

Creating a Bilingual Website for a Tuition Center in Bandung

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Abstract

Following the widespread use of the Internet, more businesses are available online to attract more customers and unleash the limits of offline businesses. Not only e-commerces, but websites can be owned by businesses which provide services. The reason behind this is that many people have found the importance of websites. An example of service businesses is tuition center. This project is about a bilingual website which is created to give detailed information, to promote, and to persuade visitors to join the tuition center. The result is a bilingual website for a tuition center in Bandung. Qualitative methodology was used in collecting the data, and the methods were observation and interview.

Keywords: *website, bilingual website, tuition center*

INTRODUCTION

In this digital era, almost everything is done online. It has become common for today's society to use the Internet; from communicating with each other to buying goods and services. This is why the Internet is a great platform for business owners in marketing and advertising their business. One of the ways to promote a business on the Internet is by creating a website.

According to Computer Hope (2020), a website is "a central location of web pages that are related and accessed by visiting the home page of the website using a browser." Miller (2019) wrote that "around 90% of website visitors first look for a company's products or service page." This means having a website allows customers to understand and answer their questions about the business. He also wrote that websites can help market a business all the time. Websites are accessible anytime and anywhere, and visitors can access them using their phone, computer, and tablet.

To make an even better use of the Internet, businesses can offer the website in more than one language. Bilingual websites help promote a business and reach a wide range

of audiences. According to Kirdkoh & Ngamrung (2019), offering a bilingual website helps the visitors have a better understanding of a business and its products. Since English is an international language and is spoken all over the world, providing English on a website can help reach more audiences, especially foreigners who do not understand languages outside English.

BimbinganBelajar Smart Club is a tuition center located in Bandung which offers school and English programs for preschool, elementary school, and high school students. Established in 2007 by RannyTresnawita and Ali Amran, Smart Club has 20 competent teachers and has helped more than 500 students. However, as a growing business, Smart Club has not had a website. This is why this project is selected. A bilingual website helps promote Smart Club to reach more audiences and becomes a medium to put information about the business.

The aims of this project are:

1. to give detailed information about Smart Club

A place to put in detailed information about Smart Club has not been created, and this may confuse the audience about what Smart Club is. By creating the website, visitors are able to read and understand about Smart Club.

2. to promote Smart Club

By making a website, Smart Club can be promoted regardless of time and place. People all around the world have easy access to visit the website using gadgets equipped by Internet.

3. to persuade the visitors to join Smart Club

People who are in search of tuition centers may look at the website, and from visiting the website, they might consider choosing Smart Club.

To inform the findings from each literature, to find the strengths and weaknesses of the literatures, and to find out the gaps between previous literatures and this project, literature review was conducted.

The first source is a project report titled *The Making of a Bilingual Website of IRV Shoes* by Ardiatma (2016). This final project is aimed at introducing IRV Shoes and its products to both Indonesian and foreign people. The final product is the website of IRV Shoes, which unfortunately is not published on the Internet due to copyright issues. The website has four main pages. They are Home, Products, About Us, and Contact. The project created by Ardiatma is related to this project because both of them are about

making a website for a company. The strength is the bilingual options on the website. Visitors can choose between Indonesian and English as the website language, making the website more accessible to more people from different countries. The weakness of this project is the limitation of payment option. The website only offers bank transfer as the payment unlike other marketplaces, such as Bukalapak and Tokopedia.

The second source is a project report titled *Developing a Website for the English Department of Politeknik Negeri Bandung*. The report was written by (Falansyah, 2016). The aims of the report are to give information about English Department and to provide a medium to promote English Department to public. The result of the project report is the website of English Department which is saved in a CD and is ready to be published on the Internet. The website has six main menus. They are Home, Profile, Facilities, News, Students & Alumni, and Contact. The similarities between the website of English Department and this project are the aim, which is to promote an institution, and the bilingual option on the website. The difference is to whom the websites are built. The website created by Falansyah for English Department, and this website project is intended for Smart Club.

After reviewing the literatures, several similarities and differences between the literatures and this project are found. The similarities are the topic of the literatures which is a website. The previous project reports and the present report use the same method of the project (which is qualitative), the same methods of data collection (which are interview, and observation), and the same type of data (which is primary). The theories applied in making the websites are also similar, i.e. about website, informative language, persuasive language, and writing for the web. All the websites also employ informative and persuasive languages. Informative language helps the visitors understand the information, and persuasive language encourages them to buy the products or register to the programs. From the present project and the two project reports, the difference is how the websites are made for different institutions. The first website is made for IRV Shoes, and the second website is made for English Department.

METHOD

The method used for this project is qualitative research. Qualitative research, according to Creswell (1994), is “an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem”.

Qualitative research analyzes and gives detailed words from the methods of collecting the data such as from observation and interview.

Observation, according to Gorman et al. (2005: 40), is the act of recording something that can be observed such as a phenomena or a behavior in a natural setting. Observation was necessary because by observing BimbinganBelajar Smart Club, valid and consented information could be gathered to create and improve the website. The observation was done at BimbinganBelajar Smart Club, and the types of data collected through observation were pictures and videos of Smart Club.

Interview is “a conversation, whose purpose is to gather descriptions of the life-world of the interviewee” (Kvale, 1996: 174). Interview was done to gain valid and consented information for trusted sources. The interview was done in Indonesia as the language most understood by both the writer and the interviewee, which was the owner of Smart Club.

The interview was done at the owner of Smart Club’s house and recorded. The length of the video is 10 minutes and 48 seconds. The interview answers were transcribed, and the four-page transcript was used as data to complete the content of the website.

