

**DEVELOPING A BILINGUAL WEBSITE FOR
LESTARI WIDODO WIRYOTAMA ARTS STUDIO**

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Abstract

Indonesian traditional dance is one of the art forms born from the diversity of Indonesian culture. In its preservation, dance art encounters various obstacles including technological advancement. A website for instance, allows younger generation to obtain information and entertainment quickly. However, there is a limited number of websites of which purpose is to preserve culture or traditional art. Therefore, the Lestari Widodo Wiryotama (LWW) website was developed to fill these gaps. The development of this website aims to be a medium of promotion and information for LWW Arts Studio, as well as an effort to take part in cultural preservation. This research uses the Design & Development Research (DDR) method with ADDIE model, which includes analysis, design, development, implementation, and evaluation. This research concludes that the LWW Arts Studio website is adequate for promotional and informational purposes. It is expected to be a reference for other studies and to help LWW Arts Studio and future researchers develop.

Keywords: art studio, bilingual website, Framer, promotional website

Abstrak

Tari tradisional Indonesia merupakan salah satu bentuk seni yang lahir dari keragaman budaya Indonesia. Dalam pelestariannya, seni tari menghadapi berbagai kendala termasuk kemajuan teknologi. Situs web misalnya, memungkinkan generasi muda untuk mendapatkan informasi dan hiburan dengan cepat. Namun, ada sejumlah situs web yang tujuannya adalah untuk melestarikan budaya atau seni tradisional. Oleh karena itu, website Lestari Widodo Wiryotama (LWW) dikembangkan untuk mengisi kesenjangan tersebut. Pengembangan website ini bertujuan untuk menjadi media promosi dan informasi bagi Studio Kesenian LWW, sekaligus sebagai upaya untuk mengikuti pelestarian budaya. Penelitian ini menggunakan metode Design & Development Research (DDR) dengan model ADDIE, yang meliputi analisis, desain, pengembangan, implementasi, dan evaluasi. Penelitian ini menyimpulkan bahwa situs web LWW Arts Studio memadai untuk tujuan promosi dan informasi. Hal ini diharapkan dapat menjadi referensi untuk studi lain dan membantu LWW Arts Studio dan peneliti masa depan berkembang.

Kata kunci: studio seni, situs web dwibahasa, Framer, situs web promosi

I. INTRODUCTION

Indonesia is an archipelago where at least 278.7 million people from 1,340 ethnic groups live. This diversity results in various types of art forms, one of which is traditional dances. Sulasno et al. (2021) stated that traditional culture is the Indonesian identity that can be economically utilized for the welfare of its people. Traditional culture is also a form of intellectual work that must be protected. Setiawati (2008) stated that one approach to preserving Indonesian dances is by revitalizing existing dances or adopting dances into other forms of performance. This method can be applied through intra-curricular and extracurricular activities at school. According to Farid, M. (2023) in Agustin et al. (2023), a dance studio, which is a non-formal education institution, also plays an active role in carrying out arts and culture learning. One example of the studios involved in efforts to preserve Indonesian dance is the Lestari Widodo Wiryotama (LWW) Arts Studio located in Tulungagung, Indonesia.

In its efforts to preserve Indonesian culture, the LWW Arts Studio must be able to attract customer interest. Research by Nurjaman et al. (2017) stated that one of the inhibiting factors in efforts to maintain, preserve and develop traditional or regional dances is the lack of motivation of participants, the impact of modernization which makes some people prefer foreign cultures, and the low interest in preserving regional culture. Similar factors also occur in a journal by Aisara et al. (2020); the factors include a lack of interest in learning due to a lack of knowledge and motivation, a lack of participation and cooperation in preserving culture, and no figure to emulate in preserving the art of dance. In the same journal, it was stated that technological developments were one of the causes of students' lack of interest in Indonesian culture. The internet is a medium that often makes it easier for students to get information and entertainment unrelated to Indonesian culture. Pratitis (2021) stated that parents have an essential role in motivating children to learn about culture. This research said that in motivating children, parents determine their

approach to make children interested in learning traditional dance and preserving culture. Parents also select and analyze the dance studio, which will later become a place for their children to learn traditional dance according to their needs.

