

Developing Bilingual Informative Articles for PT Metro Mesin Mendunia's Website

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Abstract: PT Metro Mesin Mendunia is a manufacturing company that produces advanced industrial machines for various sectors, such as the food and beverage sector, agriculture, and construction. While aiming for overseas expansion, the company lacked English-language resources. To address this issue while maintaining its domestic market presence, this study developed bilingual informative articles in English and Indonesian for the company's website. This research employed the five-stage Design and Development Research (DDR) method developed by Richey and Klein. Data were collected through interviews, observations, and structured questionnaires. Throughout the analysis, design, and development stages, the researcher established a practical guideline for content creation. This guideline emphasized clear technical explanations, communicative translation, and engaging multimedia layouts. The developed articles were then validated by a language expert and a product content expert. During the implementation and evaluation stages, field testing was conducted with 35 diverse respondents. The results indicated that the articles were highly effective, achieving an impressive average score of 4.59 out of 5. This positive outcome was primarily due to the understandable language, clear visual representations, and coherent layout of the content. In conclusion, this study offers practical guidelines for creating digital bilingual content in the manufacturing sector. The resulting articles serve as an effective promotional tool to improve product accessibility and communication for both domestic and international audiences.

Keywords: bilingual articles, content marketing, DDR, industrial machinery, PT Metro Mesin Mendunia

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Introduction

The manufacturing industry in Indonesia is currently experiencing rapid growth driven by automation and technological advancements. According to the World Manufacturing Foundation (2024), innovations such as artificial intelligence and robotics are revolutionizing the sector by enhancing efficiency and enabling new product developments. One local enterprise demonstrating this growth is PT Metro Mesin Mendunia, a company that produces advanced industrial machines for the food and beverage, agriculture, and construction sectors. However, despite its ambition to expand into international markets, the company currently relies on incredibly inefficient traditional direct marketing methods. Based on observations and interviews with the company owner, a major obstacle to this expansion is the distinct lack of English-language online resources. This limitation creates a significant communication gap with potential overseas clients.

To overcome this barrier and effectively reach a wider international audience, implementing an optimized digital marketing strategy is essential. In today's digital era, content marketing has become an important part of a successful marketing strategy. Specifically, article content is highly effective for promoting industrial products and establishing a company's expertise. According to the Content Marketing Institute (2023), short articles and posts consistently rank as the most popular content format. In addition, local marketing reports indicate that articles are considered the most effective type of content compared to other forms (GetCraft, 2020). For the manufacturing sector, high-quality bilingual informative articles are particularly valuable. They provide the detailed technical explanations necessary for international B2B clients while simultaneously enhancing search engine optimization (SEO) to increase overall website traffic.

While previous studies have highlighted the role of digital marketing in international business (Lubis and Widodo, 2024) and the positive impact of multilingual websites on user experience (Alexander et al., 2021), research focusing on the heavy manufacturing sector remains limited. Specifically, there is a lack of practical guidelines for developing digital bilingual informative articles for manufacturing companies in developing countries. Without such resources, companies may fail to effectively convey their selling points to a global market. Other recent studies have explored bilingual promotional tools, such as printed booklets (Ningsih et al., 2023), press releases (Dewi et al., 2024), and e-books (Shahab et al., 2024). However, a distinct gap remains in the specific development of targeted, digital bilingual articles for industrial machinery.

Developing these articles requires a strategic approach grounded in core marketing and communication principles. The process relies on content marketing strategies to create relevant and valuable information that attracts a clearly defined audience (Content Marketing Institute, 2015). Furthermore, to ensure this content resonates across different cultures, the glocalization theory (Robertson, 1995) is applied to balance global consistency with local relevance. Finally, utilizing a communicative translation method (Newmark, 1988) is crucial to ensure that complex technical information regarding industrial machinery is conveyed accurately and

naturally to international readers.