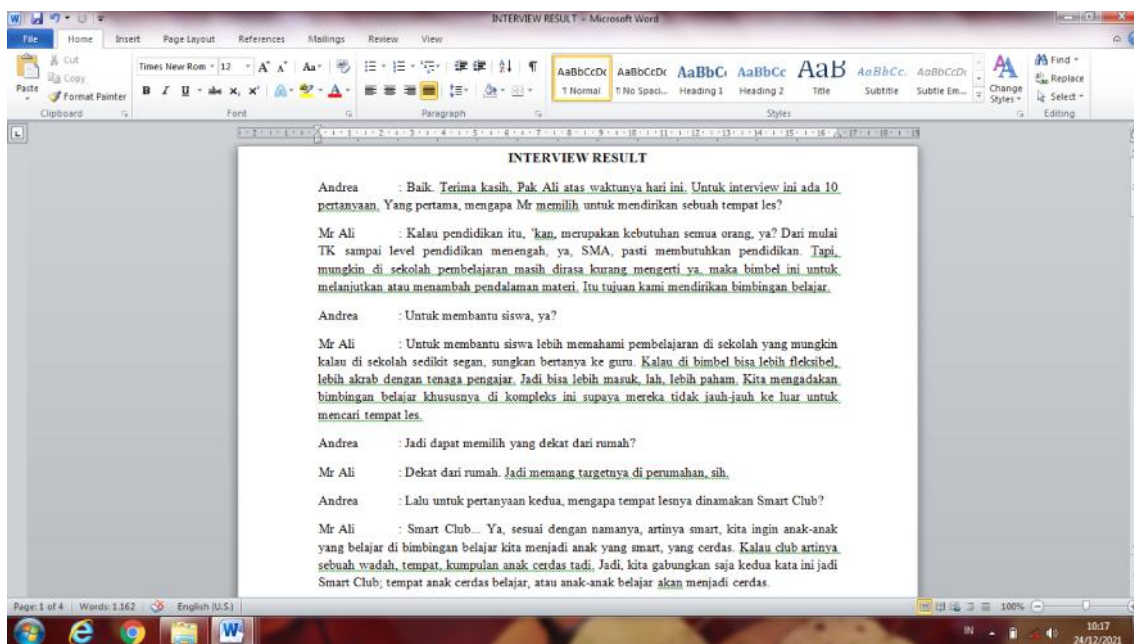


Figure 1. Interview transcript

After the data is collected, the next step is selecting the data. Data selection is done to choose suitable data to be included on the website. The data were selected from observation and interview. Data from observation especially pictures were selected based on their quality to provide the best pictures to be included on the website. Data

from interview were important because the questions were already sorted out to make the data as useful as possible for the website.

In building the website, three generators are used. They are Github to fork the template of the website, Netlify to host files and add a custom domain, and Forestry to edit the website without having to use codes. The first step in creating the website is to find a website template from Github. In this case, the website of Bimbingan Smart Club uses a template called Educenter. This template is suitable for educational purposes such as school and teaching platforms.

The next step is to fork the template. Forking is a feature to clone a copy of a repository to a Github account. After that, the repository that has been under a Github account is imported to Forestry. Forestry works as the hosting service that automatically builds a website based on the Github template. The website and its contents are able to be edited with Forestry.

The last step is to set up the website using Netlify. The forked repository is imported to Netlify to make the website live. Netlify is also used to change the name and the domain of the website.

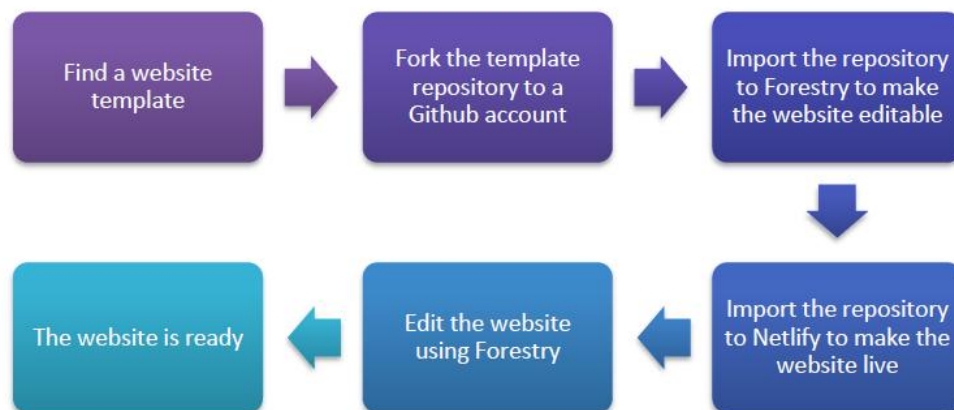


Figure 2. Steps in creating the website

RESULTS AND DISCUSSION

Results

The result of this final project is a bilingual website dedicated to Bimbingan Belajar Smart Club. The website contains information about Smart Club and is available in two languages; Indonesian and English. Visitors may change the language of the website by

pressing the option button at the top right of the website, and the website will take them to a page where the website in another language is stored. The contents of the website are the same, so the only difference is the language.

In designing the website, some aspects were considered. They were website theme, layout, font, images, colors, and tone. For the layout of the website, the logo of Smart Club is put at the top left to help identify the website easily. The website has five pages. They are Home, About Us, Programs, Contact, and Register. The pages are put on the top of the website to ease navigation. Then, the language option is put at the top right so visitors can easily spot the option in case they want to change the website language.