One way to promote an art studio to attract prospective customers, including parents and the younger generation, is by using the website as the product of technology development. According to Suhur et al. (2014) in Wicaksono et al. (2020), a website is a system with universally accepted standards for storing, retrieving and displaying information in a network environment. According to Aziz (2017) in (Zakiyah & Islam, 2022), websites can also be included as digital advertising media to expand the target market for products and services. In this era, a website can represent an institution or company in cyberspace, which can become an accessible information center at anytime and anywhere (Wicaksono et al., 2020). A website is essential for more comprehensive information after potential customers glance at the company's social media pages. In providing information to potential customers, LWW certainly has limited time and human resources if only done through questions and answers through social media. Besides the discomfort of asking questions while still comparing several art studios, the slow responses can hinder prospective customers' interest in LWW Arts Studio.

A website's quality is the website's ability to meet customer needs in terms of information and ability to carry out transactions (Kim & Stoel, 2003, as cited in Ghaisani & Purbawati, 2020). A promotional website of excellent quality will significantly influence the trust of potential customers and customers' purchasing decisions. Therefore, a quality website is essential to a company (Wicaksono et al., 2020). It was also found that social media promotion and website quality positively and significantly affected customer decisions. Based on the conditions above, the researcher decided to create a bilingual website for LWW Arts Studio as an information and promotional medium. This website can be a reference for parents in looking for an arts studio for their children, as well as providing information and

entertainment for potential studio members or young people who cannot escape the internet and technology. The bilingual feature that is implemented on the website is a means of applying the researcher's knowledge as a student of the English department and as support for the information needs of both domestic and foreign potential customers. This feature is also a means of support in increasing the number of Tulungagung's foreign visitors, which experienced a drastic decline in 2018.

II. LITERATURE REVIEW

The Function of a Website

Suyanto & Herman (2009), quoted in Hadi & Rokhman (2020), stated that the general function of websites is as follows:

1. Communication Function

Dynamic websites usually adopt this function—for example, social media, news, or online shopping websites.

2. Information Function

Websites with this function generally emphasize content quality because the site aims to convey its content to readers.

3. Entertainment function

Websites with this function use animated images and moving elements to enhance.

4. Transaction Function

Websites are used as a means of business transactions, whether goods, services, or others.

A website with excellent quality will significantly influence potential customers' trust and customer purchasing decisions (Wicaksono et al., 2020). The research found that social media promotion and website quality positively and significantly affected consumer decisions. Website quality can be measured by several indicators, including:

1. Usability, including the attractiveness of the website display and ease of access.
2. Information quality, including the quality of information, ease of understanding information, and the relevance and reliability of the information presented.
3. Quality of interaction services, including ease of communication with the institution

and the provision of reliable personal information.

Combining promotion through social media and a quality website will be very effective for business owners because social media often contains only brief information to attract the target market's interest. After the target or potential customers are interested, they can be directed to the institution's website for more complete information.

Arts Studio

In the Kamus Besar Bahasa Indonesia (KBBI), *sanggar* or studio can be defined as a place for artistic activities. Nugraha et al. (2016) in Nasution & Lubis (2022) stated that studio is a medium or place for artistic activities such as dance, music, painting and performing arts.

The sustainability of art studios also plays a role in efforts to preserve Indonesian culture, including traditional arts. Arisyi (2021) stated that to preserve traditional performing arts, it is necessary to look at studio management from the perspective of management functions. Henry Fayol (2010) in Arisyi (2021) theorizes that five main functions of management can help a manager achieve company or organizational goals.

1. Plan

The process of determining goals and objectives, and taking strategic steps to achieve goals.

