Developing 'About Us' and 'Our Products' pages for SME Batik's owned media using applied genre framework

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Abstract

Indonesian government policy on enhancing SMEs to go international needs support, also from the educational sector, as part of pentahelix. Potentials SME batik has and the problem in completing communication channels it is experiencing, this developmental study addresses. By employing design and development research (DDR), this study developed 'about us' and 'our products' pages by using applied genre as the framework. The pages were then published on owned media in the form of a website. Following the ADDIE model as the research procedure, this study focused on the first three stages-analysis, design, and development-as this was an initial stage. The results of 'about us' and 'our products' pages were validated by two experts: language expert from a vocational higher institution and a content expert from industry. The validation results show positive feedback from both experts in terms of relevance, understandability, language, reliability, adequacy, scope, usefulness, and multimodality. It leads to the possibility to apply applied genre not only in teaching language for specific purposes but also in solving SME batik's business communication problems.

1. Introduction

Owned media for a business has been an indispensable aspect. It boosts the company's visibility and positive image (Anyassari et al., 2024a; 2024b). The latter is the result of full control a business has upon its owned media which benefit it from selecting strategic

materials to be published (Bonchek, 2014; Belcher and Belcher, 2018). Company website is one of examples of owned media a business is encouraged to carefully develop (Breeze, 2013). As by now more and more customers have shifted their behaviour towards digital information, a business is required to strive in the flooded digital information to accommodate the shifted behaviour and to maintain its digital presence. By doing this, a business attempts to positively venture and maintain its traction forward.

Owned media such as company website can eventually be a strategic promotional media, albeit indirect one. At the early stage of its incubation, owned media may function as a sole informative media exposing audience to any information related to a company and its products (Nielsen, 2022). However, as the audience learn and process the information from it, gradually they are more convinced not only about the product but also the company and perceived the company as credible (Breeze, 2013). When audience have positive attitude towards information, there is a higher possibility for them to act positively towards the product, such as product purchase, or the company (Gong and Cummins, 2019). In other words, owned media in the form of company website may also promote products or companies by providing information for customers to learn.

Two mandatory pages on a company website are 'homepage' and 'about us'. Homepage, despite appearing as the front page on a company website, is usually developed the last because it serves as a previewing page for content pages on the same website. The content pages should be developed first in order to be promoted on the homepage. In here, the objective of a homepage is to introduce the site (Askehave and Nielsen, 2005). Accordingly, language of a homepage should be crafted as persuasively as possible to lure the readers to proceed surfing information on a website (personal communication with a copywriter from industry). 'About us' page describes the company's 'human' face. It usually contains positive points of a company and also a platform to counterargument any criticisms by posting positive evaluation (Breeze, 2013). Linguistic features to realize positive points on 'about us' page, for example, are positive adjectives, power words, first-person pronoun 'we'.

Descriptions for a company's products, to some extent, are worth inserting on a company website to inform public about what a company is offering. By presenting the product descriptions on a specific page on a company website, a company extends information not only about itself but also quality products of its pride. In the same concept, Puschmann and Hagelmoser (2015) mention product blog that serves four functions: to promote a product, to generate discussion about the product, to address issues related to the products, and to provide customer support. Information of product descriptions, therefore, should be made complete in order to realize all of the objectives above. The complete information may, then, lead public, who comes to a company website as a pure and neutral readers, to convert to prospective customers, who are interested in the product and, of course, bring positive intake for the company.

Research which discusses interplay between company website development and language has been rare to appear (Breeze, 2013). The plethora research evidence and ongoing discussion corner the development from digital marketing (Wang, 2020; Umami and Darma, 2021) and technology perspectives (Sharma and Tripathi, 2023). The integration of language, in this case English, in research discussion for company website analysis or development has proven beneficial, at least, for users' usability (Duda et al., 2007), and affective evaluation for purchase intention (Thariq and Efawati, 2024). Applied genre appears as a framework to see company website development through language lens. The proposition has been surfacing especially from Bhatia (2002). The use of genre in ESP setting so far has benefitted vocational pedagogy by using it as a tool to help improve students' writing skills (Agustinasari, et al., 2019). The use of genre in business communication is considered ad hoc and customized, of which companies have their own structure and language to accommodate communicative objectives based on audience they address. In addition, media (Yates and Orlikowski, 2002; Riemer and Filius, 2009) and product category (Geuens et al., 2011; Akbari, 2015) contribute to genre convention in business communication. As a result, the realization of language use on company websites may be various albeit addressing a similar communicative purpose.

