

DEVELOPING A BILINGUAL PRODUCT CATALOGUE FOR SME BATIK SENDANG LESTARI BLITAR

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ABSTRACT

Product promotion is an important factor in the development of an MSME. This product catalogue was developed in two languages. The Research was conducted at SME Batik Sendang Lestari, located in Blitar City. The aim of this study is to develop Bilingual Product Catalogue for SME Batik Sendang Lestari Blitar. The research adopted the Design and Development Research (DDR) method. The stages used in this research are Analysis, Design, Development, Implementation, Evaluation. The result was Bilingual Product Catalogue for SME Batik Sendang Lestari Blitar which has 16 pages and consist of 15 products. The catalogue was successful be implemented along with positive response from 35 respondents. It implies that this product catalogue can facilitate selling activities and introduce SME Batik Sendang Lestari to be recognized by the wider community including foreign tourists.

Keywords: Bilingual; Product Catalogue; SME Batik Sendang Lestari

INTRODUCTION

According to Chandra (2020), many Indonesians are familiar with product catalogue websites, as they are widely used by sellers and manufacturers for product promotion. However, many sellers still lack a full understanding of their functionality. Amir & Muhammad (2024) define a product catalogue website as a tool for publishing and promoting products.

The primary function of a product catalogue is to provide detailed product descriptions along with seller information, such as contact details and social media links, enabling direct communication with potential buyers. An appealing catalogue enhances seller-buyer interaction and serves as a marketing identifier (Wandanaya et al., 2020). Visual elements play a crucial role in engaging consumers, stimulating their imagination, and ultimately driving purchases (Prameswari et al., 2023). A well-designed catalogue can attract a broader audience.

Overall, a product catalogue effectively promotes and presents products to potential buyers. It simplifies the buying process while reducing sellers' costs and efforts. Since a single catalogue can showcase multiple products, its visual appeal is essential in capturing buyers' attention.

A bilingual and visually appealing product catalogue helps expand market reach, including international buyers, by enhancing comprehension through dual-language content. This approach effectively communicates product details and promotes various items, including batik.

As a traditional fabric with intricate designs and cultural significance, batik can gain greater global recognition through such a catalogue, attracting more foreign customers. Traditionally handcrafted using a wax tool called *canting* (Fandy, 2021), batik was once exclusive to royalty but is now widely accessible, produced by individuals, groups, and SMEs with diverse patterns and colors.

This study examines Batik Sendang Lestari as a case study of how traditional businesses can sustain themselves and compete in modern markets. It explores the challenges and opportunities of integrating traditional craftsmanship into contemporary business practices.

An interview with the owner of SME Batik Sendang Lestari revealed that the business sold 885 pieces of batik cloth in 2023. Meanwhile, data from Badan Pusat Statistik (Blitar in Figures) shows a steady increase in foreign visitors to Blitar, from 819 in 2017 to 307 in 2023. This presents an opportunity for the business to enhance its promotion through a bilingual and visually appealing product catalog.

The preliminary study found that the business owner aims to expand their target market to foreign tourists but currently lacks an attractive catalog to support sales. The first interview, conducted on January 7, 2024, confirmed the owner's positive reception of the researcher's idea.

This research benefits multiple parties: (1) the researcher, by promoting Batik Sendang Lestari through an improved catalog; (2) the SME, by increasing product exposure; and (3) future researchers, by serving as a reference for similar studies.

Several studies have explored product catalog development in Indonesia, differing in research subjects and locations. However, most were not bilingual. This research specifically focuses on creating a bilingual and visually appealing product catalog for SME Batik Sendang Lestari, aiming to better present and share product information with both local and foreign tourists.

RESEARCH METHODS

This study developed a bilingual product catalog (Indonesian and English) for Batik Sendang Lestari Blitar, enabling domestic and international tourists to explore batik patterns and their philosophies. The catalog includes an order section where domestic buyers can directly contact the manager via a button for negotiations or custom designs. Foreign buyers, however, must visit the SME location to view the catalog and discuss their preferences.

The research follows the Design and Development Research (DDR) approach (Richey & Klein, 2007), which systematically analyzes, designs, develops, and evaluates instructional products. The ADDIE model—Analysis, Design, Development, Implementation, and Evaluation—was applied.

Conducted in central Blitar, one kilometer from the government building, this study involved 35 respondents, including 31 potential buyers and foreign tourists. Data collection utilized interviews with the SME manager and questionnaires for buyers and SME activists, rated on a 1-5 scale via Google Forms. Batik Sendang Lestari, established on November 20, 2018, initially specialized in hand-drawn batik but has since expanded to stamped and printed batik with diverse motifs and colors.

