



Designing a Bilingual Promotional Website for Sumenep Palace Museum as Linked to Social Media

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ABSTRACT

This research addresses the challenge of promoting cultural heritage through digital innovation by developing a bilingual website for the Sumenep Palace Museum, the only surviving royal palace in East Java. Employing Design and Development Research methodology, the study systematically analyzed informational needs, designed an accessible platform, and implemented bilingual content in Indonesian and English. The website features comprehensive information about the museum's collections, history, and services, integrated with social media connectivity. Expert validation from IT and language specialists yielded scores of 96/100 and 80/100 respectively, while field testing with 59 participants from various nationalities produced a 90% satisfaction rate. The results demonstrate that the bilingual website effectively bridges communication gaps with international visitors, particularly during peak periods when guide availability is limited. The research contributes a practical solution to heritage preservation challenges while establishing a replicable framework for cultural institutions seeking to enhance accessibility and global reach through digital promotion strategies.

Keywords: Bilingual Website, Cultural Heritage Promotion, Digital Museum Promotion, Museum Tourism, Social Media Integration

1. Introduction

In today's digital era, cultural heritage institutions are under increasing pressure to adjust their marketing tactics in order to connect with a wide range of audiences around the world. Museums, responsible for preserving historical and cultural artifacts, must find a balance between traditional preservation duties and the need for modern accessibility. This balancing act is especially difficult for rare cultural locations that hold important heritage significance but lack visibility and outreach opportunities.

The Sumenep Palace Museum stands as a silent witness to the historical and cultural heritage of Sumenep Regency, located at the eastern tip of Madura Island, East Java. As the only remaining royal palace in East Java, the Sumenep Palace, founded in the 13th century, houses valuable artifacts and historical documentation that are essential for preserving the unique cultural heritage of the Sumenep region (Indraprasti, 2022). The palace's architecture, dominated by bright yellow paint, was chosen as a tribute to Ratu Ayu Tirtonegoro, the royal empress from China with bright yellow skin, which is why the Sumenep Palace is also known as *Potre Koneng* or the Yellow Princess (Indraprasti & Santosa, 2020).

Sumenep Regency is renowned for its rich history, culture, and pristine natural beauty. Tourism potential in Sumenep is supported by local wisdom reflected in the combination of historical and cultural tourism, natural attractions such as beaches, mangrove forests, coral reefs, as well as health tourism on Giliyang Island, recognized as one of the areas with the highest oxygen levels in the world, and religious tourism. Furthermore,

the people of Sumenep possess unique traditional culture, including music, dance, and handicrafts that enhance the region's tourist appeal.

Despite its high cultural significance, the Sumenep Palace Museum faces challenges in reaching diverse audiences, particularly those outside its geographical area. Conventional information management limits potential visitors' access to the historical and cultural wealth preserved in this museum. In the current era of digitalization, the existence of digital information media has become an urgent necessity to increase the visibility and accessibility of the museum, especially for international and domestic tourists.

An innovative solution to address these issues is the development of a bilingual website connected to social media channels such as WhatsApp. Such a digital platform can significantly enhance the museum's online presence. By presenting content in two languages, the website can serve the linguistic diversity of potential visitors, eliminate access barriers, and provide virtual access to the museum's collections, exhibitions, and historical narratives contained therein.

English, recognized as a global *lingua franca*, bridges communication across diverse linguistic backgrounds. Crystal (2003) stated that English is spoken as a first or second language by millions worldwide and is often the preferred language in international tourism and business. By incorporating English into the website, the museum can cater to international tourists, ensuring they have access to vital information about the museum's offerings, history, and cultural significance. This approach aligns with the broader goal of promoting Sumenep as a cultural tourism destination on a global scale.

Indonesian, as the official language of the country, is equally important as it serves to engage the local population. It preserves and promotes the cultural and historical narratives of the Sumenep region in a language that is familiar and accessible to its citizens. By using Indonesian, the museum ensures that its content resonates with local visitors and stakeholders, fostering a sense of pride and ownership of the cultural heritage preserved at the museum.