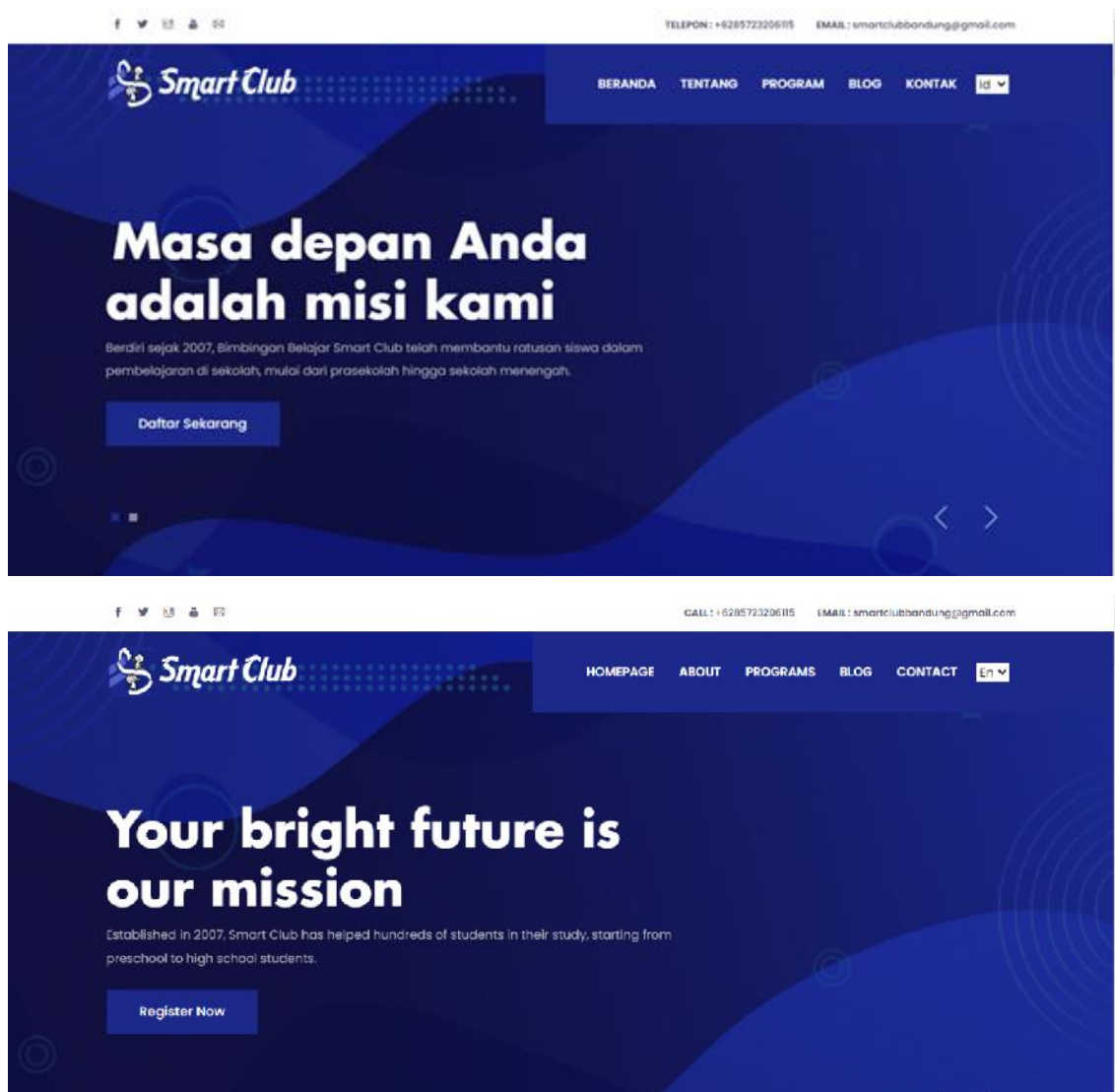


Figure 3. Website header

For the color of the website, accents of blue were chosen because blue is the color of the logo of Smart Club. Then, white is chosen as the color of the website background to

maintain simplicity. The color of the text is black to make a contrast with the background color, so the text can easily be read by the visitors.