Therefore, this research aims to address the identified gap by developing and implementing an effective content marketing strategy for PT Metro Mesin Mendunia. The primary objective of this research is to develop bilingual informative articles for the company's website that showcase detailed machinery features and educate audiences about the resulting products. Ultimately, this research seeks to bridge communication gaps, support the company's global market expansion, and serve as a robust model for similar industrial companies looking to enhance their global digital presence.

Methods

Research Design

This research used the Design and Development Research (DDR) method by Richey and Klein (2007) as the research methodology. DDR is a research methodology that focuses on a cyclical approach to creating or improving tools, products, or models. The researcher chose this method because it is highly suitable for this research, which focuses on creating and systematically improving bilingual articles. Furthermore, to guide the specific stages of product creation, this study integrated the ADDIE model as the development framework. The cyclical approach of DDR, combined with the structured ADDIE model, makes it possible to continuously improve the articles to ensure their relevance to the target international audience, and achieve the goal of expanding global market reach. Consequently, the development process in this research consisted of five distinct stages based on the ADDIE framework, such as: Analysis, Design, Development, Implementation, and Evaluation.

Research Procedures

The first stage of this research process was Analysis. The researcher conducted an analysis through the PT Metro Mesin Mendunia's website, at the company's offices, and by analysing specific international markets. First, the researcher conducted an interview with the owner of PT Metro Mesin Mendunia that aimed to obtain information to support the development of the bilingual articles, specifically to understand the owner's vision for international expansion and the target audience. Second, the researcher conducted an online observation through the company's website and on-site observation at the company's office to better understand the business of the company. The observation phase was examining the current articles from PT Metro Mesin Mendunia's website and identifying any gaps that need to be addressed. The researcher also observed how the company currently communicates with customers, both local and international. Besides, the researcher has observed the specifications and the uses of the machines that will be discussed in the articles. The primary output of this stage was a clear identification of communication and content gaps, which directly informed the subsequent design stage.

The second stage of this research process was Design. In this stage, the researcher did content planning, which included deciding what kinds of articles to create and outlining the

articles. The type of article that was created was Product Blog. Furthermore, the translation method that was used was communicative translation, as stated by Newmark (1988). This method highlights the importance of accurately conveying the contextual meaning of the original source. To write well-structured articles and make the writing process easier, the researcher created a guideline for writing the articles. This guideline was created based on the findings from the interview and was also aligned with principles of content marketing theory, as stated by Patrutiu Baltes (2015) regarding the importance of Search Engine Optimization (SEO). This writing guideline served as the main output of this stage, providing a foundational framework that directly connected the design phase to the content development phase.

The third stage of this research was Development. In this stage, the researcher began the writing process for all articles based on what was obtained from the analysis and design stages. The writing followed the article writing guideline that was created in the previous stage. This process also included organizing the visual appearance of the articles by adding relevant images. Following the content creation, all articles were translated into English. After finishing the writing and translation process, the researcher submitted the final draft of all articles to the relevant experts (product content expert and language expert) and distributed the expert validator questionnaire to them. This was done to ensure the articles were accurate, clear, and well-written before being released to the public. The final output of this stage was a set of validated bilingual articles, which were then ready to be deployed in the implementation stage.

The fourth step of this research was Implementation. After finishing the experts' validation process, the researcher published the articles on the Blog page of PT Metro Mesin Mendunia's website to conduct field testing. The researcher distributed a questionnaire to the existing and potential customers of PT Metro Mesin Mendunia. The purpose of this process was to find out the effectiveness and usefulness of the bilingual articles from the user feedback. The primary output of this step was the accumulation of user evaluation data, which served as the baseline data for the final evaluation stage.

The last step of this research was Evaluation. In this stage, the researcher assessed the effectiveness and quality of the developed bilingual articles based on the feedback and suggestions from the questionnaire distributed during the field testing and the detailed input from the expert validation process. This stage served as the final synthesis of the research, confirming the overall utility of the developed articles for global audience communication.

Research Setting

The research was conducted at the PT Metro Mesin Mendunia's offices that are located in two different places. The first office is the company's administrative office located in Malang City, East Java. The second office is the company's production office located in Malang Regency, East Java. The research itself was conducted over a period of five months, from February 2025 to June 2025. The final content was published on the Blog page of PT Metro Mesin Mendunia's official website: <https://metromesinmendunia.com/blog/blog-1.html>.

