

## Developing Official Website by using Advertising Language for UMKM Batik Garudeya Kidal

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**Abstract:** This study aimed to develop an official website using advertising language for UMKM Batik Garudeya Kidal. The research used the Design and Development Research (DDR) approach with the ADDIE model, which includes analysis, design, development, implementation, and evaluation stages. In the analysis stage, data were collected through observation and interviews, which showed that the UMKM still relied on social media and did not yet have an official website to present complete and structured information about its products. Based on these findings, the researcher developed a website using Wix as the platform. The website was designed to be simple, attractive, and easy to use. Advertising language was applied in the product descriptions to make the content more persuasive and appealing to potential customers. The website contains important information such as business profile, product catalog, pricing, and contact details. The website was then tested through expert validation and user responses. The results showed that the website is in the “very good” category and suitable for use as a promotional media. Field testing results also reached 94.8%, indicating that users found the website easy to use, informative, and visually appealing. Overall, the website is effective in helping UMKM Batik Garudeya Kidal improve its promotion, strengthen its branding, and reach a wider audience through digital media.

**Abstrak:** Penelitian ini bertujuan untuk mengembangkan website resmi dengan penggunaan bahasa iklan untuk UMKM Batik Garudeya Kidal. Penelitian ini menggunakan pendekatan Design and Development Research (DDR) dengan model ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Pada tahap analisis, data dikumpulkan melalui observasi dan wawancara yang menunjukkan bahwa UMKM masih mengandalkan media sosial dan belum memiliki website resmi untuk menyajikan informasi produk secara lengkap dan terstruktur. Berdasarkan temuan tersebut, peneliti mengembangkan website menggunakan platform Wix. Website dirancang agar sederhana, menarik, dan mudah

digunakan. Bahasa iklan diterapkan dalam penulisan deskripsi produk untuk membuat konten lebih persuasif dan menarik bagi calon pelanggan. Website ini memuat informasi penting seperti profil usaha, katalog produk, harga, dan kontak. Website kemudian diuji melalui validasi ahli dan tanggapan pengguna. Hasil penelitian menunjukkan bahwa website berada pada kategori “sangat baik” dan layak digunakan sebagai media promosi. Hasil uji lapangan juga mencapai 94,8%, yang menunjukkan bahwa pengguna menilai website mudah digunakan, informatif, dan menarik secara visual. Secara keseluruhan, website ini

*efektif dalam membantu UMKM Batik Garudeya Kidal meningkatkan promosi, memperkuat branding, dan menjangkau pasar yang lebih luas melalui media digital.*

## **INTRODUCTION**

In Malang Regency, the development of the modern era has encouraged the rapid growth and expansion of the tourism and creative industries. Malang Regency holds great potential not only in tourism but also in local cultural products and small-medium enterprises (UMKM) (Hartono et al., 2022; Ladini et al., 2025). One of the local businesses that reflects the cultural richness of the region is UMKM Batik Garudeya Kidal. As part of the creative industry, this UMKM contributes to preserving traditional batik culture while also supporting the local economy (Brügger, 2009; Irshad, 2026; Suhartini et al., 2021).

Local cultural products such as batik have become one of the important identities of Indonesian heritage (Banath et al., n.d.; Chamidah et al., 2025). In addition, the increasing use of digital technology has encouraged many UMKM businesses to expand their marketing strategies through online platforms. Nowadays, people tend to search for products and services through the internet before making purchases. Therefore, having a professional digital platform has become essential for UMKM businesses to compete in wider markets.

One of the developing UMKM businesses in Malang Regency is UMKM Batik Garudeya Kidal. It is located in Kidal area, Malang Regency, East Java. This UMKM offers various batik products with unique designs inspired by local culture and Indonesian heritage. The products include batik fabrics, clothing, and handmade crafts that represent traditional and modern artistic values. UMKM Batik Garudeya Kidal has strong potential to become more widely recognized, not only by local consumers but also by international customers interested in Indonesian batik products. However, currently, its promotional activities still rely mostly on social media platforms, which have limitations in reaching broader global markets.