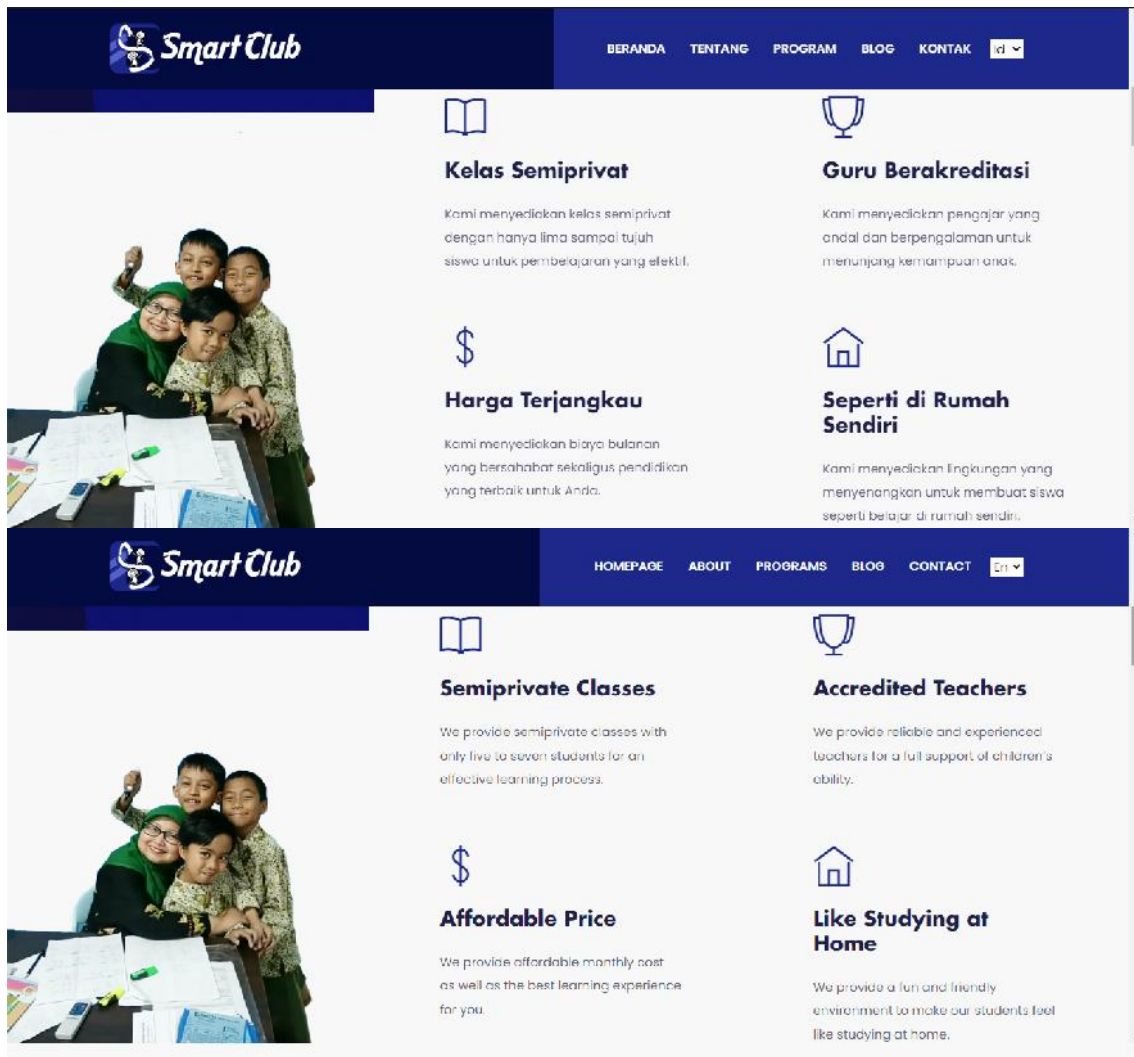


Figure 4. Website banner

For the font type selection, sans serif fonts are used. They are suitable for texts on the Internet because of their simple and modern design. Although the font types are different for each text style, they blend with each other well, and choosing different fonts adds variations and avoid monotone look. Below is the preview of the About page. Visitors may click on “Pelajari lebih lanjut” to read more about Smart Club.

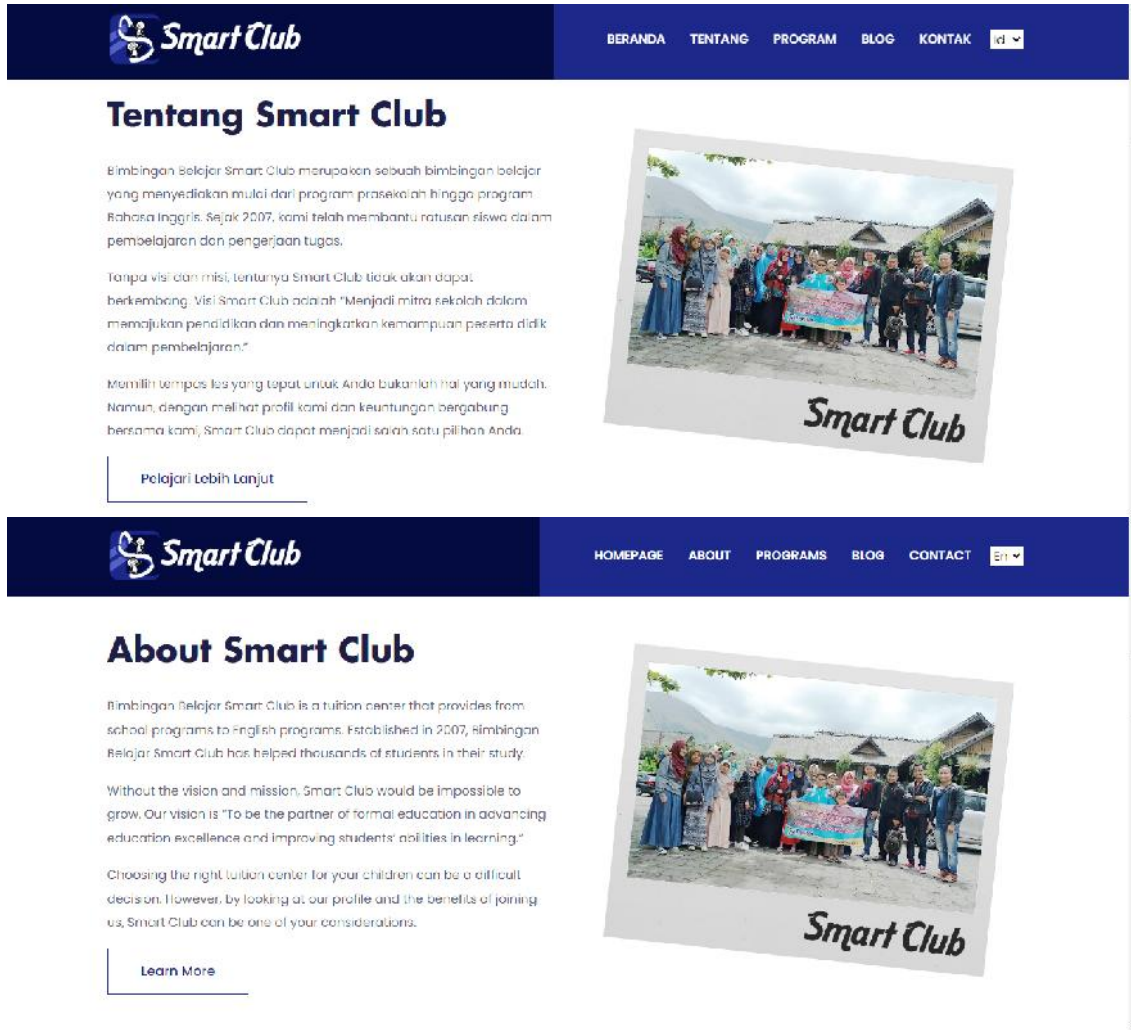
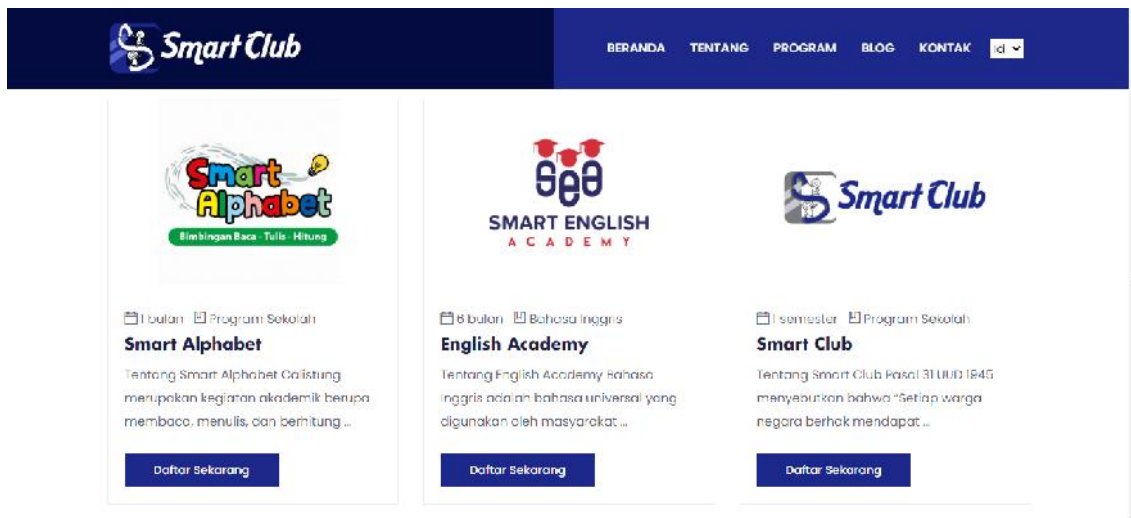


