

BRIDGING LANGUAGE GAPS: INTERNATIONALIZING LOCAL INDUSTRY THROUGH BILINGUAL BOOKLET

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Abstract: One of the factors that can influence the economic development of a country is the presence of micro, small and medium enterprises (MSME). With the development of technology and globalization of the world, to introduce MSME, it is necessary to create a relevant promotional media. Bilingual booklet is an option that business owner can use to promote their products. This study uses research and design method. English is a widely spoken and understood language in the business world. Creating booklets in English helps companies effectively communicate with a global audience, potential clients, partners, and customers. The aim of the research is to produce a local industry promotion media in the form of a booklet using two languages, English and Indonesian so that it can reach the international market. The stages in designing the booklet itself use the ADDIE model including analyze, design, develop, implement, and evaluate stages. The research location was a local industry in Palembang *Pempek Crispy Neny* and data was collected through interviews, questionnaires, observation, and documentation. The result of the research is on the formation and development of promotional media for *Pempek Crispy Neny* bilingual booklet containing information about the products offered by this industry.

Keywords: *Pempek Crispy Neny; Local Industry, Bilingual Booklet*

INTRODUCTION

The economic development of a region is a form of positive interaction that occurs between human resources, natural resources, capital, technology and others (Halim, 2020). Economic development in Indonesia essentially aims to promote general welfare in

accordance with what is stated in the national development goals at the preamble of the 1945 Constitution.

One of the factors that can drive the economic development of a nation is the existence of Small and Medium-sized Enterprise (SME). Its benefits can be seen in

various ways including distributing people's income, channeling creativity, creating jobs, and also developing elements of community tradition and culture.

The development and improvement of SMEs themselves are not solely the responsibility of the government. However, it is also part of the community's participation in the development of the national economy. SMEs internal aspects also play an important role in this process (Anggraeni, 2013).

The development of the times and technology plays an important role in economic growth of a country. Economic growth itself aims to increase regional income which can also prosper the people. Micro, Small and Medium Enterprises (MSMEs) have an important role for a region because they can become a driver of economic growth. Through Micro, Small and Medium Enterprises (MSMEs), regional creative products can be marketed so that they can be recognized by the wider community and provide business opportunities for regional business people (Halim, 2020).

In the world of business and industry, one of the activities carried out to introduce goods or services so that they can attract public interest is promotion. In the world of MSMEs, it is commonplace to use promotions to introduce types of businesses and products produced by MSMEs so that they can sell well in society. In addition to increasing profits,

promotion is also carried out with the aim of forming an image or impression of a product or service in the minds of customers as expected by the business people or brand owner for the MSMEs.

Basically, promotion and product quality have a significant effect on the purchase of an item or service (Aditya et al., 2021). Every producer must carry out various strategies so that consumers decide to buy their products. In addition to product quality, a factor that influences purchasing decisions is promotion. Promotion is one of the variables in the marketing that needs to be carried out in marketing goods and services.

The definition of promotion according to (Rangkuti, 2013) is one of the elements in the company's marketing procedure that is utilized to notify, persuade and remind prospective customers about the company's products. Promotion indicators are sales force, advertising, and public relations (Baedowi & Latutuva, 2012). The use of printed materials as promotional media such as modules and brochures is often implemented because they are easy to develop and can provide complete information for customers.

One form of promotional media that is often used is booklet. A booklet is a versatile promotional media that can effectively showcase products and services (Smith, 2021). The contents of the booklet must be clear, firm, easy to understand and it will be more

interesting if the booklet is accompanied by pictures (Septiwiharti, 2015). By including enticing visuals, compelling narratives, and valuable offers, booklets can drive customer interest and boost sales (White & Clark, 2017).

English is an international language used in global communication in various sectors of life, including the tourism and culinary fields in the MSME industry. To reach a wider market, booklet promotional media that use both English and Indonesian are needed so that they can attract more buyers whether from within the country or even from outside of the country.

In the city of Palembang itself, MSMEs have mushroomed and become one of the factors for regional economic growth. Data on the development of UMKM in the city of Palembang released by <https://satudata.palembang.go.id/> details that the number of UMKM per sub-district in Palembang until 2022 has reached 45,827 business units.

One of the MSME business units in Palembang is *pempek* Crispy Neny. *pempek* Crispy Neny is a culinary business startup located on Jl Sri Jaya Negara Lr Setiawan No 157 Palembang. This business unit which is engaged in the culinary field sells *pempek* products, which are Palembang's traditional cuisine. To keep up with the times, and to innovate its *pempek* products, UMKM *pempek* Crispy Neny innovates to develop products by making crispy *pempek* and other Palembang specialties.