Every business enterprise needs professional promotional media to attract customers and enhance its competitiveness (Santoso et al., 2019; Suroyo et al., 2025). Some common types of professional promotional media include social media, brochures, websites, and promotional videos. Among these options, a website is considered one of the most effective media because it can provide comprehensive information to potential customers worldwide (Aziz et al., 2021; Prabjandee, 2023; Putri & Rohmah, 2026). Through a website, a business can build a professional image and expand its market reach. UMKM Batik Garudeya Kidal understands the importance of providing accessible and detailed information for both local and international customers. Without a dedicated website, it becomes difficult to reach foreign customers who do not understand Bahasa Indonesia. An Indonesian-language website can solve this issue by presenting important information clearly and effectively for local customers while strengthening the business identity. In addition, having an official website can increase the professionalism and credibility of the business, strengthening its branding in the creative industry sector (El Chidtian et al., 2024; Shaari & Abd Rahman, 2017). Therefore, UMKM Batik Garudeya Kidal intends to collaborate with the researcher of this thesis to create an informative and well-designed Indonesian-language website that supports its promotional activities.

UMKM Batik Garudeya Kidal needs an Indonesian-language website as a professional promotional medium. The website serves as an official identity that can improve the credibility and visibility of the business. Through the website, customers can easily access detailed information about the business profile, product collections, prices, ordering procedures, and contact information. Furthermore, a website allows UMKM Batik Garudeya Kidal to update information in real time and reach a broader audience (Ford et al., 2023; Permatasari & Cantoni, 2021). By developing an Indonesian-language website, the business can enhance its attractiveness and strengthen its branding in the digital era (Rani & Bajwa, 2026). This research will be beneficial for UMKM Batik Garudeya Kidal because it helps improve promotional effectiveness and customer accessibility. Additionally, a professional website can increase opportunities for collaboration and investment in the creative economy sector. The Indonesian-language content

will strengthen the branding of UMKM Batik Garudeya Kidal and improve its credibility. Through this strategy, UMKM Batik Garudeya Kidal will have better opportunities to grow and compete in broader markets.

The text used to create links on websites is known as hypertext. Websites are structured to ensure easy access to related content within a domain (Masduqi et al., 2024). Meanwhile, the web is a service available to internet-connected users, providing access to collections of interlinked documents. It allows users to navigate between related content through hyperlinks, creating an effective browsing experience. Therefore, a website can be defined as a collection of structured web pages designed to provide information that can be accessed by internet users.

By considering all the factors mentioned above, website developers must create a digital platform that is not only visually attractive but also capable of ensuring a seamless and secure browsing experience. Therefore, this research follows established standards for creating an effective and well-structured website. As a result, the final product is expected to provide benefits for all stakeholders, especially UMKM Batik Garudeya Kidal and its customers.

## **METHOD**

The researcher used the Design and Development Research (DDR) approach to develop the website for UMKM Batik Garudeya Kidal. This study also applied the ADDIE model proposed by Richey and Klein (Cotter et al., 2023). The ADDIE model consisted of five stages: Analysis, Design, Development, Implementation, and Evaluation. These stages helped the researcher develop the website in a systematic and organized way.

### **1. Analysis**

The first stage was analysis. In this stage, the researcher identified the needs and problems faced by UMKM Batik Garudeya Kidal, especially in terms of promotion and digital marketing. The researcher conducted interviews and observations to collect information about the current promotional media, target customers, and the type of information needed on the website. The researcher also analyzed the website content needed, such as the business profile, product catalog, ordering information, contact details, and social media links. This stage was important because it became the basis for designing a website that matched the needs of the UMKM and its customers.

### **2. Design**

The second stage was design. In this stage, the researcher planned the structure and appearance of the website. The researcher designed the layout, navigation menu, and content arrangement to make the website easy to use and visually attractive. The researcher also selected colors, fonts, and images that reflected the identity of UMKM Batik Garudeya Kidal. In addition, the researcher prepared the website features, such as the homepage, about us page, product gallery, and contact page. Before starting the development process, the researcher created a draft or mockup of the website design.

### **3. Development**

The third stage was development. In this stage, the researcher turned the design into a real website. The website was developed using web development tools and programming languages. The researcher added all necessary content, including product photos, descriptions, prices, and business information. The researcher also ensured that the website could be accessed properly on different devices such as smartphones, tablets, and computers. After the website was completed, the researcher checked all features, menus, and links to make sure they worked correctly. Any errors found during this stage were revised before the website was used publicly.

### **4. Implementation**

The fourth stage was implementation. In this stage, the website was introduced and used by UMKM Batik Garudeya Kidal. The researcher uploaded the website so it could be accessed online by customers and visitors. The researcher also explained how to manage and update the website, such as adding new products or updating information. After that, the website

was tested by users to see whether it was easy to use and whether the information was clear and accessible.