Participants

This research involved two groups of participants, selected through a purposive sampling approach. The first group was composed of two expert validators, who gave structured feedback during the development stage. The second group consisted of 35 respondents who took part in the field-testing survey during the implementation stage. Expert validators were selected based on their proficiency in English and expertise in the company's machinery products. To ensure a comprehensive evaluation of the bilingual content, the target population included both domestic and international clients. Respondents were chosen from the target market of PT Metro Mesin Mendunia, including business owners in the F&B, agricultural, and construction industries across diverse nationalities.

Data Collection Techniques

This research employed a combination of qualitative and quantitative data collection methods, such as observation, interview, and survey. The researcher conducted on-site observation at the company's offices to gain a deeper understanding of PT Metro Mesin Mendunia and their machinery products, as well as online observation to review the existing articles on the company's website. Specifically, two on-site observation sessions were conducted, each lasting approximately two hours, to examine the specifications and functionalities of the prioritized machinery. Meanwhile, the online observation focused on evaluating the language, visual elements, and keyword usage of the existing website content. This data collection method was carried out at the analysis stage.

The interview was conducted with the owner of PT Metro Mesin Mendunia, as he was identified as the main source of information for this research. This semi-structured interview was conducted offline at the company's office. The topics covered during the session included the owner's vision for international expansion, prioritized target markets, current traditional marketing channels, and specific content requirements for the bilingual articles. This method of data collection was carried out at the analysis stage.

The survey stage was carried out by distributing questionnaires made using Google Form to relevant experts, existing customers, and potential customers. The questionnaires consisted of closed-ended items rated on a five-point Likert scale. This instrument was developed by the researcher by adapting core principles from the Technology Acceptance Model (AM) by Davis (1989) to evaluate the perceived usefulness and ease of use of the content. For the expert validators, specific individuals were chosen based on their experience and professional qualifications. For the field testing, the respondents were specifically individuals identified as business owners. This approach to collecting data was used at multiple stages, specifically during the development and implementation stage.

Data Analysis

The collected data were analyzed using both qualitative and quantitative approaches. Qualitative data obtained from the semi-structured interview and observations were examined using descriptive narrative analysis to systematically identify key communication requirements and content gaps. Quantitative data gathered from the closed-ended questionnaires were analyzed using descriptive statistics. Specifically, the researcher calculated the frequency percentages and average scores for each evaluation item to determine the overall effectiveness and suitability of the developed bilingual articles.

Product Specification

The output of this research was the development of a series of bilingual informative articles that were published on the PT Metro Mesin Mendunia's website. These articles served as a tool to support the company's digital marketing strategy, aimed at helping PT Metro Mesin Mendunia expand its global market reach. The articles provided detailed information about the company's industrial machinery and also provided interesting information about the resulting products produced using these machines. The articles were presented in Indonesian and English, with engaging visuals also added. The total word count for each article was around 500 words, with a total of 10 articles developed.

To ensure structural consistency across all developed outputs, a standardized format was strictly applied to every article. Each article consists of core content components, beginning with an SEO-optimized heading as a relevant title. This is followed by an introductory lead section that embeds targeted keywords, and sub-headings to divide the content logically. The main features of the text include an informative and relevant body paragraph, a closing section containing a clear Call to Action (CTA) to engage potential clients, and integrated multimedia elements such as product photographs to enhance readability for an international audience.

Results

The systematic development of bilingual informative articles for PT Metro Mesin Mendunia was strictly conducted through the five distinct stages of the Design and Development Research (DDR) methodology by Richey and Klein (2007), namely Analysis, Design, Development, Implementation, and Evaluation. The detailed execution and findings of each stage are comprehensively described below.