To promote her business, the owner of *pempek* Crispy Neny so far has only used Instagram as a promotional medium. Therefore, to vary the promotional media which will ultimately increase sales, print media is needed in the form of booklets with a bilingual concept using Indonesian and English.

Based on the explanation above, this article aims to explicate how a bilingual promotional media was designed and developed in English and Indonesian language synergizing with local small enterprise *pempek* Crispy Neny.

METHOD

In conducting this research, researchers used research and development technique using mixed research methods approach. Development research aims to produce certain products, and test the effectiveness of these products. (Sugiyono, 2019). Meanwhile, the mixed method is used when the researcher considers that a qualitative or quantitative approach alone is not enough to understand the problems in his research (Masrizal, 2012). The stages in designing the booklet itself use the ADDIE model analyze, design, develop, implement, and evaluate.

Analysis Stage

At this stage the researcher conducted an in-depth study through a review of relevant literature or the results of previous research, also using observation and interviews. This need analysis was carried out to obtain initial

data as a basis for formulating the next research stage.

Design Stage

At this stage the researcher designed the design according to the results of the needs analysis that had been carried out. First, the researcher determines the expert reviewer according to the product being developed. Second, the researcher compiled a product draft. Third, the researchers conducted a focus group discussion and tested the product with a linguist. Fourth, the draft was revised after expert testing and validation by expert. Fifth, designing product development.

Development Stage

At this stage, the researcher carried out product development and expert testing. First, an expert test was carried out and validated by a design expert. Then, revision of the draft was conducted after expert testing and validation.

Implementation Stage

First, a product test was carried out at *pempek* Crispy Neny UMKM by testing the eligibility of the booklet by the user. Second, product evaluation and revision were conducted.

Evaluation Stage

At this stage the researcher conducted an independent evaluation with the research group regarding the implementation of the stages that had been carried out.

The location of this research is *pempek* Crispy Neny UKM which is located on Jl

Srijaya Negara Lr Setiawan No 157 Palembang. Data was collected through interviews, questionnaires, observation and documentation. After collecting the data, analysis was conducted in two ways. First, qualitative data was analyzed using a reflective thinking and interpretation approach. In general, interpretation seeks to understand the situation through the meaning of people. Meanwhile, reflective thinking is data analysis in the form of comparing relevant theories with field test results to determine gaps. The gap needs to be solved with reflective thinking. Second, the numerical data was then analyzed quantitatively to find out its relevance.

RESULTS AND DISCUSSION

The result of research on the design and development of promotional media for *pempek* Crispy Neny SMEs is Bilingual Booklet containing information about the products offered by these SMEs. The booklet was designed using the Microsoft Word and Microsoft PowerPoint applications and then printed on double-sided inkjet paper with a size of 15 x 20 cm. Booklets containing pictures and product information offered by partners presented in two languages; Indonesian and English. Components contained in the booklet consist of title pages, business unit information, superior products, various other product variants sold by the business unit, information on events the business unit has participated in with its *pempek* products, as well as contact information as well as how to order the product.

After being printed, the booklet media is then validated to determine its feasibility as promotional media. Media booklet validation was carried out by 3 related parties, namely linguists to determine the suitability of the language in the booklet material, media experts to determine the feasibility of the display, and the MSME owner *pempek* Crispy Neny as the user of the booklet media. The validation sheet was developed based on the criteria of the National Professional Certification Agency (BNSP) 2015. The language adequacy test was carried out by linguists who measured various aspects of the content including the accuracy of sentence structure and grammar, sentence effectiveness, standardized terms, communicative and informative sentences and the consistency of the use of terms. Media feasibility test includes aspects of design and content design. The results of the due diligence by linguists and media experts can be seen in Table 1.

Table 1. Results of the Media Booklet Adequacy Test from Linguists and Media Experts

Validator	Score	Category	Relative Frequency
Linguist	19	Very Eligible	89,2%
Media Expert	30	Very Eligible	88,375%
Total	49	Very Eligible	88,7875%

The media booklet rating is also measured from the user's assessment, namely

the owner of UMKM *pempek* Crispy Neny. Assessment includes material and media aspects. The results of the feasibility test by the user can be seen in Table 2.

Table 2. Results of the Media Booklet Eligibility Test from User

Aspects assessed	Score	Category	Relative Frequency
Material	11	Very Appropriate	92,33 %
Media	8	Very Appropriate	95,5 %
Total	19	Very Appropriate	93,92 %

This design and development research aims to develop a bilingual booklet as a promotional media for UMKM *pempek* Crispy Neny. A bilingual booklet is a powerful promotional media that allows businesses to communicate with diverse language communities (Smith, 2021). The stages in designing the booklet itself use the ADDIE model analyze, design, develop, implement, and evaluate.

