over is clear and easy to hear.				P
4.	The background music is appropriate for the video content.			P	
5.	The subtitles accurately reflect the voice-over.				P
6.	The subtitles are clear, easy to read, and easy to understand.				P
7.	The video has an attractive visual presentation.			P	
8.	The video is suitable for both local and international prospective guests.				P

Scale: 1: Strongly Disagree, 2: Disagree, 3: Agree, 4: Strongly Agree

Formula:

$$\text{Percentage} = \frac{\text{Total Score Obtained}}{\text{Maximum Score}} \times 100\% = \frac{61}{64} \times 100\% = 95.31\%$$

As presented in Table 4.4, the IT validator agreed with most of the statements regarding the developed bilingual website and promotional video. The total score obtained was 61 out of a maximum score of 64, resulting in a validity percentage of 95.31%. Based on the validity criteria, the products were categorized as Excellent, indicating that the bilingual website and promotional video are technically appropriate for implementation.

The validation results indicate that the bilingual website functions properly and provides a user-friendly interface, clear navigation, responsive performance, accessible features, and an overall satisfactory user experience. In addition, the promotional video demonstrates good technical quality in terms of video resolution, audio clarity, subtitle readability, synchronization between audio and visuals, and the overall viewing experience. These technical aspects contribute to an effective and engaging experience for prospective guests when accessing information about De Sapphire Guest House.

Furthermore, the IT validator did not provide any suggestions for revision, indicating a high level of satisfaction with the technical quality of both the bilingual website and the promotional video. Therefore, the products were considered technically appropriate for implementation and could proceed to the next stage without requiring further technical revisions.

3. Language Validation

The last validation was conducted by the language validator, Ms. Putri Sekarsari, S.S., M.Li., a lecturer in the English Department at State Polytechnic of Malang with expertise in linguistics and English language teaching. Ms. Putri Sekarsari was selected as the language validator because of extensive knowledge and experience in evaluating language use, translation, and bilingual communication.

The purpose of this validation was to evaluate the language quality of both the bilingual website and the promotional video. The validation focused on the accuracy of grammar,

vocabulary choice, sentence structure, clarity, readability, consistency between the Indonesian and English versions, and the appropriateness of the language for the target audience. In addition, the language used in the promotional video, including the voice-over and English subtitles, was evaluated to ensure that the promotional messages were conveyed clearly and naturally. The results of this validation were used as the basis for revising and improving the language quality of both products before proceeding to the user testing and implementation stages.

Table 4. 5 Language Validation Sheet

No.	Aspect	Score			
		1	2	3	4
WEBSITE					
1.	The main headline on the website homepage is presented with clear and understandable language.				P
2.	The language used in the website navigation menu is easy to understand and appropriate for a guest house website.				P
3.	The word choice used throughout the website content sounds natural and does not confuse users.				P
4.	The information presented on each page of the website is well-organized and easy to follow.				P
5.	The wording across all pages of the website is free from spelling errors.				P
6.	The sentences within each section of the website content are logically connected.			P	
7.	Punctuation and capitalization are applied correctly and consistently throughout the website.			P	
8.	The use of English on the website follows proper language rules and is easy to understand. .				P
VIDEOS					
1.	The English subtitles accurately translate the Indonesian voice-over.				P
2.	The punctuation and capitalization in the subtitles are accurate and appropriate.				P

No.	Aspect	Score			
		1	2	3	4
3.	The choice of words in the content is appropriate.			P	
4.	The choice of words in the content is easy to understand and informative.				P
5.	The sentence structure in both languages is clear.			P	
6.	The grammar used in both languages is accurate.			P	
7.	The language used is appropriate for the target audience.				P
8.	The English translation sounds natural and is appropriate for the target audience.				P

Scale: 1: Strongly Disagree, 2: Disagree, 3: Agree, 4: Strongly Agree

Formula:

$$\text{Percentage} = \frac{\text{Total Score Obtained}}{\text{Maximum Score}} \times 100\% = \frac{59}{64} \times 100\% = 92.19\%$$

As presented in Table 4.5, the language validator agreed with most of the statements regarding the developed bilingual website and promotional video. The total score obtained was 59 out of a maximum score of 64, resulting in a validity percentage of 92.19%. Based on the validity criteria, the products were categorized as Excellent, indicating that the bilingual website and promotional video are linguistically appropriate for implementation.