RESULTS AND DISCUSSION

Presentation of Product Development Process

According to the results of interviews conducted by researchers and the owner of SME Batik Sendang Lestari, there is no bilingual product catalogue to support the new opportunity to develop this SME to attract international tourists.

For SME Batik Sendang Lestari Blitar, created a bilingual product catalog involved five steps. Analysis, design, development, expert validation, implementation, and assessment were among these processes. The following describes each of the five procedures.

1. Analysis

During the analysis stage, researchers visited the home of the owner of SME Batik Sendang Lestari in Blitar, which serves as both a production site and a batik gallery. The purpose of the visit was to gather information about the business, its products, and existing challenges through observation, documentation, and interviews.

Initially, researchers contacted the owner to request permission for the study. After receiving a warm welcome, they conducted multiple observations in early January 2024, both in person and via WhatsApp, examining the production facility, workers' activities, and available batik motifs.

A detailed interview took place on May 26, 2024, with the owner, Mrs. Sri Utami. Researchers first inquired about the company's history, learning that SME Batik Sendang Lestari was established on November 20, 2024, following a batik training program initiated by the Blitar city government.

The discussion then focused on the types of batik produced:

- Batik Tulis – Hand-drawn and manually dyed batik.
- Batik Cap – Batik made using a stamp technique.
- Batik Print Malam – A batik technique involving wax printing, not color printing.

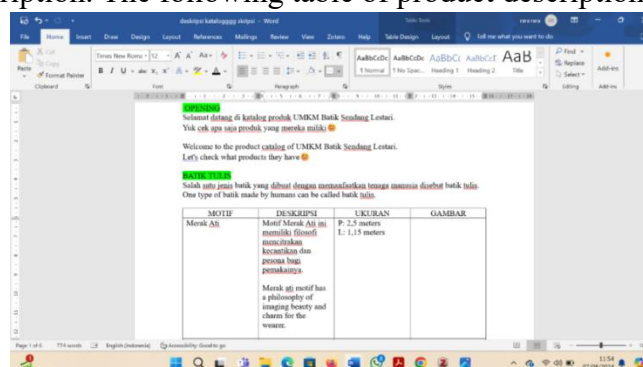
Researchers also explored the philosophy behind each motif and fabric sizes. At the end of the interview, they received permission to photograph the fabrics, with Mrs. Sri Utami assisting in arranging them properly.

2. Design

The second stage of the research focused on designing a bilingual product catalogue. The researcher developed a content plan, including product images, philosophy, and brief descriptions, based on data collected from SME Batik Sendang Lestari Blitar. A flipbook format was chosen for an interactive user experience. The catalogue was fully bilingual from start to finish. For the design, a Canva template was selected to suit a Batik product catalogue. The chosen color scheme—white, brown, and cream—aligned with the brand identity of SME Batik Sendang Lestari Blitar.

3. Development

The researcher then proceeded to the development step. The researcher started to analyse the results of the interview with the owner. The researcher used Microsoft Word to create a product description. The following table of product descriptions are:



MOTIF	DESKRIPSI	UKURAN	GAMBAR
Makut	Makut motif memiliki filosofi bermakna kecantikan dan pesona bagi perempuan. Makut motif has a philosophy of emerging beauty and charm for the women.	P: 2,5 meters L: 1,15 meters	

Figure 1. Description for Product Catalogue

The table includes the batik pattern name, a brief philosophy of each pattern, fabric size, and visual representation. There are three types of batik: Batik Tulis, handcrafted with a manual waxing technique; Batik Cap, created using a stamp method; and Batik Print Malam, produced through a wax-screening technique rather than color printing. The full details are available in the appendix. After finalizing the content and catalog concept, the researcher collaborated with others to enhance the visual design.



Figure 2. Example of the Template for Product Catalogue Concept

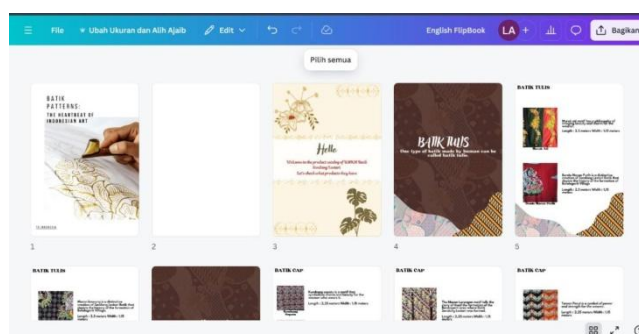


Figure 3. Making Process of the Product Catalogue in Canva

First, the designer created the initial design using Canva. Then, product photos and descriptions provided by the researcher were individually inserted into the Canva template. Once all designs were completed and approved by the designer, the final PDF was converted using the online platform Publuu.com. This conversion generated a shareable link accessible to anyone, which was later shared on the Instagram account of Batik Sendang Lestari Blitar.