2. Organize

Organize resources and activities in a coordinated manner for each individual and group to implement the plan.

3. Command

The process of motivating members or staffs and guiding them in implementing plans to achieve goals effectively and efficiently.

4. Control

Control is intended to see whether the organization's activities are in accordance with previous plans.

Applying this theory is expected to increase an art studio's sustainability and strengthen its systems, including the management of art studio tools such as websites and social media.

Translation Strategy

Translation has many definitions, according to experts. According to Catford (1969) in the book *Translation: A Theoretical Discussion & Practical Guide to Translation* by Suryawinata & Hariyanto (2016), translation replaces textual material in one language with equivalent textual material in another. According to Nida & Taber (1982) in the same book, translation is reproducing the message in the source language (SL) with the closest natural equivalent in the target language (TL), first in terms of meaning and second in terms of language style. Newmark (1981) defines translation as a technique that attempts to replace a written message or statement in one language with the same message or statement in another language.

According to Suryawinata & Hariyanto (2016), translation strategies can be divided into structural, semantic, and pragmatic strategies. Structural strategy is related to sentence structure, including addition, subtraction, transposition, and modulation. Semantic strategy is directly related to the meaning of the translated words, including borrowing, cultural equivalent, descriptive equivalent and componential analysis, synonym, official translation, contraction and expansion. Pragmatic strategy is a strategy related to the message in the translated sentence, including changing the clarity of meaning, adding and subtracting information, changing interpersonal relationships, changing illocutions, changing the arrangement of information, partial translation, changing the visibility of the translator, trans-editing, and adapting. These strategies are expected to be applied when translating LWW Arts Studio's website content from Indonesian to English to produce excellent website content.

Review of Previous Research

Purwaningsih et al., (2022), stated that by using three different languages (Indonesian, English, and Japanese) in tourism promotional media, it is expected to maximize the promotional efforts that have been carried out by the Banyumas Tourism Office. The use of the three languages is a means of learning foreign languages, namely English and Japanese. The results of the translation of the tourism description will be

uploaded to the Tourism Office website with the aim of introducing tourist attractions in Banyumas district to the international world. The results of this research stated that the number of website visits increased after the process of translating content into English and Japanese. Based on the research above, the researcher hopes that the bilingual feature which also implemented on the LWW website will also have an impact on the number of website visitors and even visitors to Tulungagung.

ADDIE model by Branch (2009) contains five stages, namely Analysis, Design, Development, Implementation and Evaluation. This approach was used in a study of the Development of Lectora Inspire in Interactive Learning Media in the Hindu Religious Education Study Program by Pitriani et al. (2021), the results of this research indicate that the developed learning media is very suitable to be used as learning media in Hindu religious education study programs. Based on the research above, the researcher plan to apply the same method because of have the same goal; developing a product.

In a Design and Development Research (DDR) by Nata (2021), a similar approach to ADDIE model was also used in developing a bilingual guidebook of seven beaches in Malang, namely Analysis, Product Design, Product Development, Implementation, and Evaluation (Richey, Klein, & Tracey, 2011). The research was intended to promote Malang beaches with a guidebook, and also to provide information about the seven beaches. According to the expert validator, there were some inputs, namely, to paraphrase some of the results of the translation which still sounded like Indonesian when read. There were still some problems in the use of passive sentences and some input in the design of the guidebook, which included the use of spaces and layout on the product guidebook. According to visitors, the guidebook provided complete and precise information, but there was some room for improvement, namely, to develop the design of the guidebook further to attract readers. The expert validator provided several inputs, including paraphrasing the translation results

which were still like Indonesian, and correcting errors in the use of passive sentences. Another input in designing the guidebook also concerns the layout and spacing used in the guidebook. According to visitors, the guidebook has provided accurate and complete information, but the guidebook design could be further developed to attract readers. Similar to the previous research, the researcher plan to apply the same method because of the same goal, which is developing a product.