In the analysis stage, the researcher first conducts an in-depth study through relevant literature reviews or the results of previous research, also using observation and interviews. Need analysis (need analysis) obtained initial data, namely the absence of promotional media in the form of print media owned by UMKM *pempek* Crispy Neny. Based on this, it is felt that this bilingual booklet needs to be developed immediately, considering that MSMEs are active in various events and

festivals. So that the booklet can promote this business unit to potential customers or resellers who may be interested. It is because by presenting information in a compact and visually appealing format, booklets engage potential customers and communicate key messages more efficiently (Jones & Brown, 2019). They offer businesses a creative way to create brand awareness and differentiate themselves from competitors (Johnson et al., 2020). Moreover, booklets provide a tangible and lasting impression on recipients, making them an impactful addition to marketing campaigns (Miller, 2018). By including enticing visuals, compelling narratives, and valuable offers, booklets can drive customer interest and boost sales (White & Clark, 2017).

The bilingual booklet media that have been designed are then tested for feasibility by linguists and media experts. Feasibility studies play a crucial role in evaluating the practicality and viability of projects or initiatives (Smith, 2021). Linguists give it a score of 19 (89.2%). So that it can be interpreted that the media booklet related to aspects of the accuracy of the use of grammar is in the "very decent" category. The suggestions and input given by linguists are to improve the structure and grammar of some of the sentences contained in the booklet. Language feasibility is essential for assessing the practicality and viability of producing a booklet in multiple languages, such as English and Spanish (Smith, 2021). Based on the result, it can be stated that the

initial draft of the booklet is practical and viable.

At the development stage, the bilingual booklet model was then tested for media feasibility by media experts. Media feasibility studies help organizations understand the effectiveness of booklets in reaching their marketing goals and conveying key messages (Johnson et al., 2020). Based on Table 1, media experts give a score of 30 (88.375%), which is in the "very decent" category. The suggestions and input given by media experts are on the design aspect to improve the saturation of the coloring of the illustrations in the booklet. Media experts also suggest adding completeness of information to aspects of content design to make the display more attractive. Jones & Brown (2019) stated that by conducting a thorough analysis, businesses can determine whether booklets are suitable for their marketing objectives and target audience. This booklet which has also been tested for media feasibility is expected to target the customers of *pempek Crispy Neny*.

In order to test the eligibility of the booklet at the implementation stage, a user feasibility test was carried out. In Table 2, it can be seen that the score given by the user from the material aspect is 11 (92.33%) and the media aspect is 8 (95.5%). Based on these results it can be interpreted that the media booklet related to the material and media aspects of user eligibility is in the "very feasible" category. The suggestion from users

is to make the writing more legible using a different font to further increase the effectiveness of the content. Jones and Brown (2019) emphasize that user feasibility studies help businesses understand user preferences and design a booklet that aligns with the interests of readers. Through this user feasibility test, research expects that the booklet is ready to be used directly. Moreover, it can be proven that the booklet is already representing the owner's ideas about the content.

After the construction of the bilingual booklet, several tests were conducted to analyze how feasible the booklet is to be used by the customers of local industry *pempek* Crispy Neny Palembang. Based on suggestions, several revisions were made to improve the quality of bilingual booklet media. In the final stage, evaluation, an independent evaluation was carried out by the research team regarding the implementation of all stages. Evaluation helps organizations identify strengths and weaknesses in the booklet's content, design, and distribution strategies (Johnson et al., 2020). It also provides valuable feedback from readers, allowing for continuous improvement and refinement of future booklet editions (Miller, 2018). From the evaluation results, it was found that all stages had been implemented properly and were able to produce a product in the form of a bilingual booklet which could be a promotional medium for UMKM *pempek* Crispy Neny Palembang.

CONCLUSION

Bilingual Booklets as Promotional Media for UMKM *pempek* Crispy Neny was designed and developed based on a needs analysis from the MSME *pempek* Crispy Neny business unit.

Furthermore, Bilingual booklets as promotional media for *pempek* Crispy Neny SMEs are declared very appropriate to be used as promotional media for the *pempek* Crispy Neny business unit both in terms of the feasibility of material experts, media experts, and owners (users). This shows that this booklet might be utilized as a media to promote the local industry in order to be able to reach bigger market worldwide.

English booklets play a crucial role in facilitating communication, promoting professionalism, adhering to standards, and expanding market reach for various industries. They are versatile tools that can benefit companies in numerous ways, making them an essential component of many industry strategies. By creating this bilingual booklet, it can not only improve English writing skills but also gain practical experience in technical and descriptive writing. It is a creative and effective way to enhance language proficiency while providing useful information to others.

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