Additionally, the researcher developed two assessment rubrics for expert validation: one for content and another for language. The language validator, Mr. Garindra Muhammad, S.S., M.A., is an experienced English Department lecturer. The validation sheet was submitted on August 2, 2024, and feedback was received on August 5, 2024. Based on the validator's suggestions regarding capitalization and word choice, the researcher made revisions to the product catalog.

The evaluation highlights the need for improvement in capitalization, punctuation, and spelling. Meanwhile, product descriptions adhere to proper grammar rules, receiving a score of 4, indicating they are good and acceptable. However, capitalization still requires refinement. Additionally, content validation was conducted on the visuals within the product catalog for SME Batik Sendang Lestari Blitar. The assessment sheet was sent to the business owner, Mrs. Sri Utami, via WhatsApp on August 2, 2024. The validation results for the bilingual and interactive product catalog are presented below.

Table1. Result of Content Validation Expert

No	Aspect	Score				
		1	2	3	4	5
1.	The product catalogue is accessible. (Katalog produk mudah diakses).					✓
2.	The product description in catalogue has clear and detailed information. (Deskripsi produk pada katalog sudah jelas dan informasinya detail)					✓
3.	The product photo represents the description well. (Foto produk mewakili deskripsi dengan baik)					✓
4.	The catalog design is well-suited for a batik theme. (Design katalog sesuai untuk tema katalog batik)					✓
5.	The attractive criteria of the product catalogue are already engaging because of its flipbook format, multimedia components, and copywriting. (Kriteria attractive katalog product sudah menarik, karena format flipbook, komponen multimedia, copywritingnya).					✓
Total score		25				
Average score		5/5.0				

Based on Table 2. the bilingual and interactive product catalog for SME Batik Sendang meets interactive criteria. The flipbook format, multimedia elements, and call to action make the catalog engaging. Its design aligns with the batik theme and is easy to access. Additionally, the product descriptions are clear and detailed.

Revisions were made based on language expert suggestions. First, batik pattern names were capitalized properly. Second, word choices in product descriptions were refined for clarity, including a reduction in call-to-action wording. Lastly, "batik print malam" was revised to "wax printed batik" for better accuracy.

Table 2. The Final Result of Language Validation Expert

Explanation	Before	After
Call to action words should reduced		
Batik pattern name should use capital letter		
A change in explanation of batik cap from "...using a stemple. It is like tool to create batik motif on cloth" to "...using a tool like a stamp pressed on the cloth."		

A change from the words "batik print malam" to "wax printed batik" on the description.



4. Implementation

In this step, the researcher conducted field testing to gather respondents' feedback on the product catalog. A questionnaire was distributed via Google Forms to 35 potential customers, with the product link embedded. Respondents evaluated ten criteria. The first criterion assessed the clarity and attractiveness of the images. Results showed that 37.1% (13 respondents) rated it a five, indicating strong agreement that the images were clear and appealing. An equal number of respondents rated it a four, expressing agreement.

Age (Usia)
35 jawaban

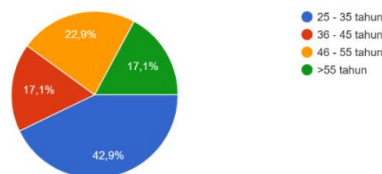


Figure 4. Age of Respondent

Figure 4. shows that most respondents were aged 25 to 35 years, with a presentation of 42.9 %. Respondents aged 45 to 55 years became the second most respondent with a percentage of 22.9 %, respondents with age 55 years old have the same percentage as respondents aged 36 to 45 years old by 17.1 %

Do you know about SME Batik Sendang Lestari? (Apakah anda mengetahui tentang UMKM Batik Sendang Lestari?)
35 jawaban

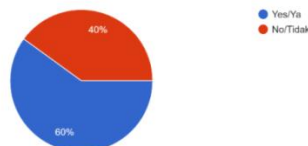


Figure 5. The Existence of MSME Batik Sendang Lestary by Potential Customer

Based on figure 5. shows that 60% or 21 respondents already know about the existence of UMKM Batik Sendang Lestari. A total of 14 respondents, or 40%, did not know the existence of these SME. This shows that the existence of Batik Sendang Lestari is not well-known enough for potential buyers, so more efforts are needed to introduce their products. In this case, the researchers mean that the existence of SME Batik Sendang Lestari is not limited, including the location of the home industry, the type of product, and the brand.