III.METHOD

The research design used for this research is research and development (R&D). According to Sugiyono (2014), the research and development method aims to produce and test the effectiveness of certain products. In addition, this method can produce a product with a high validation value because the product is created through a series of field trials and validated by experts (Okpatrioka, 2023). This method is used because this research aims to create a website for LWW Arts Studio as the final product. This method was chosen because it is not only suitable for developing a website but also for testing the website's effectiveness.

This research used the ADDIE model by Branch (2009), which is in accordance with the process of creating a website by the researcher. The ADDIE model includes the Analysis, Design, Development, Implementation, and Evaluation stages.

IV. FINDINGS AND DISCUSSION

Analysis

1) Observation

The researcher looked up LWW Arts Studio's social media to gain information about LWW Arts Studio. On LWW Arts Studio's social media (Instagram, YouTube, TikTok), the researcher found that LWW actively conducts training, participates in competitions, and participates in cultural events. Not only that, LWW also offers dance training and performances for hire.

From several websites found by the researcher, i.e. sanggarkartikabudaya.com, sangarsenikeboiwa.com, puriagungdenpasar.com, uluwatukecakdance.com, ayodyapala.com, borobudurpark.com, joffreyballschool.com, and basedancestudios.com, the researcher found that information such as the institution's definition, offerings or services, portfolio, location, and contacts are always available. Moreover, three of the six Indonesian websites also provide other language options besides Bahasa Indonesia.

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2) Interview

In this study, the researcher used a semi-structured interview method to gather more detailed information about the LWW Arts Studio, which would later become the basis for the website's content.

On 4 April 2024, the researcher went to Joglo Batangsaren, the base of LWW Arts Studio's activities, to interview the owner, Hapsari Mustikaningrum. In the interview, the owner said a website is needed as the arts studio has not established a website even though it has been in business since 2017.

Design

Visual communication design is the process of delivering information or messages through visual media in the form of design (Yasa et al., 2024). The function of visual communication design as a means of presentation and promotion is to visually convey a message so that customers can easily remember the message. Visual communication design has a vital role in various fields, including digital advertising and website design (Miamis et al., 2023 in Yasa et al., 2024). A good web design can improve the quality of user experience and the effectiveness of information delivery.

To create a good web design, the researcher first chooses the website platform, color palette, and fonts and then outlines the website's content. The website platform that the researcher chose is Framer. Framer is a web builder platform that allows users to create websites from scratch, use templates, or import Figma or Sketch projects without coding. The framer features can be seen in figure1.

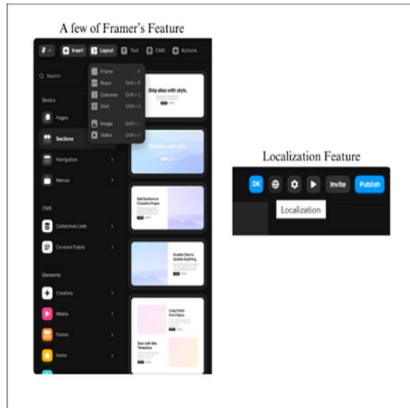


Figure 1. Framer Features

In design, color can attract attention, influence emotions, and help convey particular messages (Yasa et al., 2024). Furthermore, colors can have a psychological impact, suggesting and influencing the viewer’s mood. In this research, the researcher chose a combination of red and yellow colors from the color palette recommendations on the creativebooster.net website. The red color is chosen to represent the identity of the LWW Arts Studio, which is identical to the color red. According to Frank H, an American psychologist in 1996, red symbolizes courage, strength, and joy (Thejahanjaya & Yulianto, 2022). The color red can provide encouragement or energy to take action.