As a concrete example, this bilingual website would benefit tourists arriving on cruise ships and docking at the Kalianget Port in Sumenep. They could easily find information about the Sumenep Palace Museum, plan their visit, and explore the museum's offerings through virtual tours and detailed descriptions available in both Indonesian and English. Connecting the website to social media platforms would facilitate real-time interactions and engagement with visitors, fostering a global community interested in Sumenep's cultural heritage.

By creating this bilingual website, we aim to improve accessibility and enhance the interactive experience for tourists. This digital approach represents a significant step forward in utilizing technology to introduce, preserve, and promote Indonesia's cultural heritage. Ultimately, it seeks to strengthen Sumenep's position as a prominent cultural tourism destination and increase awareness of the importance of preserving cultural heritage for future generations.

This research aimed to develop a bilingual website for the Sumenep Palace Museum. The development of this bilingual website for the Sumenep Palace Museum is based on updated field data to reflect new developments at the museum. The implementation of both Indonesian and English aims to increase interaction and promote the museum to raise awareness among a broader audience. This approach facilitates easier access for foreign tourists to learn about the Sumenep Palace Museum and contributes to the preservation and promotion of Indonesia's rich cultural heritage.

2. Literature Review

In the digital era, museums face increasing competition for visitors and must adapt their promotional strategies to reach wider audiences. This literature review examines the theoretical underpinnings and practical applications of promotional websites for museums, with particular focus on bilingual implementation. By exploring existing literature on promotion theory, website development, and bilingual content strategies, this review establishes the conceptual framework for designing effective digital promotional tools for cultural institutions.

2.1. Promotion as a Marketing Strategy

Promotion represents a critical component in the marketing mix, functioning as a strategic tool to increase awareness and stimulate interest in products, services, or destinations (Fatimah et al., 2022). According to (Arda, 2017), promotion constitutes *"a flow of information or one-way persuasion designed to direct a person or organization to actions that created exchanges in marketing."* This definition highlights promotion's fundamental role in shaping consumer behavior and facilitating market transactions.

The promotional mix, as conceptualized by Safitri (2023), encompasses four distinct elements: advertising, personal selling, sales promotion, and publicity. Each element serves specific functions within comprehensive marketing strategies:

1. Advertising: Non-personal presentation and promotion of ideas, goods, or services through mass media channels including radio, television, magazines, and newspapers, financed by identified sponsors.
2. Personal Selling: Direct oral presentations in conversation with prospective buyers, aimed at securing immediate sales transactions.
3. Sales Promotion: Marketing activities beyond personal selling, advertising, and publicity that stimulate consumer purchasing, including exhibitions, demonstrations, and non-routine sales efforts.
4. Publicity: Non-personal demand stimulation efforts that generate commercial news about products or services through media coverage and interviews.

For museums specifically, these promotional elements can be strategically integrated to enhance visibility, communicate value propositions, and ultimately drive visitation. Digital platforms, particularly websites, have emerged as versatile channels through which museums can implement multiple promotional mix elements simultaneously.

2.2. Websites as Digital Platforms

Websites have evolved from simple information repositories to dynamic platforms facilitating interaction and engagement (Rochman et al., 2024). Kuryanti and Indriani (2018) define websites as collections of interconnected web pages containing domain-specific information linked through hypertext connections. The contemporary web landscape encompasses both static informational sites and dynamic applications enabling real-time updates and user interaction, exemplified by news portals, blogs, and social networking platforms.

Expanding on this definition, Sulistiati et al. (2020) characterize websites as collections of pages containing digital information in various formats such as text, images, animation, sound, video, or combinations thereof accessible worldwide via internet connections. This conceptualization emphasizes websites' role as comprehensive digital information hubs with global reach.

Nielsen (1994) established criteria for effective websites that remain relevant in contemporary digital environments:

1. User-Friendly Design: Intuitive layouts facilitating easy navigation and information discovery
2. Responsive Design: Cross-device optimization ensuring consistent experiences across desktops, tablets, and smartphones
3. Fast Loading Times: Performance optimization for seamless user experiences despite multimedia content
4. Search Engine Optimization: Implementation of SEO best practices enhancing visibility and discoverability
5. Quality Content: Provision of relevant, accurate information with engaging visual and interactive elements
6. Security: Robust protection of user data and safe browsing environments
7. Accessibility: Universal design accommodating users with disabilities through features like text-to-speech options and keyboard navigation
8. Regular Updates: Consistent content refreshment maintaining relevance and engagement

Museum websites specifically can leverage these principles to showcase exhibits through high-quality imagery, virtual tours, and informative content; promote upcoming events and programs; facilitate ticket purchases and membership registrations; and engage global audiences beyond physical visitation constraints.