#### 5. Evaluation

The final stage was evaluation. In this stage, the researcher evaluated the quality and effectiveness of the website. Feedback was collected from users and the UMKM owner regarding the website design, content, navigation, and overall performance. Based on the feedback, the researcher identified the strengths and weaknesses of the website. If there were problems or suggestions, the researcher revised and improved the website to make it better and more effective as a promotional medium.

Through these five stages, the researcher expected the website to help UMKM Batik Garudeya Kidal improve its promotion, strengthen its branding, and reach more customers through digital media.

## RESULTS AND DISCUSSION

In this study, the researcher applied the ADDIE model to develop a website for UMKM Batik Garudeya Kidal. The stages include analysis, design, development, implementation, and evaluation. Each stage is explained in detail below.

### 1. Analysis

In the analysis stage, data were collected through interviews with the owner of UMKM Batik Garudeya Kidal and direct observation of the business activities. The data collection was conducted on January 21, 2026. This stage aimed to identify the needs for developing a website as a promotional medium for the UMKM.

The interview results showed that UMKM Batik Garudeya Kidal still relied heavily on social media for promotion. Although social media was actively used, it was not enough to provide complete and structured information to customers. As a result, customers often asked repeated questions about products, prices, and ordering procedures.

From the findings, it was clear that the UMKM had not yet owned an official website. This limited its ability to reach wider markets, especially potential international customers. Therefore, the development of a website was considered necessary to improve promotional effectiveness and provide more complete and accessible information.

Based on the interview, the target customers of UMKM Batik Garudeya Kidal included both local and international buyers who were interested in Indonesian batik products. The observation results also showed that the UMKM had strong product potential, especially in its batik designs that combined traditional cultural elements with modern aesthetics.

The researcher found that product documentation, such as photos and descriptions, played an important role in attracting customers. Therefore, these elements needed to be presented clearly and attractively on the website. Overall, the findings confirmed that UMKM Batik Garudeya Kidal had strong potential to grow through digital promotion.

### 2. Design

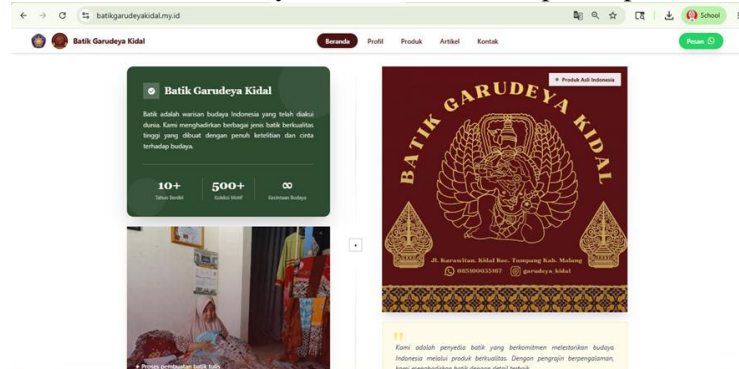
After the analysis stage, the next step was design. In this stage, the researcher developed the website structure and appearance based on the findings from the previous stage. The design process included arranging the layout, navigation system, content structure, and visual appearance.

The researcher used Wix as the website builder platform. Before starting the design, an account was created, and an appropriate template that matched the identity of UMKM Batik Garudeya Kidal was selected. The design process also considered several important aspects of a good website, such as usability, navigation, compatibility, visual design, functionality, and loading speed. The main pages designed included the homepage, product catalog, about page, and contact page.

### 3. Development

In the development stage, the researcher started building the website based on the design plan. All content was organized into structured web pages, including the business profile, product descriptions, images, and contact information of UMKM Batik Garudeya Kidal.

In this stage, the website was developed gradually by ensuring that all features and pages functioned properly. Multimedia elements such as product photos and visual designs were added to improve user experience. The website was continuously tested during development, and any technical errors found were immediately corrected to ensure optimal performance.



Picture 1. The Appearance of Official Website

### 4. Implementation

In the implementation stage, the website was evaluated by three experts: a language expert, an IT expert, and a content expert. Each validator assessed the website based on different aspects such as language quality, technical performance, usability, and content relevance.

The language expert stated that the content was generally clear and understandable, although some minor revisions were needed to improve grammar accuracy and consistency. After revision, the language became more natural and readable. The IT expert reported that the website performed well in terms of navigation, responsiveness, and usability. However, slight improvements were suggested, particularly in loading speed and image optimization.