Analysis

The development of bilingual informative articles began with an analysis stage to understand the company's business and identify what was needed. Through an interview with the owner, Mr. Hadi Apriliawan, it was found that the company's long-term goal for international expansion targeted countries like America, Malaysia, and India. During the interview, the owner explicitly stated that the company's vision involves "expanding our market reach to target

countries like America, Malaysia, and India” to secure global sales. Mr. Hadi emphasized that bilingual content is “mandatory” to address the lack of English resources, stating that such a feature is “mandatory to bridge the language barrier with foreign clients and showcase our innovations globally.” He further noted that articles must use clear, easy-to-understand language while including product specifications and machine applications.

Design

As a result of the Design stage, a clear and comprehensive framework for the bilingual articles was successfully established. Based on the priorities identified during the interview with Mr. Hadi, the finalized content plan outlined specific article topics. Specifically, the resulting framework categorized the content into two main focuses: articles detailing the prioritized industrial machinery, and complementary articles discussing the end products that can be produced using these machines.

Table 1
Article topics discussing prioritized machines

No.	Machine Topic
1	Extractor Machine
2	Pasteurization Machine
3	Oven Dehydrator Machine
4	Freeze Dryer Machine
5	Spray Dryer Machine

Table 2
Article topics discussing resulting products

No.	Resulting Product Topic	Reason for Choosing the Topic
1	Ginger Extract	Because ginger extract can be produced using the Extractor Machine, which is one of the prioritized machines by the company.
2	Yogurt	The production process involves milk pasteurization using the Pasteurization Machine, which is a prioritized machine.
3	Dried Chili	A finished product resulting from processing with a Dehydrator Oven Machine, which is among the prioritized machinery.

No.	Resulting Product Topic	Reason for Choosing the Topic
4	Frozen Fruit	The result of processing with a Freeze Dryer Machine, which is another product priority for the company.
5	Banana Chip	Produced using a Vacuum Frying Machine, which has significant interest and demand in target international markets like Malaysia and India, where bananas are widely available as a tropical crop.

Furthermore, relevant keywords were researched using the Semrush tool to ensure articles could achieve the highest organic rankings. Following the determination of article topics, the next step involved outlining the structure and content of each of the ten bilingual articles guided by the article writing guideline.

Development

The output of this research was the development of a series of bilingual informative articles that were published on the PT Metro Mesin Mendunia’s website. The total word count for each article ranged around 500 words, with a total of 10 articles having been developed. There were 5 articles that discussed the machinery products and 5 articles that discussed the resulting products. The development stage began with the writing process of the Indonesian versions by expanding the content outlines created in the previous design stage. This was a crucial step, as these Indonesian articles served as the foundational base for their English translations.

Rather than presenting the full articles in this section (full article samples are provided in the supplementary appendix), the key development outcomes can be summarized through their standardized structure and features. Each article was consistently structured with an SEO-optimized heading, an engaging introductory lead, informative body paragraphs detailing machinery specifications or product benefits, and a concluding Call to Action (CTA). Furthermore, visual elements, such as machinery photographs and relevant product images, were integrated to enhance user engagement and visual appeal.

After the Indonesian versions were completed, the researcher proceeded with translating the content into English. The communicative translation method by Newmark (1988) was utilized in this step. This translation process was not a simple word-for-word conversion; instead, it involved a careful adaptation that considered both the contextual meaning of the original Indonesian text and the need for clarity and ease of understanding for an international B2B audience. For instance, technical specifications such as “Heat Reflux” and “Extraction Tank” were adapted to ensure readability without losing their technical accuracy.

To ensure the articles’ overall effectiveness and accuracy, the finalized drafts underwent a two-part expert validation. The product content validation, conducted by Miss Lutfia Fatma Ningrum, resulted in a score of 4.6 out of 5. She praised the articles for being “quite informative

and persuasive". The language validation, conducted by Dr. Hiqma Nur Agustina, confirmed the grammatical accuracy and clear, persuasive tone, giving the articles a score of 4.2 out of 5 and commenting that the writing was "good enough and easy to understand". Despite the high scores, constructive feedback from both validators was carefully utilized to further improve the developed articles prior to implementation. Specifically, minor revisions were made to refine certain technical terms for better industry accuracy and to adjust sentence structures in the English translation, ensuring a more natural and professional flow for international readers.