Meanwhile, psychologically, yellow is defined as the color that best describes a sense of happiness, which includes warmth, passion, positive thoughts, pleasure, and joy. Yellow can also draw attention, stimulate brain and mental activity, and help logical thinking that requires analytical skills. By choosing this color, the researcher hopes that the website can give the impression of warmth, courage, and joy. The color selection is also expected to attract readers’ attention, motivate readers, and help readers analyze the website’s contents. See Figure 2 for the color palette.



Figure 2 Color Palette

The discipline of art that studies letters can be called typography (Zainudin, 2021). Letters are the basic element in constructing a word or sentence. A series of letters in a word or sentence can give meaning to an object or idea and also give a visual impression. On the LWW Arts Studio website design, the researcher chose Trochut and Poppins fonts from Google Fonts.

Trochut is a typeface with funny geometric characteristics developed by Andreu Balius. This font works on many displays, including web displays. Meanwhile, Poppins is a geometric sans serif typeface developed by Indian Type Foundry (ITF). Sans-serif is a typeface with no tail at the stroke’s end, giving sans-serif letters better legibility and readability than tailed letters (serif) (Zainudin, 2021). The researcher used the type scale generator tool on the Material Design website to determine the font size. See Figure 3. Material Design is a design system created by Google that contains an adaptable system of guidelines, components, and tools that support the practices of user interface design.

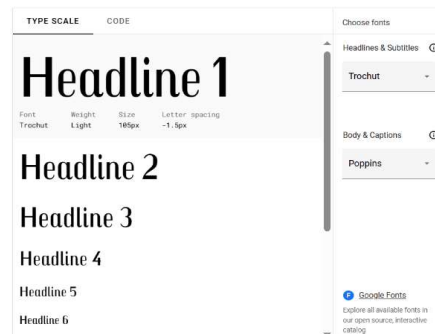


Figure 3 Type Scale Generator

The last stage of the design stage is to outline the website’s content. Based on the observation stage, several website references always include the institution’s definition, offerings or services, portfolio, location, and contacts. Therefore, the researcher decided to divide the website content into four pages, namely Beranda (Home), Tentang LWW (About LWW), Layanan (Service), and dan Rekam Jejak (Experience). The Beranda (Home) page contains location information and sneak peeks of the other pages. See the sketch on Figure 4.

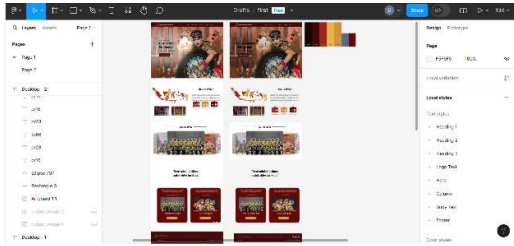


Figure 4 Website Sketch on Figma

Development

1) Development of The Website

At the development stage, the researcher further developed the outlined website content created at the design stage. The researcher elaborated on the content on each page and drafted the text or script to be displayed. The researcher first wrote the content in Indonesian based on the observations and interview results, following the website content outline in the design stage. Furthermore, the researcher translated the Indonesian content into English using structural, semantic, and pragmatic strategies. See the example of the translation and the strategies in Table 1.

Table 1. Website Content Translation

Indonesian	English	Strategy
Lokasi	Our Location	Structural Strategy (Addition)
Rekam Jejak LWW	Our Journey	Semantic Strategy (Synonym)
Dalam upaya pelestarian budaya Indonesia, LWW membuka Kelas Pelatihan Tari loh!	Dance Training Classes are open! A part of LWW's commitment in taking part in Indonesian culture preservation.	Pragmatic Strategy (Changing the arrangement of information)

In translating this website's content, the researcher also translated Indonesian idioms into English.

Table 2. Idioms Translation

Indonesian Idiom	English Idiom
Bak rejeki nomplok	Like a windfall
Usaha memang tak mengkhianati hasil	No pain, no gain

The researcher then developed the website using the Framer platform. Each page has a navigation bar that contains the logo, tabs that lead to each page (Beranda, Tentang LWW, Layanan, dan Rekam Jejak), a Location tab that leads to the location section on the home page, a language switcher to select the website display language, and a site banner (Hero Section) that contains text, buttons, and images that represent LWW Arts Studio. See Figure 5 for a better picture.