Meanwhile, the content expert confirmed that the website content was relevant, complete, and suitable for promoting UMKM Batik Garudeya Kidal. The product information and business details were considered well-organized and informative. Overall, the validation results indicated that the website was feasible to be used as a promotional medium. However, minor revisions were recommended to improve the overall quality before final publication.

### 5. Evaluation

The Field-Testing Result

No	Criteria	Score					Average
		1	2	3	4	5	
1	The website is easy to access				6	37	4,8
2	All features of the website are accessible and functional				13	30	4,70
3	The content on the website is informative and easy to understand				8	35	4,81
4	The visual design of the website is attractive and consistent			1	10	32	4,72
5	The design elemets (Colors, fonts, layout) enhance your browsing experience			2	10	31	4,67
Total					23,7		
Average					4,74		
Percentage					23,7 : (5x5) x 100% = 94,8%		

The field testing for the website developed for UMKM Batik Garudeya Kidal produced a score of 94.8%, which fell into the very feasible category. This result showed that the website was highly acceptable and worked well for users as a promotional medium. From the users' responses, the website was considered easy to use and easy to understand. They could quickly find important information such as product details, prices, and contact information without difficulty. The navigation system was also seen as simple and clear, which helped users move from one page to another without confusion. This indicated that the website design successfully focused on user convenience.

The result also showed that the website was effective in delivering information compared to previous promotional methods. Users felt that the website provided more complete and structured information than social media posts, which were often scattered and limited. Because of this, users felt more confident and informed about the products offered by the UMKM.

In addition, the website performed well in terms of accessibility. It could be opened smoothly on both mobile phones and computers, making it easier for different types of users to access it anytime. This was important because most users nowadays relied on mobile devices for browsing information. Even though the results were very positive, some users still gave small suggestions for improvement. For example, they suggested adding more updated product photos and improving visual variety so the website would look even more engaging in the future.

Overall, the field-testing result of 94.8% showed that the website was successful and suitable to be used as a promotional platform for UMKM Batik Garudeya Kidal. It proved that the website was not only functional but also helpful in improving communication between the business and its customers.

This study developed a website for UMKM Batik Garudeya Kidal using the DDR approach with the ADDIE model. The results of this research were in line with previous studies which stated that websites were an effective promotional medium for UMKM in increasing product visibility and strengthening branding in the digital era. In this study, the website was also developed by applying advertising language to make the product presentation more persuasive, attractive, and able to influence potential customers.

Previous research showed that many UMKM still relied on social media for promotion (Aziz Al-Qahtani & Al-Nsour, 2025; Samson, 2026; Tsaruk, 2025). However, social media often provided limited and unstructured information. This condition was also found in Batik Garudeya Kidal, where a more organized platform was needed to present complete business information. Similar studies also explained that a website could build a more professional image and increase customer trust, especially when advertising language was used to highlight product advantages in a more appealing way.

In addition, earlier studies emphasized that website design, usability, and language style strongly affected user experience (Al-Tarawneh, 2025; Neumann, 2026). A simple layout, clear navigation, and persuasive wording can improve user engagement and interest (Tsaruk, 2026). This finding was consistent with the results of this study, where users responded positively because the website was easy to use and the product descriptions were written in a more engaging and promotional style. The expert validation also confirmed that the combination of good design and advertising language improved the overall quality of the website.

Overall, this study strengthened previous findings by showing that a website supported with advertising language could enhance promotional effectiveness for UMKM. It also confirmed that the ADDIE model helped produce a well-structured digital product that was not only informative but also persuasive in attracting potential customers.

## CONCLUSION

Based on the findings, it was identified that UMKM Batik Garudeya Kidal still relied on social media as its main promotional media and did not yet have an official website. This condition limited the delivery of complete and structured information to customers. Through the

development process, a website was successfully created that provides clear information about the business profile, products, and contact details in a more organized and accessible way.

The results of expert validation and user testing showed that the website is feasible to use and received positive responses in terms of content, design, usability, and functionality. Overall, the website is considered effective in supporting the promotion of UMKM Batik Garudeya Kidal, improving its professional image, and helping it reach a wider market in the digital era.

For future research, it is recommended to further develop the website by adding more advanced features such as online transaction systems, customer feedback services, and integration with digital marketing tools. Future studies may also involve a larger number of users and evaluate the long-term impact of the website on sales performance, customer engagement, and business growth of the UMKM. In addition, researchers can explore the implementation of mobile-friendly designs and search engine optimization (SEO) strategies to improve accessibility and online visibility.

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