Implementation

The next stage was Implementation. In this stage, the researcher conducted a field-testing process after publishing the bilingual articles to assess their effectiveness and usefulness through user feedback. The field-testing was conducted through the distribution of an online questionnaire made using Google Forms on digital platforms, including Telegram and X. There were 35 people who participated in this field-testing. The respondents for this field-testing were individuals identified as SMEs and other industrial sector business owners. The majority of participants were from Indonesia (65.7%), with the rest coming from China Mainland, Malaysia, Thailand, and India. The largest age group of respondents fell within the above 35 years age range (54.3%).

Table 5
Field Testing Sheet

No.	Question	Score					Average
		1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)	
1.	The information provided in the bilingual articles are easy to understand.				7 (20.0%)	28 (80.0%)	4.80
2.	The information presented in the bilingual articles provides valuable information and is interesting for the reader.				19 (54.3%)	16 (45.7%)	4.46
3.	Explanations and information in the bilingual articles are clearly written.				11 (31.4%)	24 (68.6%)	4.69
4.	The explanations in Bahasa Indonesia and English are easy to understand.			1 (2.9%)	8 (22.9%)	26 (74.3%)	4.71
5.	The sentences, both in Indonesian and English, are understandable.			2 (5.7%)	13 (37.1%)	20 (57.1%)	4.51

No.	Question	Score					Average
		1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)	
6.	The pictures used clearly represents the articles messages.			2 (5.7%)	19 (54.3%)	14 (40.0%)	4.34
7.	Capitalization and punctuation in the articles are correct and appropriate.				13 (37.1%)	22 (62.9%)	4.63
8.	The bilingual articles help readers obtain information about PT Metro Mesin Mendunia.				14 (40.0%)	21 (60.0%)	4.60
9.	Are these articles good enough in introducing the products produced by the company?			1 (2.9%)	13 (37.1%)	21 (60.0%)	4.57
10.	Are the articles layout good enough and appealing?				14 (40.0%)	21 (60.0%)	4.60

Scale description: 1: Strongly Disagree, 5: Strongly Agree. The total score = 45.91 / 10 = 4.59 (out of 5)

F: Frequency, %: Percentage

$$\text{The total score} = \frac{\text{Total Score}}{\text{Total Question}} = \frac{45.91}{10} = 4.59 \text{ (out of 5)}$$

As detailed in Table 5, the field-testing results yielded a highly positive overall average score of 4.59 out of 5. The highest-rated aspect was the ease of understanding the provided information, which scored an outstanding average of 4.80. This was closely followed by the clarity of the explanations in both Bahasa Indonesia and English, scoring 4.71. Conversely, the statement regarding the pictures clearly representing the article messages received the comparatively lowest average score of 4.34, though it still firmly falls within a positive range. Overall, these summarized findings strongly indicate that the developed bilingual articles possess high quality and are highly effective in conveying valuable, easy-to-understand information to a diverse international audience.

Evaluation

The final evaluation stage aimed to comprehensively assess the overall quality, usability, and strategic fit of the bilingual articles. Based on the synthesis of expert validation and field-testing data, the evaluation confirmed the success of the developed products, which received an impressive average score of 4.59 out of 5 from 35 participants. The main strengths identified

during this process were the linguistic clarity and the communicative translation approach, as qualitative feedback consistently praised the articles for being “easy to understand” and “very helpful”.

However, the evaluation also identified a minor weakness regarding visual representation. Since the alignment between the pictures and the article messages received the lowest relative score during field testing, a key suggestion identified for future development is to integrate more detailed and highly relevant technical product diagrams. Despite this minor limitation, expert validation further supported the core findings, with validators confirming the accuracy of the content and the fluency of the language. In conclusion, the evaluation showed that the articles were well-received and appropriate for their purpose of serving as a communication tool for engaging potential global customers of PT Metro Mesin Mendunia.