Have you ever ordered batik cloth at SME Batik Sendang Lestari? (Pernahkah anda melakukan pemesanan kain batik di UMKM Batik Sendang Lestari?)
35 jawaban

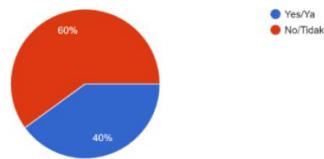


Figure 6. Purchase of Batik Sendang Lestari Product

Based on figure 6. it shows that 60% or as many as 21 respondents have never purchased Batik Sendang Lestari products. The remain of 40% or 14 respondents have purchased that product. Based on this data, Batik Senda Lestari has a great opportunity to increase sales. The right marketing technique will support for increased sales.

The images available in the product catalogue is clear and attractive (Gambar yang tersedia pada katalog produk terlihat jelas dan menarik bagi anda)
35 jawaban

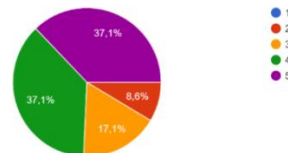


Figure 7. Visual of the Product Catalogue

Referring to figure 7. 37.1% or 13 people feel that the visuals of the product catalogue are very clear and attractive. Data with the same percentage, it's 37.1% of respondents feel that the available product images are clear and attractive. A total of 6 out of 35 respondents felt that the visuals were quite clear and attractive, while the other 3 felt less clear and less attractive. This case shows that the product catalogue is suitable to use as a promotional medium for UMKM Batik Sendang Lestari.

The animation on the contact person and Instagram account clearly appears (Informasi pada katalog produk membantu anda untuk melakukan pembelian produk Batik Sendang Lestari)
35 jawaban

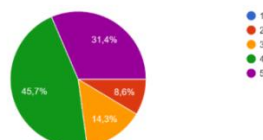


Figure 8. Information of The Appearance Animation

As the data in Figure 8. regarding Information on the appearance of animation, 45.7% or as many as 16 respondents agree that the animation is very clear. As many as 31.4% or 11 respondents much agreed that the appearance of the animation was clear. Respondents who felt neutral were 3 respondents or 14.3%, while 8.6% or 2 respondents disagreed with that statement.

The information in the product catalogue helps you to purchase Batik Sendang Lestari products (Informasi yang ada pada product katalo...elakukan pembelian produk Batik Sendang Lestari)
35 jawaban

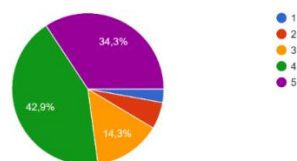


Figure 9. Information in Product Catalogue

Figure 9. shows that 42.9% or 15 respondents agree that the information available in the product catalogue helps them make buying decisions and 34.3% or 12 respondents strongly agree. The data also shows that 5 respondents or 14.3% chose neutral. Disagreement with the statement also appeared at 5.7% or 2 respondents. This case shows that the information in the product catalogue helps them to make a purchase decision.

(The language used is easy to understand) Bahasa yang digunakan mudah dipahami.
35 jawaban

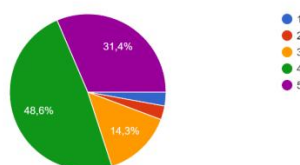


Figure 10. Kind of Language that is Easily Understood

Based on figure 10. it shows that 17 respondents or 48.6% agree that the language used in catalogue products is easy to understand. A total of 31.4% of 35 respondents or 11 people chose to strongly agree. From the data, it is also shown that 5 respondents, or 14.3% prefer neutral. The same percentage of 2.9% chose to disagree and strongly disagree.

Indonesian and English grammar in accordance with established rules (Penggunaan grammar Bahasa Indonesia dan Bahasa Inggris sesuai dengan kaidah yang telah ditetapkan)
35 jawaban

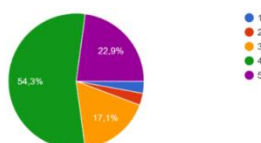


Figure 11. The Use of Grammar Conventions

The data in Figure 11. shows that 19 respondents, or 54.3%, chose to agree, and 22.9%, or 8 respondents, chose strongly agree. A total of 17.1% or 6 respondents chose neutral. The data also shows that 1 respondent or 2.9% each chose to disagree and strongly disagree. This case mean that the product catalogue has used appropriate grammar.