The validation results indicate that the language used in the bilingual website and promotional video is clear, grammatically accurate, and appropriate for the target audience. The Indonesian and English versions are consistent in conveying the intended information, while the vocabulary, sentence structure, and overall readability effectively support communication with both domestic and international guests. In addition, the voice-over and English subtitles in the promotional video clearly deliver the promotional messages and enhance users' understanding of the information presented.

Furthermore, the language validator did not provide any suggestions for revision and commented that the language used was "good enough and understandable." This indicates that the bilingual content was considered sufficiently clear, comprehensible, and appropriate for its intended audience. Therefore, the products were considered linguistically appropriate for implementation and could proceed to the next stage without requiring further language revisions.

Implementation

At the implementation stage, the researcher implemented the developed bilingual website and promotional video at De Sapphire Guest House after the products had been revised based on the validation results from the content, IT, and language validators. The purpose of this stage was to ensure that the products could function properly in their intended environment and serve as promotional media for De Sapphire Guest House before proceeding to the evaluation stage.



Figure 4. 18 Product Implementation

During the implementation process, the researcher introduced the bilingual website and promotional video to the management of De Sapphire Guest House. The link to the bilingual website is provided in Appendix 8. The bilingual website provides comprehensive information about the guest house, including the homepage, room types, facilities, gallery, articles, guest reviews, and contact information. In addition, the promotional video was embedded in the website to provide an engaging visual presentation of the guest house's services, facilities, and overall atmosphere. The integration of the bilingual website and promotional video was intended to provide clear, accurate, and attractive information for both domestic and international prospective guests.

The implementation stage also included ensuring that all website pages, navigation features, and the embedded promotional video functioned properly on both desktop and mobile devices. The researcher verified that all website content, bilingual features, hyperlinks, and multimedia elements operated as intended before the products were evaluated by users. Through this implementation process, the researcher ensured that the developed products were ready for actual use at De Sapphire Guest House. The implementation results served as the basis for the subsequent evaluation stage, in which users assessed the quality and effectiveness of the bilingual website and promotional video.

Evaluation

In this final stage, the researcher conducted field testing on Wednesday, 1st July 2026, by distributing questionnaires to respondents who had accessed the developed bilingual website and watched the promotional video available on the website. This activity aimed to collect users' opinions regarding the quality, usability, and effectiveness of the bilingual website and promotional video as promotional media for De Sapphire Guest House. The evaluation focused on how users interacted with the website, accessed the available information, navigated through its features, and perceived the effectiveness of the promotional video in delivering information about the guest house. The researcher received responses from 30 respondents after distributing the questionnaire.

The questionnaire results showed that the respondents consisted of both local and international users. A total of 25 respondents were local prospective guests, while 5 respondents were international prospective guests. This distribution was intended to obtain feedback from prospective guests with different language backgrounds, considering that the developed website provides bilingual content in both Indonesian and English. Through this evaluation, the researcher was able to identify whether the bilingual website and promotional video effectively provided information and promotional content that could be understood by both local and international prospective guests.

The questionnaire results were used to evaluate the quality, usability, and effectiveness of the bilingual website and promotional video as promotional media for De Sapphire Guest House.

The responses also provided valuable feedback regarding users' satisfaction with the information presented, the website's ease of use, the language quality, and the promotional video's ability to introduce the guest house's rooms, facilities, services, and overall atmosphere. The findings from this evaluation were used to determine whether the developed products had successfully achieved the objectives of the research.