2.3. Website Typologies

Website development necessitates alignment between website type, purpose, and target audience. Several website categories serve distinct functions:

1. Corporate/Company Websites: Represent organizational identities, showcasing profiles, products/services, contact information, and news
2. E-commerce Websites: Facilitate online transactions through shopping carts and payment systems
3. News/Media Websites: Deliver current information across topical categories with multimedia content
4. Government Websites: Provide public services and information regarding programs and initiatives
5. Tourism/Destination Websites: Promote attractions with comprehensive information on facilities, amenities, transportation, and activities

Tourism websites, particularly those for museums, must effectively present comprehensive information about collections, facilities, and visitor experiences to both domestic and international audiences.

2.4. Bilingual Websites for Tourism Promotion

Language functions as a fundamental communication system comprising symbols that follow grammatical rules to convey ideas, objects, or feelings (Suleman & Islamiyah, 2018). For tourism destinations attracting international visitors, multilingual content accessibility becomes crucial. Bilingual website particularly those incorporating both local languages and widely-spoken international languages like English which bridge communication gaps between institutions and diverse visitor demographics.

For museum websites specifically, bilingual implementation requires attention to several key considerations:

1. User-Friendly Design: Intuitive navigation accommodating language preferences and switches
2. Responsive Design: Cross-device optimization maintaining functionality across platforms
3. Fast Loading Times: Performance optimization despite increased content volume from multiple language versions
4. Search Engine Optimization: Language-specific SEO strategies enhancing visibility in different markets
5. Quality Content: Accurate translations preserving meaning and cultural nuances
6. Security: Protection of user data regardless of language preferences
7. Accessibility: Language-agnostic universal design principles
8. Regular Updates: Consistent maintenance across all language versions
9. Color Choice: Visual design supporting readability and brand consistency

These criteria ensure bilingual websites effectively fulfill their purpose of providing comprehensive, accessible information to diverse audiences.

2.5. Previous Research

Several studies have explored multilingual approaches to museum promotion, though with methodological variations from the current research focus on bilingual promotional websites:

Permana (2021) developed Japanese-Indonesian bilingual booklets for the Jakarta National Museum, addressing communication barriers with Japanese visitors unfamiliar with English. This print-based approach differed from digital solutions but addressed similar multilingual communication challenges. Further, Ghazi (2021) created English-language audio guides accessible via QR codes for the Mandala Bhakti Museum, compensating for tour guides' limited English proficiency while maintaining human engagement elements. This audio-focused solution complemented physical museum experiences rather than serving as standalone promotional tools.

Jannah (2021) implemented bilingual collection labels (Indonesian-English) at Museum Gubug Wayang to enhance foreign visitors' exhibit comprehension. This approach focused on on-site interpretive materials rather than pre-visit promotional content. In addition, Laili (2020) translated tourism guidebooks for the Probolinggo Tourism Office from Indonesian to English, addressing human resource limitations while expanding content accessibility. This print-based translation project shared multilingual communication goals with digital approaches.

Herman (2020) developed an English-language "game-enriched guidebook" for Museum Ganesya, addressing communication challenges with international visitors who constituted 60% of the museum's audience. This approach incorporated interactive elements beyond traditional guidebooks but remained print-based. Khaerullah (2022) translated existing guidebook materials for Mandala Bhakti Museum into English, addressing similar multilingual communication needs through traditional print media. Lastly, Novela (2021) designed English display object labels for Museum Wayang Jakarta, enhancing on-site interpretation for foreign visitors to this popular tourism destination. This approach focused on physical exhibition spaces rather than digital promotion.

All of those studies collectively demonstrate diverse approaches to multilingual museum communication, spanning physical guidebooks, audio guides, exhibit labels, and specialized interpretive materials. However, comprehensive bilingual promotional websites integrating multiple promotional mix elements remain underexplored, indicating a research gap addressed by the current study.