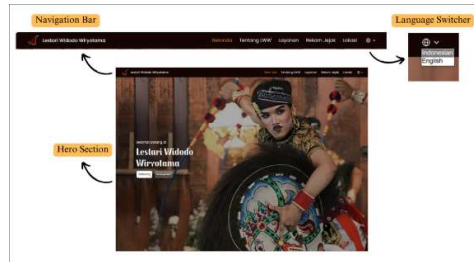


Figure 5 Navigation Bar, Language Switcher, and Hero Section

There are two types of backgrounds for the content, namely plain solid colors and solid colors with batik accent. The batik design is the work of user Pikripik (pikripik), which is uploaded on the Vecteezy platform. The batik accent is categorized as the kawung pattern, one of the most popular batik patterns. The kawung batik reflects the cross-split of kawung or palm fruit, which can be interpreted as a symbol of purity and usefulness to many people as the kawung fruit itself. See Figure 6 for the background color.

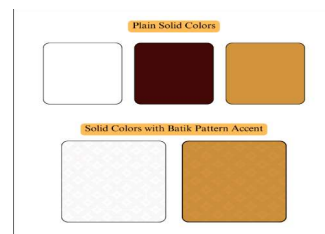


Figure 6 Background Colors

The researcher also includes three batik elements as decoration in several sections. The

first element still incorporates the kawung batik pattern by Indah Romawan (ndahroh) on the Vecteezy platform. The second element is a mega mendung batik element by Maman Surohman (zegergrafity.crb) on the Vecteezy platform. Batik mega mendung is a typical Cirebon batik influenced by Chinese culture, thus forming a fusion pattern of Cirebon and Chinese culture (Yusup, 2020). The mega mendung batik pattern has a cloud-shaped base, symbolizing endless fortune. The third element is batik with pucuk rebung pattern by Feri Cahyono (fcha44193631) on the Vecteezy platform. Pucuk rebung is a typical Minangkabau pattern commonly used in songket weavings. Pucuk rebung is a budding young bamboo that does not have leaves yet, which contains a message like a traditional saying, “Useful when it is small or big” (Dt. Garang, 1983 in Azzhara, 2021). Pucuk rebung symbolizes a dynamic life, towering straight up to depict the youth pursuing their goals, and the tip of a big bamboo that bows down depicts a humble attitude. See Figure 7 for the decorative elements.

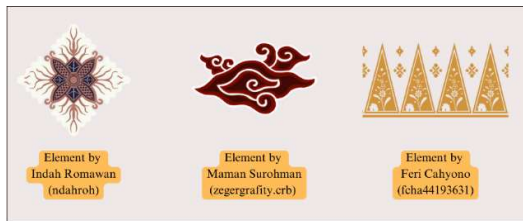


Figure 7 Decorative Elements

Besides that, there is a quotes section that contains quotes or sayings. The addition of this section aims to provide a brief motivation as well as additional decoration. See Figure 8 for the quote section.



Figure 8 Quote Section

At the bottom of each page, there is a main contact information section containing buttons that redirect to the WhatsApp numbers of the admin and the owner of LWW Arts Studio with

the owner’s consent. Apart from the contact section, there is also a footer containing the logo, tabs that lead to each of the pages (Beranda, Tentang LWW, Layanan, and Rekam Jejak), a Location tab that leads to the location section on the home page, a language switcher, and three LWW Arts Studio social media icons that redirect to each social media (Instagram, YouTube, and TikTok). See Figure 9 for contact a and footer section.