Table 4. 6 Field Testing Sheet for Local Prospective Guests

No.	Aspect	Responses			
		1	2	3	4
		freq	freq	freq	freq
WEBSITE					
1.	The website displays pages properly on my device without affecting my browsing experience.			3	22
2.	The website design is simple, attractive, and easy to understand.			5	20
3.	The website can be accessed smoothly on my device.			6	19
4.	The website can be accessed anytime and anywhere.			3	22
5.	The website provides complete information about De Sapphire Guest House.			6	19
6.	The website presents clear and detailed information about room types and rates.			6	19
7.	The website makes it easy to find information about the available facilities and services.			5	20
8.	The information provided on the website is easy to read and understand.			5	20

No.	Aspect	Responses			
		1	2	3	4
		freq	freq	freq	freq
9.	The website's menus and features are easy to use when searching for information.			8	17
10.	Overall, the website is effective in providing information about De Sapphire Guest House.		1	3	21
VIDEOS					
11.	The video has clear visuals and is comfortable to watch.			4	21
12.	The voice-over in the video is clear and easy to understand.			4	21
13.	The English subtitles are easy to read and accurately match the voice-over.			6	19
14.	The transitions between scenes are smooth and comfortable to watch.			7	18
15.	The video presents information about De Sapphire Guest House clearly and comprehensively.			6	19
16.	The video effectively showcases the facilities, room types, and services offered.			3	22
17.	The video helps me understand the advantages of De Sapphire Guest House.			6	19
18.	The sequence of information in the video is easy to follow and understand.			5	20

No.	Aspect	Responses			
		1	2	3	4
		freq	freq	freq	freq
19.	The video encourages me to learn more about De Sapphire Guest House.			5	20
20.	Overall, the video is effective as a promotional medium for De Sapphire Guest House.			4	21

Scale: 1: Strongly Disagree, 2: Disagree, 3: Agree, 4: Strongly Agree

Note:

Freq: Frequency

$$\text{Percentage} = \frac{\text{Total Score Obtained}}{\text{Maximum Score}} \times 100\% = \frac{1898}{2000} \times 100\% = 94.90\%$$

Based on the results shown in Table 4.6, the responses from the local prospective guests indicate a positive evaluation of the developed bilingual website and promotional video. The total average score obtained was 3.80 out of 4. Based on the calculation, the final score reached 94.90 out of 100, indicating that the developed products were categorized as Excellent and were appropriate for use. The respondents considered that the bilingual website was easy to access, visually appealing, and provided clear and comprehensive information about De Sapphire Guest House. The available pages enabled users to obtain information about the guest house, including room types, facilities, gallery, articles, guest reviews, and contact information. In addition, the bilingual feature helped users access the information in both Indonesian and English, making the website more accessible to a wider audience.

The promotional video also received positive evaluations from the respondents. Most respondents agreed that the video effectively introduced the rooms, facilities, services, and overall atmosphere of De Sapphire Guest House. The combination of clear visuals, voice-over, and English subtitles helped users understand the promotional messages and complemented the information presented on the bilingual website.

The findings indicate that the developed bilingual website and promotional video were effective in providing comprehensive information and supporting the digital promotion of De Sapphire Guest House for local prospective guests. Based on the questionnaire results, the products enabled users to obtain essential information about the guest house more easily while offering an engaging promotional experience through bilingual content and promotional videos.