This literature review has examined theoretical foundations and practical applications of promotional strategies, website development, and bilingual implementation in museum contexts. The integration of promotion theory, website design principles, and multilingual communication strategies provides a comprehensive framework for developing effective bilingual promotional websites for museums. While previous research has explored various multilingual museum communication approaches, the specific implementation of bilingual promotional websites represents an opportunity to enhance museum marketing efforts by combining digital accessibility with linguistic inclusivity.

3. Methodology

This study adopted the Design and Development Research (DDR) approach to design a bilingual promotional website for Sumenep Palace Museum linked to social media. DDR was selected for its capability to produce validated products and models through a systematic, empirically-based process (Herliani, 2018). This methodology enables the development of non-instructional products that are both effective and efficient through iterative processes and continuous improvements based on feedback.

3.1. Research Design

The research utilized the Design and Development Research method for creating a "Bilingual Website Information for the Sumenep Palace Museum Connected to Social Media." This approach was chosen because it provides a comprehensive framework involving analysis, design, development, implementation, and evaluation phases, which help achieve optimal research outcomes.

As noted by Herliani (2018), developmental research systematically studies design, development, and evaluation processes to establish empirical foundations for creating instructional and non-instructional products and tools. This approach enhances the effectiveness and efficiency of educational interventions by providing a framework that guides iterative refinement based on empirical evidence and continuous improvement.

The product developed in this research is a bilingual website containing information about Sumenep Palace Museum serves educational and informative purposes for both local and international tourists. The bilingual nature (Indonesian and English) was specifically designed to address the identified needs of foreign visitors experiencing difficulties accessing information about the museum's collections.

3.2. Research Procedure

The study implemented the five-phase Design and Development approach proposed by Richey and Klein:

1. Analysis

The initial phase involved analyzing problems related to tourism information processing at Sumenep Palace Museum. Data collection was conducted through interviews with museum management and staff. The analysis revealed that the primary challenge was the difficulty in explaining museum collections to foreign visitors due to high visitor volume and extensive collections. Both staff and foreign visitors struggled with the language barrier, establishing the need for a bilingual information system.

2. Design

The design phase focused on creating a website layout that reflected the Sumenep Palace Museum's image, incorporating appropriate visual elements, color schemes, and responsive design principles to ensure accessibility across various devices. The bilingual feature (Indonesian and English) was integrated to enhance user accessibility and reach a wider audience, particularly foreign tourists. The design also included integration with social media platforms, specifically WhatsApp, through direct links to facilitate efficient communication between potential visitors and museum staff.

3. Development

During the development phase, the website was created using the Laravel Framework, chosen for its reliability in developing complex websites with high performance and security. The website content was tailored to the specific needs of the Sumenep Palace Museum based on input from interviews conducted during the analysis phase. Content included historical data, descriptions of museum collections, facility information, and visitor guides, all verified for accuracy by museum historians.

4. Implementation

To evaluate the website's effectiveness and quality, questionnaires were distributed to museum staff and potential visitors. The assessment covered various aspects of the product, including content quality, descriptions, website design, ease of navigation, clarity of information, loading speed, and image clarity. This stage aimed to determine how effectively the website supported the museum's information needs and to identify areas requiring improvement.

5. Evaluation

The final evaluation phase considered feedback from museum management and staff, along with questionnaire results assessing website quality, information completeness, and design. Upon completion of all phases, the website was transferred to the Sumenep Palace Museum for optimal utilization according to their needs and expectations.

3.3. Research Setting

The research was conducted at Sumenep Palace Museum, located at Jl. Dr. Sutomo No.6, Delama Environment, Pajagalan, Kec. Sumenep City, Sumenep Regency, East Java 69416. The museum, owned by the Sumenep Regency Government and managed by the Department of Culture, Tourism, Youth, and Sports, is the only royal palace heritage site in East Java. It houses various artifacts and historical relics related to the Sumenep kingdom and East Javanese culture, presenting visitors with rich historical, cultural, artistic, and traditional information about Sumenep Regency.