Indonesia government has been endorsing SMEs to elevate since these couple of years. One of SMEs which has many contributions to national heritage and economy is SME *batik*. It is also popular overseas, bringing a strategic icon for Indonesia. Moreover, Indonesian *batik* was acknowledged by UNESCO as masterpieces of the oral and the intangible heritage of humanity in 2009 (UNESCO, 2009). Likewise, Batik Tulis Lintang Malang, a small SME *batik* located in Malang Regency, has been focusing on creating *batik* patterns based on Malang's temple's reliefs in order to preserve culture and pass it to younger generation (interview with the owner, January 6th, 2024). Despite the positive contribution, Batik Tulis Lintang SME *batik* focuses its business cycle on production and has yet to manifest the business communication in an owned media. Seeing the potentials Batik Tulis Lintang has and the strategic role an owned media performs, this study was conducted to develop company website as the owned media, specifically 'about us' and 'our products' pages.

2. Literature review

2.1 Information structure on 'about us' page

Breeze (2013) states that 'about us' page is how the company presents itself to the general public. Despite addressing general audience, this page, of which textual organization focuses more on principal facts, may lead the audience from 'interested public' role to 'customer' role. The presentation of information on this page is usually short and succinct to give an overview to website visitors. Whenever detailed information is necessary, sections are provided and linked to this page to accommodate longer explanation. Most companies have an 'about us' page on their company

websites containing company history, corporate social responsibility (CSR) issues, achievements, inquiry forms, contacts, and images or videos. A company history covers how the company was founded, its milestones, and its growth over time. CSR is one of the important aspects in 'about us' page; it covers how the company contributes to society, whether by holding charitable donations or helping local communities. A company contact information should be placed on this page including phone numbers, email addresses, and office locations. According to Breeze (2013), an 'about us' section has a high proportion of evaluative vocabulary and overwhelming positive framing of the information. Below is the features that most companies include on their 'about us' page.

Table 1. The features of 'about us' page based on Breeze (2013)

Features	Manifestation
Presenting positive points	Company history, company's current status, mission statements, information about senior management, CSR issue
Heading off criticism	Self-description to counterargument criticisms the company might have
Interpersonal elements	Use positive adverbs, adjectives, pronouns, direct questions, imperatives
Personality	Use the first-person plural "we"
Presenting a positive image	Evaluative vocabulary, positive framing of the information, future tense, positive verbs, company's achievement
Interactivity	Hyperlinks, contact box or form
Multimodality	Images and videos

2.2 Appeals on 'our products' page

Anyassari et al. (2023) found that the communicative purpose of page related to product was to persuade audience to take a company-led action. The purpose is similar to promotional genre such as advertising. According to Belch and Belch (2018), in advertising, appeals such as rational or emotional are worth considering. Rational appeals are defined as the degree focusing on rational purchase (based on logic and products sold by highlighting their attributes, quality, problem-solving capacity, and performance). In contrast, emotional appeals aim to create positive emotions and shape a brand's personality. These appeals are designed to deliver positive feelings to establish a favorable emotional connection with a product. Since product category—low- and high-involvement; hedonic and utilitarian—contributes to the selection of advertising appeals, Akbari (2015) and Geuens et al. (2011) found that emotional appeals are more suitable for low-involvement hedonic products. In addition, after reviewing four major trends that contribute to consumer behaviour shift, Kim and Sullivan (2019) underscore the application of emotional branding strategy especially for fashion products, to stimulate consumer's affective states with the objective of increasing loyalty towards the brand. One of the proposed strategies is storytelling. Since *batik* products are part of fashion

industry and considered as low-involvement hedonic product, we used emotional appeals to guide writing product description on 'our products' page.