Figure 5. About section

Below is the preview of the Programs page, which displays Smart Club's programs and their descriptions.



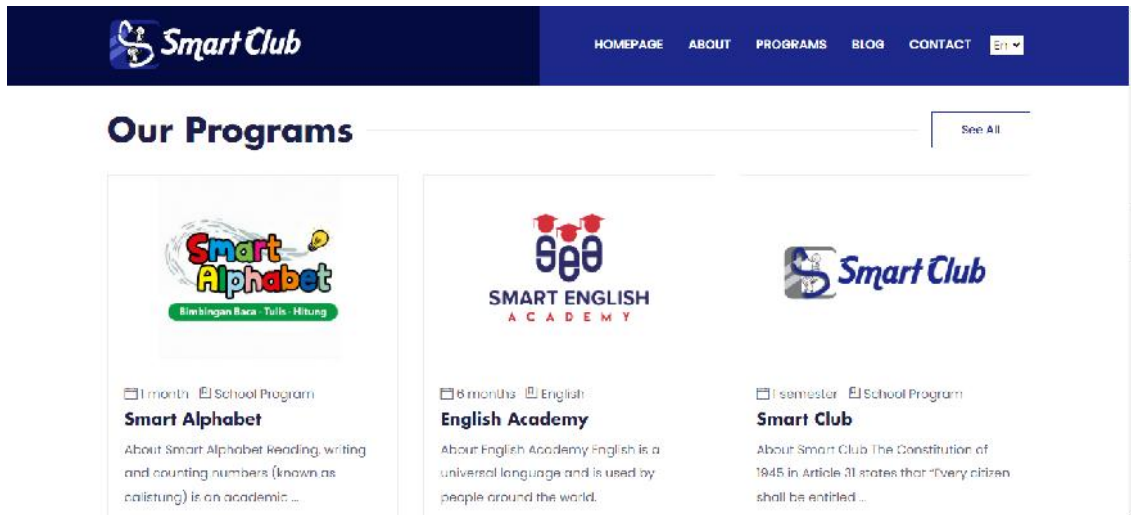


Figure 6. Programs page

The next main page is the Blog page, which contains articles or posts related to Smart Club. Administrators may add some news to be put on this page.