3.4. Data Collection Methods

Data collection involved the participation of Sumenep Palace Museum management and staff. Multiple methods were employed:

1. Direct observation at the museum to document objects, information, and site conditions
2. Interviews with museum staff regarding general information about collections, history, and visitor information needs
3. Questionnaires distributed to museum staff and visitors to assess various aspects of the developed website

The collected data was systematically processed and incorporated into the development of the bilingual website.

3.5. Product Specification

The final product was a web-based bilingual website developed using Laravel. The website featured visual images and videos from the Sumenep Palace Museum and focused on presenting comprehensive information including museum descriptions, collections, locations, and contact details with direct connection to museum management via WhatsApp. The website was developed in both Indonesian and English to serve the needs of local and international visitors.

4. Results and Discussion

4.1. Research Results

The development of a bilingual promotional website for Sumenep Palace Museum followed the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model as proposed by Klein and Richey (2007). This systematic approach ensured the website effectively met the needs of the museum and its visitors, both local and international.

4.1.1. Analysis Phase

The initial analysis phase involved three primary data collection methods: interviews, observations, and documentation. On January 19, 2024, the researcher conducted an on-site visit to the Sumenep Palace Museum to identify challenges and discuss the proposed bilingual website. The interview with Mr. Ryan, a tour guide with over 9 years of experience at the museum, revealed several key findings:

1. The Sumenep Palace Museum receives foreign tourists regularly, particularly from cruise ships docking at Kalianget Harbor.
2. The museum employs eight tour guides, including six local guides and two specialized guides for foreign tourists.
3. During peak seasons, the museum faces a shortage of guides due to high visitor numbers.
4. Museum staff expressed enthusiasm about the proposed website, recognizing its potential to enhance promotion and information accessibility.

A follow-up interview on May 22, 2024, gathered information about the museum's history and contents. The Sumenep Palace Museum is historically significant as the only surviving palace in East Java, constructed around 1762 by Chinese architect Louw Phia Ngo. Originally built on Panembahan Somala's private land (the 31st ruler of Sumenep), the palace served as both an administrative center and royal residence until 1945. Post-independence, the palace and its artifacts became state property, with the collection consolidated around 1965 during the administration of Regent Drs. Abdurahman.

The museum comprises five principal buildings:

1. Taman Sare: A spring historically used as the royal family's bathing place
2. Pendopo: A meeting hall for official gatherings, which still hosts government receptions
3. Labeng Mesem: A European-style entrance gate leading to the Pendopo and other areas
4. Koneng Office: The main storage and exhibition space
5. Penyepen House: A collection room housing various historical items

On May 31, 2024, the researcher returned to photograph approximately 30 collections, ultimately selecting 25 items with complete descriptions for inclusion on the website.

4.1.2. Design Phase

The design phase involved collaboration with a website developer who implemented the researcher's bilingual website design using Visual Studio Code with the Laravel framework. The website was named "Museum Keraton Sumenep" to maintain consistency with the museum's identity and enhance recognition.

The color scheme was purposefully selected based on the museum's logo colors:

1. Green: Used for the header, symbolizing nature, growth, prosperity, and creating a calming atmosphere
2. Yellow/Amber: Used for buttons and golden yellow for header text, representing happiness, optimism, and energy
3. White: Used as the background color to convey purity, cleanliness, and simplicity



Figure 1. Design color palette

The website structure featured five main sections:

1. Homepage: The landing page introducing the museum
2. About: Museum history and contact information
3. Services: Information on schedules, tickets, and buildings
4. Collections: Detailed descriptions of museum artifacts
5. Language selection: Toggle between Indonesian and English

4.1.3. Development Phase

The development process involved two main components: website creation and expert validation.

a) Website Development

The translation process utilized multiple tools including Smartcat and Grammarly to translate collection descriptions from Indonesian to English. The researcher employed communicative translation to create concise yet accurate information about the museum and its collections. Additional machine translation tools such as Google Translate and QuillBot were used to translate specific terms.