Table 4. 7 Field Testing Sheet for International Prospective Guests

No.	Aspect	Responses			
		1	2	3	4
		freq	freq	freq	freq
WEBSITE					
1.	The website displays pages properly on my device without affecting my browsing experience.				5

No.	Aspect	Responses			
		1	2	3	4
		freq	freq	freq	freq
2.	The website design is simple, attractive, and easy to understand.				5
3.	The website can be accessed smoothly on my device.			1	4
4.	The website can be accessed anytime and anywhere.				5
5.	The website provides complete information about De Sapphire Guest House.			3	2
6.	The website presents clear and detailed information about room types and rates.			1	4
7.	The website makes it easy to find information about the available facilities and services.			1	4
8.	The information provided on the website is easy to read and understand.			1	4
9.	The website's menus and features are easy to use when searching for information.			1	4
10.	Overall, the website is effective in providing information about De Sapphire Guest House.			1	4
VIDEOS					
11.	The video has clear visuals and is comfortable to watch.			1	4
12.	The voice-over in the video is clear and easy to understand.			2	3

No.	Aspect	Responses			
		1	2	3	4
		freq	freq	freq	freq
13.	The English subtitles are easy to read and accurately match the voice-over.			1	4
14.	The transitions between scenes are smooth and comfortable to watch.			1	4
15.	The video presents information about De Sapphire Guest House clearly and comprehensively.				5
16.	The video effectively showcases the facilities, room types, and services offered.				5
17.	The video helps me understand the advantages of De Sapphire Guest House.				5
18.	The sequence of information in the video is easy to follow and understand.			1	4
19.	The video encourages me to learn more about De Sapphire Guest House.			2	3
20.	Overall, the video is effective as a promotional medium for De Sapphire Guest House.				5

Scale: 1: Strongly Disagree, 2: Disagree, 3: Agree, 4: Strongly Agree

Note:

Freq: Frequency

$$\text{Percentage} = \frac{\text{Total Score Obtained}}{\text{Maximum Score}} \times 100\% = \frac{387}{400} \times 100\% = 96.75\%$$

Based on the results shown in Table 4.7, the responses from the international prospective guests indicate a positive evaluation of the developed bilingual website and promotional video. The total average score obtained was 3.87 out of 4. Based on the calculation, the final score reached 96.75 out of 100, indicating that the developed products were categorized as Excellent and were appropriate for use. The respondents considered that the bilingual website was easy to access, visually appealing, and provided clear and comprehensive information about De Sapphire

Guest House. The bilingual feature enabled international prospective guests to access the information in English, making it easier for them to understand the guest house's rooms, facilities, services, and other available information.

The promotional video also received positive evaluations from the respondents. Most respondents agreed that the video effectively presented the guest house's rooms, facilities, services, and overall atmosphere. The combination of clear visuals, voice-over, and English subtitles helped international prospective guests better understand the promotional content and complemented the information provided on the bilingual website.

The findings indicate that the developed bilingual website and promotional video were effective in providing comprehensive information and supporting the digital promotion of De Sapphire Guest House for international prospective guests. Based on the questionnaire results, the products were considered user-friendly, informative, and appropriate for introducing the guest house to users from different language backgrounds.

Discussion

The results of this research show that the developed bilingual website integrated with promotional videos successfully fulfilled its purpose as a promotional medium for De Sapphire Guest House. Based on the expert validation and user evaluation, the products received excellent scores, indicating that they are suitable for use. The bilingual website provides complete information about the guest house in both Indonesian and English, while the promotional videos help present the rooms, facilities, services, and overall atmosphere in a more attractive and informative way. Together, these two products offer prospective guests a better understanding of De Sapphire Guest House before making a reservation.

The findings are in line with the theory proposed by Stein (2006, as cited in Hariyanto, 2017), which explains that advances in information technology have encouraged the use of websites as an effective medium for sharing information. In addition, Rabin (2001, as cited in Hernández et al., 2009) states that a quality website should provide informative content while remaining easy to use. This is reflected in the evaluation results, where both expert validators and respondents agreed that the website presents complete information with clear navigation and a user-friendly interface, making it easy for users to find the information they need.