Discussion

This research successfully applied the Design and Development Research (DDR) method by Richey and Klein (2007) to develop useful bilingual articles. The cyclical approach of DDR made it possible to continuously improve the articles and ensure they were relevant to the target international audience. The research was conducted following the ADDIE model, consisting of analysis, design, development, implementation, and evaluation stages. The findings from each of these distinct stages perfectly align with the theoretical concepts and previous studies discussed in the literature.

During the analysis stage, the identified gap in English-language resources highlighted the necessity for a strategic communication tool. The strategic decision to develop bilingual articles for PT Metro Mesin Mendunia's website strongly underscores the principles of Glocalization theory by Robertson (1995), ensuring an effective blending of global communication needs and local market demands. Subsequently, in the design stage, careful content planning and structural outlining were conducted. The creation of valuable and informative articles reinforces the principles of content and inbound marketing stated by Patrutiu Baltes (2015) and Halligan and Shah (2010), which emphasize attracting and engaging target audiences by providing relevant content. In this context, Search Engine Optimization (SEO) plays a crucial role as a core component of inbound marketing. The strategic inclusion of relevant keywords during this design phase was anticipated to significantly enhance the articles' discoverability across various global search engines.

In the development stage, the translation process and expert validation were central to ensuring the quality of the output. Applying a communicative translation method allowed the complex technical information to be easily digested by non-native readers. Furthermore, this development strategy supports the findings of previous research by Dewi et al. (2024), who argue that bilingual communication resources are important to improving communication with international audiences, and to attract both local and overseas potential customers.

Following this, the implementation stage yielded highly positive user feedback regarding the clarity and ease of understanding for both language versions. These findings directly reflect the importance of perceived usefulness and ease of use theory by Davis (1989) in technology adoption, suggesting that the bilingual content format significantly enhances the user experience. The high scores derived from the field testing indicate that providing technical information in dual languages directly reduces the cognitive load for international readers, thereby increasing their engagement. It also aligns with research by Shahab et al. (2024), which emphasized the importance of creating engaging digital tools to promote specific offerings.

Finally, during the evaluation stage, the comprehensive review of all feedback confirmed the overall success of the project. In conclusion, this research successfully applied the DDR method to develop useful bilingual articles that are relevant, informative, and easy to read. The combination of a development process, expert validation process, and thorough field-testing ensured that the final product is well-made, informative, and specifically tailored to meet the needs of its users. These bilingual articles are not just a useful tool but also directly contribute to PT Metro Mesin Mendunia's goal of providing a strong foundation for expanding the company's market reach and improving communication with customers through an enhanced online presence.

Conclusion

This research aimed to develop a series of bilingual informative articles for PT Metro Mesin Mendunia's website. The primary objective was to address the company's need for English content by successfully producing ten highly acceptable digital articles. The main evaluation results demonstrated a strong positive reception, receiving a highly positive average score of 4.59 out of 5 regarding their effectiveness and usefulness. The absence of any critical issues requiring further revision indicated that the articles were high-quality and effective enough to be used as an official marketing tool.

In conclusion, this research successfully addressed the identified challenge of limited English content by providing resources that are linguistically clear and structurally engaging. Based on the expert validations and user responses, the developed bilingual articles demonstrate high perceived usefulness and acceptability. These articles, therefore, serve as an effective tool for conveying the value of PT Metro Mesin Mendunia's machinery products in a format that is easily understandable for a diverse audience.

Despite these positive outcomes, this study has a notable limitation. The evaluation was primarily based on user perceptions of quality and ease of use during a short-term field-testing period, rather than longitudinal marketing performance data. Therefore, future research is strongly recommended to track actual website traffic, search engine ranking improvements, and conversion rates over an extended period to fully measure the practical impact of these bilingual articles on the company's international market expansion.

Author Contribution Statement

Aisyah Kamila El Savira: Conceptualization and Research Design; Data Curation and Investigation; Methodology; Project Administration; Writing - Original Draft.

Hiqma Nur Agustina: Methodology; Writing - Review & Editing; Validation.

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