For example, the term "*Sarana Pembaringan Jenazah*" required careful translation:

1. Initially identified as "*tempat pembaringan mayat*" in Indonesian
2. Refined to "*sarana pembaringan jenazah*" based on the tour guide's information
3. Compared translations from multiple tools (Google Translate suggesting "corpse resting place")
4. Final translation determined as "corpse resting place" to maintain contextual accuracy

The database architecture supported bilingual functionality through Laravel's locale() function, allowing users to toggle between languages.

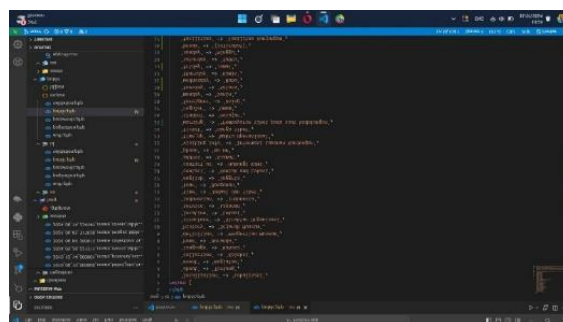


Figure 2. Database Architecture

b) Expert Validation

In this case, two experts validated the website:

1. Mr. Eko Nanang Novianto (IT Expert): An employee of Lazada Logistic with expertise in website design
2. Mrs. Maya Rizki Fauzia (Language and Content Expert): A lecturer in the English program study with experience as a freelance interpreter

The IT validation yielded excellent results with a score of 96 out of 100, indicating the website "can be used" without significant modifications. The expert strongly agreed that the website was easily accessible, had responsive buttons, a noticeable language switcher, and compatibility across different browsers. The loading time was rated as "agree" rather than "strongly agree," suggesting minor optimization potential. The language and content validation resulted in a score of 80 out of 100, categorized as "Good (can be used)."

4.1.4. Implementation Phase

Field testing occurred on July 14, 2024, with a questionnaire distributed to staff and potential tourists of the Sumenep Palace Museum. The online questionnaire using Google Forms received 59 responses from participants with diverse nationalities: Indonesian (66.1%), Malaysian (10.2%), Singaporean (11.9%), and Thai (6.8%).

Table 1. The Result of Field-Testing Questionnaire

92												
No.	Questions	Responses								Score		
		1		2		3		4			5	
		f	%	f	%	f	%	f	%		f	%
1.	The information in the website is clear.					3	3.4	31	52.5	26	44.1	4.5
2.	The description in the website is easy to understand.					5	8.5	18	30.5	36	61	4.5
3.	The website is easy to access.					1	1.7	24	40.7	34	57.6	4.5
4.	All the features of this website are easy to access.					3	5.1	16	27.1	40	67.8	4.6
5.	The photos in the website are clear.			1	1.7	3	5.1	29	49.2	26	44.1	4.4
6.	The photos in the website are attractive.					6	10.2	23	39	30	50.8	4.4
7.	The description in the website is related with the displayed picture.							22	37.3	37	62.7	4.6
Total												31.5
Percentage: $\frac{31.5}{7 \times 5} \times 100\% = 90\%$												

The high ratings across all seven questions indicated strong user satisfaction with the website's content, usability, and visual elements.

4.1.5. Evaluation Phase

Based on feedback received during field testing, the researcher made necessary revisions. One identified issue was that the "Traditional Ceremony Tools" explanation appeared in Indonesian within the English version. This was corrected to ensure consistency in the bilingual presentation.

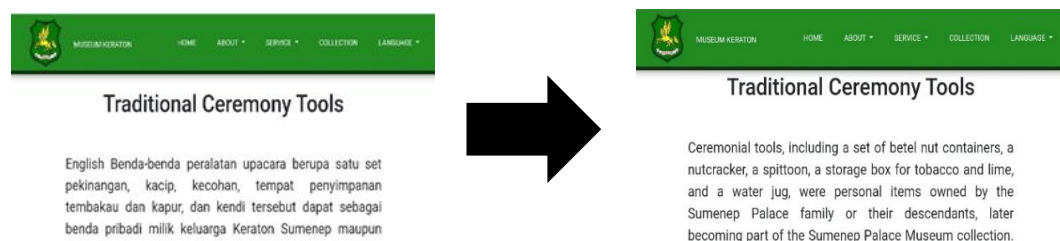


Figure 3. Before and After Explanation Correction

Positive feedback from respondents included:

1. "The website is informative and interesting, complete and easy to access"
2. "The information is complete, hopefully I can visit there"
3. "The website's attractive visual design effectively depicts the culture and history of the Sumenep Palace"
4. "It's been good and very helpful for us visitors"
5. "All good! I'm interested to visit this place"
6. "The website helps visitors get information about the museum without coming directly to the place"

4.2. Discussion

The development of a bilingual promotional website for Sumenep Palace Museum addresses a critical need identified during the analysis phase. The museum, as the only surviving palace in East Java, attracts international tourists yet faces challenges in providing adequate multilingual information due to limited tour guide availability, especially during peak seasons. The implementation of a bilingual website aligns with contemporary tourism promotion strategies and addresses similar challenges faced by other museums. Comparable research by Permana (2021) developed a Japanese-Indonesian booklet for the Jakarta National

Museum to accommodate Japanese tourists who didn't speak English. Similarly, Ghazi (2021) created an English audio guide for Mandala Bhakti Museum to assist tour guides who weren't fluent in English.

The color psychology applied in the website design (green for nature and calm, yellow for happiness and energy, and white for purity and simplicity) creates an inviting user experience while maintaining consistency with the museum's visual identity. This attention to design elements supports Jannah's (2021) finding that effective bilingual presentation enhances visitor comprehension and engagement. The translation approach employed in this study reflects Laili's (2020) assertion that translation plays a crucial role in tourism promotion by conveying information from the source language to the target language. The use of communicative translation ensured that the cultural and historical context of the museum's collections remained intact while being accessible to international visitors.

The high validation scores from both IT and language experts (96 and 80 out of 100, respectively) indicate that the website meets professional standards for both technical functionality and linguistic accuracy. The field testing results further confirm the website's effectiveness, with 90% overall satisfaction among potential users. Unlike Herman's (2020) game-enriched guidebook or Khaerullah's (2022) translated physical guidebook, this study leveraged website technology to provide accessible information to a broader audience. The digital format allows for future updates and integration with social media platforms, enhancing the museum's promotional reach.

The findings align with Novela's (2021) research, which emphasized the importance of bilingual displays for international tourists. However, this study extends beyond physical labels to create a comprehensive digital experience that can reach potential visitors before they arrive at the museum. The overwhelmingly positive feedback from field testing participants suggests that the bilingual website effectively fulfills its intended purpose of promoting the Sumenep Palace Museum and providing accessible information to both local and international visitors. Comments indicating that the website makes users "interested to visit this place" and helps visitors "get information about the museum without coming directly to the place" demonstrate the website's effectiveness as a promotional tool.

The development of a bilingual promotional website for Sumenep Palace Museum successfully addresses the identified challenges while creating new opportunities for cultural heritage promotion. The systematic application of the ADDIE model ensured that the final product met user needs, technical standards, and linguistic requirements.

5. Conclusion

The development of a bilingual promotional website for the Sumenep Palace Museum successfully addresses the critical challenge of information accessibility for international visitors while enhancing the museum's digital presence. Through systematic implementation of the Design and Development Research methodology, this study produced a functional, user-friendly website that effectively bridges communication gaps between the museum and its diverse audience. Validation from IT and language experts, yielding scores of 96 and 80 out of 100 respectively, confirms the technical and linguistic quality of the platform. Field testing with 59 participants from various nationalities resulted in a 90% satisfaction rate, demonstrating the website's effectiveness in providing comprehensive information about the museum's collections, history, and services. The integration of Indonesian and English content, thoughtful color psychology, and responsive design creates an engaging user experience that promotes cultural heritage preservation while meeting contemporary tourism promotion standards.

Unlike previous research focusing on physical multilingual materials, this digital approach offers greater accessibility, scalability, and integration with social media channels. The overwhelmingly positive user feedback indicates that the website successfully fulfills its dual purpose of promoting the Sumenep Palace Museum globally and preserving its cultural significance for future generations. This research contributes valuable insights into effective digital promotion strategies for cultural institutions and establishes a replicable framework for similar heritage sites seeking to enhance their international visibility through bilingual digital platforms.

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