3. Method

3.1 Research design

The research design of this current study is Design and Development Research (Richey and Klein, 2009). Since this research aims to develop 'about us' and 'our products' page on Batik Tulis Lintang's company website as owned media, the chosen research design is considered suitable. The development process followed ADDIE procedure, that focused on the first three stages namely analysis, design, and development.

3.2 Participants

Among three stages as mentioned above, participants were invited in two of them, analysis and development stage. In analysis stage, respondents and business owner were invited to seek their insight on business communication problems they might encounter. This was done to analyse whether 'about us' and 'our products' pages were needed developing for the business. The selection of the respondents used purposive sampling by applying criteria such as having accessed bilingual websites, using social media Instagram to search about SME products, and searching for news related to SMEs. The criteria were set to provide initial background knowledge about the issue of SMEs and their diverse products. By applying the criteria there were fifty respondents who willingly respond to our survey. Thirty-six respondents (72%) were female, and fourteen (28%) were male. The most respondents came from Malang, and others were from Banyuwangi, Tulungagung, and Pasuruan.

Next, by the end of development stage, we asked two validators to validate the development of page content—language expert validator and content expert validator. The language expert validator was an ESP lecturer who has been teaching English for Advertising course for two consecutive years. The expertise is relevant because the language of 'about us' and 'our products' page is similar to the language of advertising, that is, persuasion. The content validator was a content writer and copywriter from an industry in Jakarta. She has been writing bilingual articles for content writing and copywriting projects since 2019. Her expertise fits with the topic of current developmental research.

3.3 Data Collection Methods

Data collection methods in this study were observation, documentation, interview, and survey.

3.3.1 Observation

This data collection method was used in analysis and development stage. This method was conducted to get information that should be included on the website. We conducted direct observation at Batik Tulis Lintang Malang's gallery. An observation field note was used to collect data.

3.3.2 Documentation

This data collection method was conducted to get detailed descriptions of Batik Tulis Lintang Malang by analyzing documents on their social media and other websites such as local online news portals. This method was used in analysis stage. The data obtained from this method were put in a note.

3.3.3 Interview

Interviews were conducted during development stage when the owner became the informant for page contents. Before conducting the interviews, an interview guideline had been composed to guide the interview sessions.

3.3.4 Survey

In analysis stage, we distributed a questionnaire to determine the opinions of customers (or prospective customers) about the need of 'about us' and 'our products' page on SME's website as its owned media. In development stage, another questionnaire was developed and sent to two expert validators.

3.4 Procedures

This study employed ADDIE model for research procedure. The model consists of five stages namely analysis, design, development, implementation, and evaluation stage. However, since this was an initial attempt, this study focused on the first three stages.

3.4.1 Analysis

The analysis stage is intended to get information and identify the problem related to Batik Tulis Lintang Malang. We analyzed documents, conducted direct observation, interviewed the owner, and distributed questionnaires. This analysis stage was intended to investigate the need for a bilingual website for Batik Tulis Lintang Malang, as perceived by the owner of the company and the potential visitors of Batik Tulis Lintang. All data collected in the analysis stage were used as the benchmark in design and development stage.

3.4.2 Design

Informed by the review of literature and the results of analysis stage, we designed 'about us' and 'our products' pages. 'About us' page contained information about the company's history, contact and address, and vision and mission. Specific language guideline extracted from Breeze (2013) such as positive adjectives, positive adverbs, and pronoun 'we' was mandatory to be used. For 'our products' page, there were descriptions

of each Batik Tulis Lintang Malang's product (5 products in total), the history of each *batik* pattern, the philosophy of *batik* patterns, and images of each *batik* product. Following Akbari (2015), Geuens et al. (2011), Kim and Sullivan (2019), emotional appeals were used to navigate the content development on this page. We also asked the business owner about the design of the bilingual website and about some information that needs to be added related to her products and services.