The visuals displayed in the product catalogue are attractive (Visual yang ditampilkan dalam katalog produk menarik)
35 jawaban

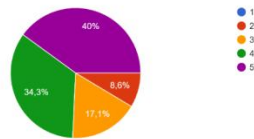


Figure 12. Visual Displayed in the Product Catalogue

Based on figure 12. 40% or 14 respondents strongly agree, and 34.3% or 12 people choose to agree if the visuals displayed are attractive. The data also shows respondents who choose neutral as many as 17.1% or 4 people. Disagreement is also shown by 8.6% of 35 respondents or 3 people. This data means that the visuals displayed in the product catalogue are attractive.

The colour, font type, and font size are easy to read (Warna, jenis font, dan ukuran font mudah dibaca)
35 jawaban

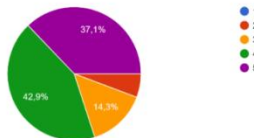


Figure 13. Font Readable

The data shown in figure 13. shows that respondents tend to agree that the colours, fonts and sizes used in the product catalogue are easy to read by 42.9% or 15 respondents. The percentage of respondents choosing strongly agree is 37.1% or 13 people. Some respondents chose neutral and disagreed by 14.3% or 5 respondents and 5.7% as many as 2 respondents. This shows that the colours, font types, and sizes used make it easy for potentials to read and understand the content.

The contact person number can be accessed for ordering (Nomor kontak pada halaman terakhir katalog produk dapat diakses untuk pemesanan setelah ditekan)
35 jawaban

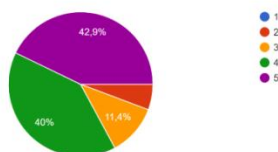


Figure 14. Order Access

Figure 14. on order access indicates that most respondents can connect with the retailer through the available contact options, with 42.9% (15 respondents) strongly agreeing and 40% (14 respondents) agreeing. Meanwhile, 11.4% (4 respondents) remained neutral, and 5.7% (2 respondents) disagreed. This data confirms that there are no issues in the product catalog that hinder potential buyers from reaching sellers.

The field test, conducted with 35 respondents—including 4 foreign tourists and 31 local visitors, who are the intended target buyers—supports the conclusion that the bilingual

product catalog is effective. The majority of respondents selected scale 4 and 5 (agree and strongly agree), indicating that the catalog is suitable for use.

5. Evaluation

In this section, the researcher analyzed the field test results to evaluate the product. The findings show that all respondents selected scale 4 or 5, indicating agreement with the given criteria and confirming the product catalog's usability.

Respondents provided feedback, suggesting improvements in the definitions of each batik category. Additionally, they recommended including item prices. However, based on an interview with the owner, she preferred not to display prices, as she values direct interaction with buyers.

Discussion

The bilingual and visually appealing product catalog for SME Batik Sendang Lestari was developed to provide comprehensive product information while serving as a promotional tool to reach a broader audience. This aligns with Mubarak's theory, as cited in Falah et al. (2021), which states that a catalog is a promotional medium containing detailed product descriptions to attract potential customers.

Following Madhu (2021), a well-designed product catalog should include a call to action, high-quality images, appealing design, product attributes, and regular updates. In line with this, the developed catalog features a call to action on the opening page to engage potential customers.

A comparison with previous research by Pratiwi & Widyatmoko (2020) reveals both similarities and differences. The shared aspect is the use of a bilingual concept, while the key difference lies in the research object and language application. Additionally, a study by Duri & Sari (2023) also developed a product catalog for a clothing brand, Emonstore. While both studies focus on catalog creation, the primary distinction is that the previous research did not incorporate a bilingual approach, whereas this study does.

CONCLUSION

The research utilized the DDR (Design and Development Research) method, consisting of five stages: analysis, design, development, implementation, and evaluation. The analysis revealed that the SME aimed to scale its business but lacked a clear strategy to achieve this goal. The development phase focused on creating a product catalog, followed by expert validation and revisions during the implementation stage. The evaluation phase included field testing and final adjustments. The resulting product catalog is expected to enhance the practicality and convenience of buying and selling for SME Batik Sendang Lestari. The research was conducted over approximately eight months, from January to November 2024. The final outcome can be accessed here: <https://publuu.com/flip-book/753036/1669526>

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