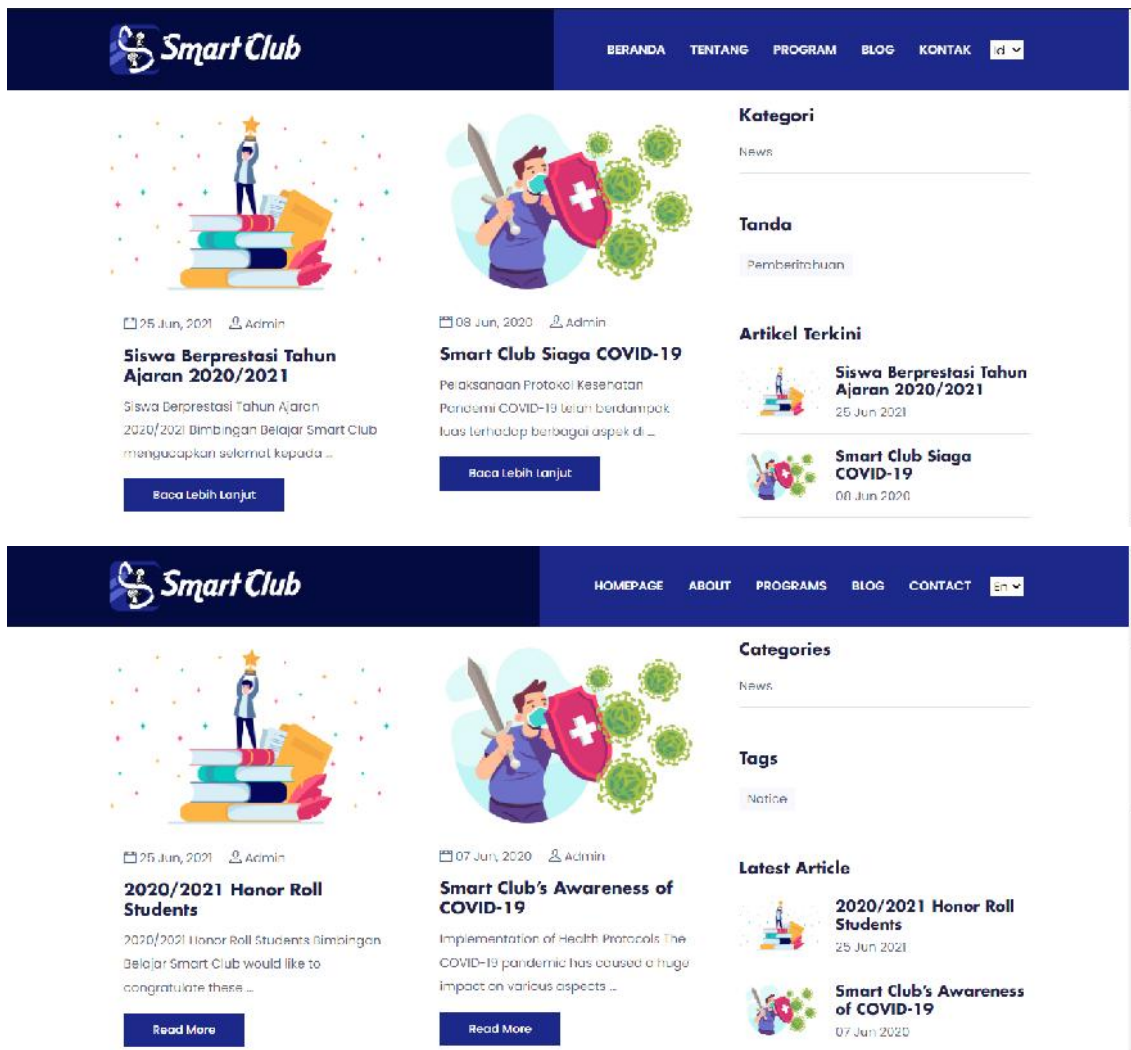


Figure 7. Blog page

The last page is the Contact page. Here, visitors may ask inquiries by filling in their name, email address, subject, and message in the inquiry box. They may also click on the available button if they want to register to Smart Club as a student.

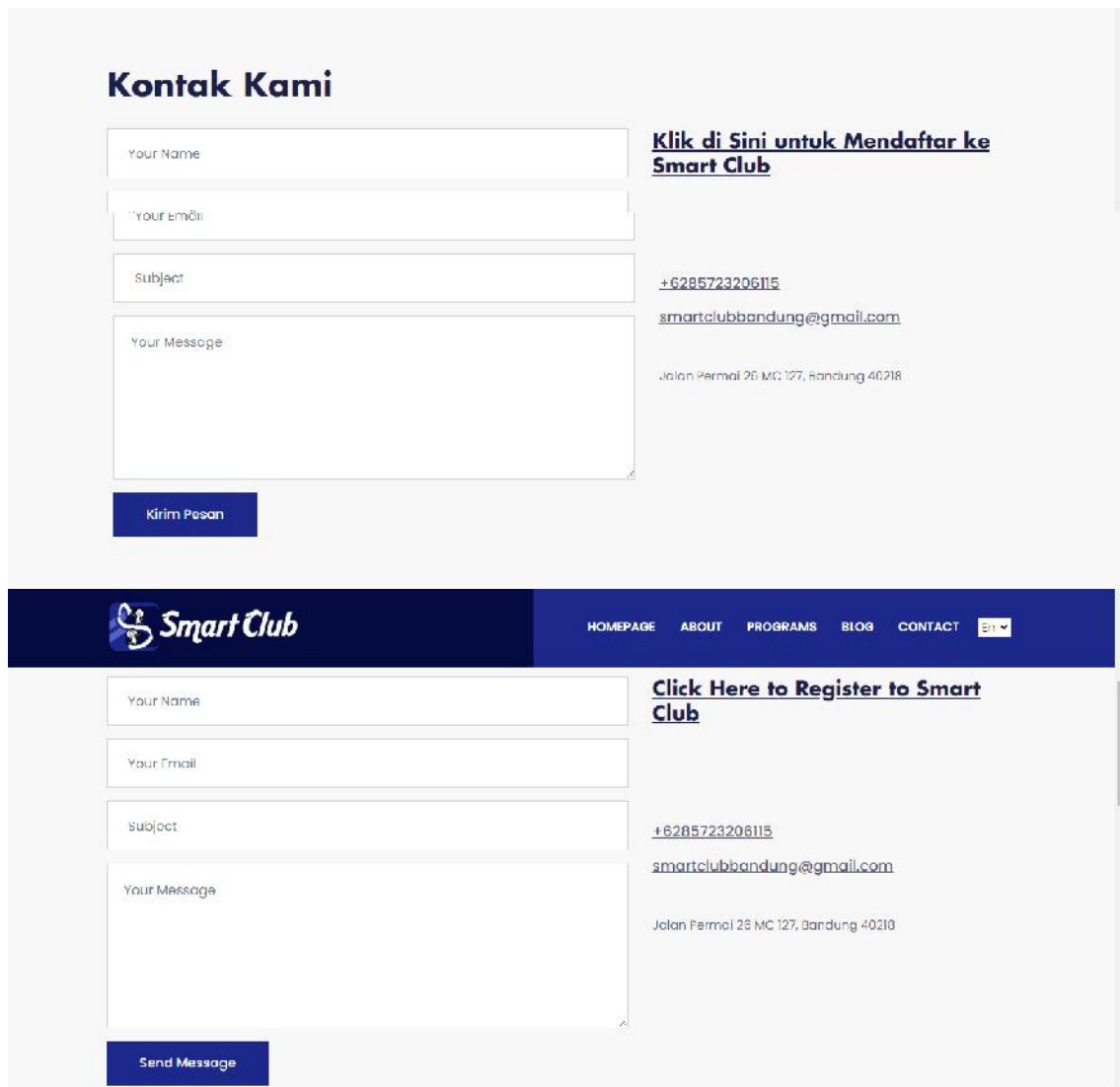


Figure 8. Contact page

After filling in the inquiry box and pressing “send”, the details of the message will be redirected to Smart Club’s email address, and from there, administrators are able to reply the message by sending an email to the sender. Below is an example of a submitted message. The email has a subject and the sender’s name, email address, and message.