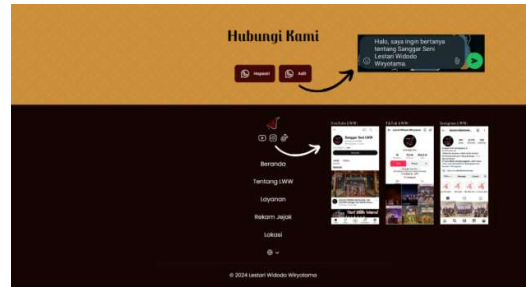


Figure 9 Contacts & Footer Section

Furthermore, the website is published on the Framer platform and can be accessed through the link sanggarlww.framer.website.

2) Expert Validation

The researcher conducted expert validations on the published website to improve the quality of the website based on the expert’s opinion. In this research, the researcher distributed expert validation questionnaires to three expert validators for language, copywriting, and design. In the questionnaire form, the validator can click on the LWW Arts Studio website link and assess based on their opinion. After that, expert validators can score each statement on the form on a scale of 1-4. A score of 1 means strongly disagree, 2 means disagree, 3 means agree, and 4 means strongly agree. The expert validators in this research are Dr. Sugeng Hariyanto, S.Pd., M.Pd. as a language expert validator, Ardian Wahyu Setiawan, M.Ed., Ed.D as a copywriting expert validator, and Alvin Nouval, S.Pd., M.A. as a design expert validator.

The developed website obtained adequate results with an average score of 3.8 in language expert validation, 3.7 in copywriting expert validation, and 3.33 in design expert validation. In addition, the researcher also received some feedback that could help the researcher improve the quality of the website.

Implementation

After the development process is complete, the researcher then conducted a field-testing by distributing questionnaires to the general public. Field-testing was carried out through Google Forms. Seventy-five respondents from various regional, educational, and occupational backgrounds participated. Based on the field-testing results, the researcher can conclude that almost all respondents agree and strongly agree with the statements mentioned. From the 17 statements, all of them get an average score of 3.63 out of 4.

Evaluation

In developing this website, the researcher considered the website's language and translation, copywriting, and design aspects while aligning it with the results of her interview with the owner of LWW Arts Studio. At the end of the development stage, the researcher conducted expert validation to ensure the website's feasibility and determine the expert's opinion. The expert validation process is helpful to recognize the website's shortcomings that can be maximized to improve the quality of the website. The expert validation results are highly reliable because the validators are lecturers and practitioners in their fields.

The researcher conducted field-testing, which also received adequate results. Overall, the researcher believes that the website is adequate and of good quality based on the field-testing results. The item statement "The website provides enough information about the LWW Arts Studio contacts" was strongly agreed by 81.3% of respondents, the highest among others. This can be interpreted as the website providing enough information about communication access with LWW Arts Studio. Meanwhile, the statement "After visiting the website, the reader would like to visit LWW Arts Studio" was strongly agreed by 49.3% of respondents, the lowest among others. It can be interpreted that the quality of the website can be further improved in this aspect, for example, by providing information on whether there will be performances at LWW Arts Studio open to the public.

Related to the previous studies, the results of the current studies prove that ADDIE method

can be used to solve the problem at hand. In other words, this method is applicable to the problem out of instructional or teaching area.

V. CONCLUSION

In the development of the bilingual website for LWW Arts Studio, the researcher used the ADDIE model by Dick and Carey (1996), which includes Analysis, Design, Development, Implementation, and Evaluation. The researcher used observation, interview, and questionnaire instruments in data collection. After the website is developed, the researcher conducted expert validation to test the feasibility and to obtain the expert's opinion on the website that received satisfying assessment results. The researcher then made adjustments according to the expert's suggestions, and proceeded to the field-testing stage. Field-testing with 75 respondents from various backgrounds obtained satisfying results, an average of 3.63 out of a perfect score of 4. This research produced a final product in the form of a bilingual website for LWW Arts Studio which can be accessed through sanggarlww.framer.website. From this research, it can be concluded that the LWW Arts Studio website is adequate for promotional and informational media use.

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