The findings of this research are also consistent with the website quality criteria proposed by Snell (2023). The developed website provides quality content by presenting comprehensive information about De Sapphire Guest House, including room types, facilities, packages, articles, guest reviews, and contact information. It also has a clear purpose as a promotional tool that encourages prospective guests to explore the available services. In terms of usability, the website offers a simple and attractive design, clear navigation, and a mobile-responsive interface, enabling users to access information conveniently from different devices. Furthermore, the integration of promotional videos enriches the website content, while the use of Wix supports fast loading and secure website management. These characteristics are reflected in the positive evaluations from both the expert validators and the respondents, indicating that the developed website fulfils the essential qualities of a good website.

The website's bilingual feature also reflects the theories presented by Nuopponen (2002), Munday (2001), and Newmark (1988) regarding website translation. By providing information in both Indonesian and English, the website is able to reach a wider audience and reduce language barriers for international prospective guests. This bilingual approach allows users from different language backgrounds to access the same information more easily and understand the services offered by De Sapphire Guest House.

The positive evaluation of the promotional videos is also consistent with the theories of Pham (2013) and Jafar & Wahyuni (2016), as cited in Hasan et al (2024). The videos not only present information through moving visuals but also create a more engaging promotional

experience. The combination of video footage, voice-over, and subtitles helps prospective guests better understand the guest house's facilities, services, and atmosphere. As a result, the promotional videos complement the website by making the information more attractive and easier to understand.

The findings of this research are also consistent with several previous studies. Similar to the studies conducted by Augustine & Sembiring (2021) and Rahmi & Kartikasari (2025), this research demonstrates that a bilingual website can improve information accessibility for users from different language backgrounds. Likewise, the findings support the studies of Lestari et al (2024) and Rosianta & Sabri (2018), which found that promotional videos are effective in presenting information in a more engaging way. In addition, this research is in line with Cahyadi et al (2022), who concluded that Wix.com is a practical platform for developing websites. However, unlike the previous studies, this research combines a bilingual website and promotional videos into one integrated promotional platform specifically designed for the accommodation sector.

The final products have several strengths. The bilingual website provides comprehensive information about De Sapphire Guest House in two languages, making it accessible to both local and international prospective guests. The integration of promotional videos also enhances the user experience by allowing visitors to view the guest house's rooms, facilities, and atmosphere directly instead of relying only on text and images. Furthermore, the website has a simple interface and clear navigation, making it easy to access from both desktop and mobile devices. These strengths are supported by the excellent results obtained from both the expert validation and the user evaluation.

Despite these strengths, the developed products still have several limitations. The website currently supports only Indonesian and English, so users who speak other languages may still face language barriers. In addition, the information displayed on the website and in the promotional videos needs to be updated regularly whenever there are changes to the guest house's rooms, facilities, services, or contact information. Keeping the content up to date is important to ensure that prospective guests always receive accurate and relevant information. Future researchers may also improve the products by adding more language options or developing additional interactive features that further enhance the user experience.

4. CONCLUSION

This research aimed to develop a bilingual (English - Indonesian) website for De Sapphire Guest House in Malang. Additionally, it includes promotional video content (English - Indonesian) to enhance the guest house's digital promotion. This research used Design and Development Research (DDR) by Richey & Klein (2014), through five stages: analysis, design, development, implementation, and evaluation. The analysis stage identified the guest house's needs through observation and interviews. The design stage focused on planning the website structure, video theme, and storyboard. The development stage involved creating the website using WIX, and creating three promotional videos. The implementation stage introduced the product to users, while the evaluation stage involved expert validation and user responses.

The developed website provides several pages, including Home, About Us, Our Rooms, Facilities, Packages, Gallery, Articles, Guest's Review, and Contact Information. In addition, the promotional videos were developed as a supporting content feature to help users visualize the guest house and its facilities.

The results of this research indicate that the developed bilingual website integrated with promotional videos can support the promotional activities of De Sapphire Guest House by providing comprehensive and accessible information for both local and international prospective guests. The bilingual features enable users to access information in both Indonesian and English, while the promotional videos enhance the presentation of the guest house's rooms, facilities,

services, and overall atmosphere. Therefore, the developed products can be considered effective promotional media for De Sapphire Guest House.

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