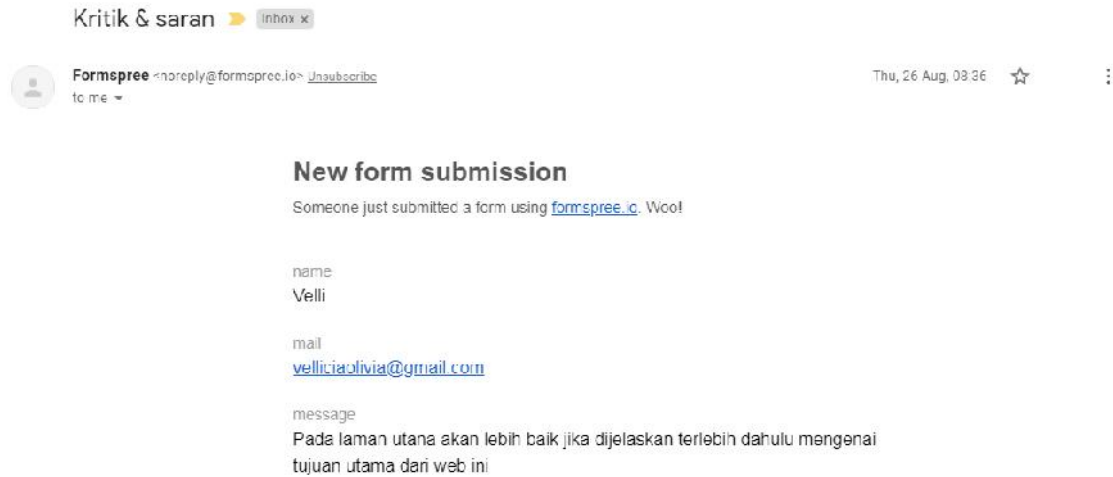


Figure 9. Example of message

Besides designing the website, pictures that are put on the website were also edited to make the website look more appealing to the visitors. The pictures were edited using Adobe Photoshop CC 2019. After being edited, they were applied to the website. An example is an edited picture that becomes the logo of the website. The logo went through some changes in terms of color, composition, and transparency to make it more fitting with the website theme.

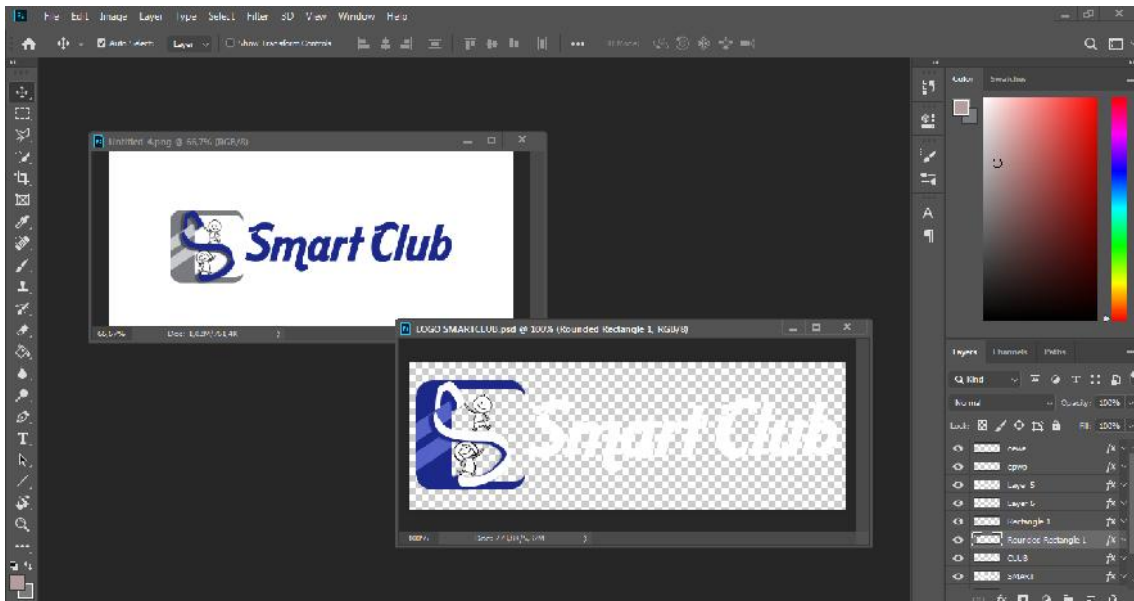


Figure 10. Edited logo of Smart Club

Translation techniques proposed by Molina and Albir (2002) are used in translating the contents of the website from Indonesian to English. A total of 10 translation techniques were used in translating the content of the website. Below are examples of the sentences translated by using the translation techniques.

Table 1. Translation techniques and result

Translation techniques	Indonesian	English
Adaptation	Selain membiasakan 3M (mencuci tangan, menjaga jarak, dan memakai masker), ...	In addition to implementing 3M (washing hands, keeping a distance, and wearing masks), ...
Addition	Seperti di Rumah Sendiri	Like Studying at Home
Amplification	Keputusan untuk menjadi wirausahawan Ranny Tresnawita ambil agar dapat membagi waktu antara keluarga dan pekerjaan dengan lebih leluasa.	It all began when Ranny Tresnawita, the owner of Smart Club, decided to be an entrepreneur. The decision was made so she could balance work and family life.
Description	Calistung	Reading, writing and counting numbers
Literal Translation	Kami menyediakan kelas semiprivat dengan hanya lima sampai tujuh siswa untuk pembelajaran yang efektif.	We provide semiprivate classes with only five to seven students for an effective learning process.
Modulation	Dengan arti "sekelompok orang yang pintar", beliau berharap anak-anak yang bergabung dengan Smart Club menjadi anak-anak yang cerdas.	With the meaning "a club of smart people", it is hoped that everyone who joins Smart Club will become a smart people.
Naturalized Borrowing	Modul ajar berstandar internasional	International standard student book
Omission	Berdiri sejak 2007, Bimbingan Belajar Smart Club telah membantu ratusan siswa dalam pembelajaran di sekolah , mulai dari prasekolah hingga sekolah menengah.	Established in 2007, Bimbingan Belajar Smart Club has helped hundreds of students in their study, starting from preschool to high school students.
Pure Borrowing	DalambahasaInggris, adaempat <i>skills</i> (kemampuan) yang dipelajari, yaitu <i>writing, speaking, reading, dan listening</i> .	In English, four skills are mainly studied and taught: they are writing, speaking, reading, and listening.
Transposition	Kami menyediakan pengajar yang andal dan berpengalaman untuk menunjang kemampuan anak .	We provide reliable and experienced teachers for a full support of children's ability .

The website was tested in four Internet browsers and worked perfectly. They were Google Chrome for PC, Google Chrome for Android, Internet Explorer, and Mi Browser. With a moderate Internet speed (~5 mbps), the amount of time in loading the website for the first time should take 10 seconds, and it should take shorter time to load after that. The figure below was captured after finding out that the website took 10 seconds to load for the first time.

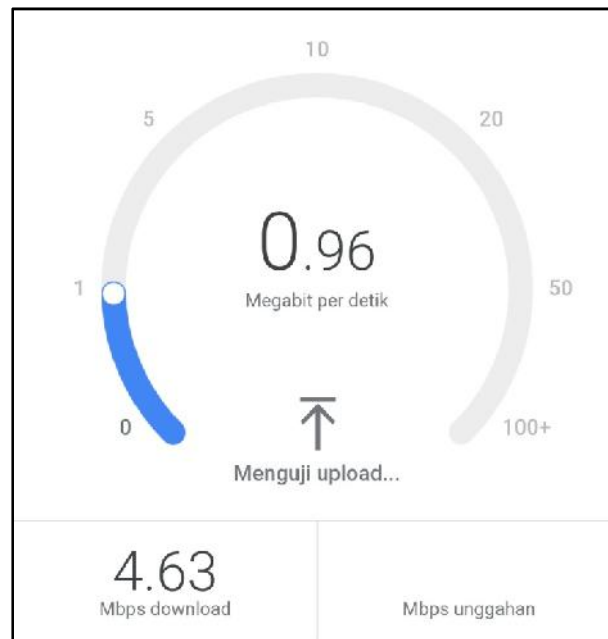


Figure 11. Internet speed test

To navigate and read the content of the website briefly, visitors should spend around 5-10 minutes. After 5-10 minutes of being on the website, they are expected to get the gist of what Smart Club is, what programs Smart Club has, and how to register to Smart Club. The registration form and newsletter subscription form available on the website should spend no longer than 7 minutes to fill in and submit.

DISCUSSION

Besides of the different recipients, the difference between this project and previous studies is the content of the websites. The website created by Ardiatma (2016) for IRV Shoes consists of four menus, which are Home, About Us, Products, and Contact Us. The website created by Falansyah (2016) for English Department of Politeknik Negeri Bandung consists of five menus, which are Home, Profile, Facilities, News, and Students & Alumni. However, the website for Bimbingan Belajar Smart Club consists of five menus, which are Home, About, Programs, Blog, and Contact.

The other difference is the programs to create the website. Ardiatma's website (2016) was created using Adobe Dreamweaver and Xampp. Falansyah's website (2016) was created using Xampp and Wordpress. In this project, Github, Forestry, and Netlify were used to create the website.

Obstacles are found during the conduction of this project. The first problem was the limitation of time because of global pandemic. COVID-19 made data collecting such as

interviews and observations less than expected. However, this could be solved by finding alternatives to help gather more information which was collecting the data from published works and the Internet.

The second problem was creating the contents of the website. Writing required a lot of skills, from being creative and original to understanding how to structure sentences properly. However, not only were writing skills needed, but translating skills were also essential because the product is shown in two languages. Ways to overcome this problem were by finding inspirations from similar websites or articles and getting help from dictionaries when some words were difficult to translate.

The third problem was creating the website. Because the website was created manually without any professional help, it was a bit difficult to design the website. Therefore, this topic had to be studied autonomously, mostly by relying on the Internet and other sources.

CONCLUSION

This project is about creating a bilingual website for a tuition center in Bandung. The reasons this project was conducted were because a website is important for a business, and a bilingual website allows the business to be known by more people. In conducting this project, two main data collecting steps were done; they were observation and interview. Theories about website, bilingualism, and writing website contents were also applied.

The result, which is a bilingual website, facilitates potential customers with detailed information about the tuition center. Features on the website include a language option (visitors may choose Indonesian or English as the language of the website), an inquiry form, a newsletter subscription form, and a registration form for students who want to join the tuition center.

SUGGESTIONS

After conducting this final project, some things were thought to be important to note. For future researchers who want to do similar projects, skills in writing and designing the website are crucial. However, researchers who are not that familiar in programming can still conduct similar projects as this because they can always ask for professional help.

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