The website is powered by Wordpress. Social media icons appeared at the bottom of each page to connect it with Batik Tulis Lintang's social media accounts. The navigation and search bars were put on the top of the pages. The visitors can switch the language from Indonesian to English. The switch language button appeared as a flag button, and the abbreviation ID is for Indonesian language, and ENG is for English language.

3.4.3 Development

We developed content for 'about us' and 'our products' pages based on the plan in design stage. The information for page development was gathered from several interviews with the business owner and observation at Batik Tulis Lintang gallery. Taking product photos was done in this stage to complete the content of each page. At the end of the development stage, we asked two expert validators to validate the language and the content.

4. Findings and discussion

4.1 The necessity of disseminating information in English

Based on the results of analysis stage, it was evident that the information available online about Batik Tulis Lintang Malang, especially in English, needs improving. This underscores the pressing need for more comprehensive and accessible online content. Direct observation conducted on February 17, 2024, revealed the company's significant potential, especially given its production of both written and stamped batik, with a wide range of products showcased in its gallery. However, despite this active production, the company's international visibility remains limited due to inadequate dissemination of information in English. Seeing the potentials this SME has, it is plausible to invest on international spotlight. An interview with the owner further emphasized the urgency for the SME to provide more detailed information about its history, products, and cultural significance. To dive deeper into this issue, a survey was conducted from February 18 to 21, 2024, through a questionnaire aimed at understanding their perceptions of the company and the availability of information. The results confirmed that all 50 respondents recognized the necessity of disseminating more detailed information about Batik Tulis Lintang Malang through website in English. Tabel 2 below shows the result of respondent's perception.

***Table 2**. Respondent's perceptions*

Questionnaire Item	Response (%)	
	Yes	No
SME batik needs presenting information about its products in English in addition to one in Bahasa Indonesia.	92	8
Information about SME batik products provides better understanding about the products rather than without.	96	4
Product pictures complete my understanding about batik products.	98	2

Despite finding evident support on the necessity of 'about us' and 'our product' pages development in English, the conclusion was withdrawn from purposive sampling respondents. We realize that the sampling technique, to some extent, has limitations to accommodate various demographic profile which affects generalizations (Sharma, 2017). Further, the reliance of SME on word-of-mouth technique to market its products and develop enterprise credibility may hinder the functions of 'about us' and 'our product' pages on SME website as its owned media. However, consumer behaviour has changed after digital media has been surfacing (Belch and Belch, 2018). There is a higher tendency for the customers who get information from word-of-mouth activity to find learn more and find information on the internet. To accommodate this case, owned media in the form of website can serve it by providing further explanation about the SME's vision, mission, value, and products.

4.2 Outlining the information

In this stage, we designed four things. The first thing was designing 'about us' page. In here, we used the framework from Breeze (2013) to guide writing descriptions for 'about us' page. The second thing was designing 'our products' page. Emotional appeals were used to guide narration on the page as discussed by Akbari (2015) and Geuens et al. (2011). In addition, the owner requested the use of storytelling in crafting the narration, and this is consistent with emotional branding strategy for fashion industry as proposed by Kim and Sullivan (2019). We listed five products to be included in 'our products' page based on an interview with the owner (see Table 4). The detailed design of 'about us' and 'our products' page by using applied genre as the framework is shown in Table 3.

The third thing was designing the concept of photo taking to complete the narration on 'our products' page. As the USP (unique selling proposition) of Batik Tulis Lintang Malang's products is the story of *batik*'s patterns, we decided to focus on the patterns as the main angle in the photos.

***Table 3**. 'About us' and 'our products' page design using applied genre framework*

ABOUT US page
Communicative Purpose: to consolidate/create a positive image of SME Batik Tulis Lintang Malang

Rhetorical strategies	Linguistic Features

• Presenting positive points through:
   o Company history
   o Company achievement
   o Traction
   o Vision and mission
• Supporting multimodality
• Establishing contact details
	• Use the first-person plural "we"
	• Positive verbs, adjectives, adverbs
	• Evaluative vocabulary

Subheadings: about us, vision, mission, gallery, contact us

OUR PRODUCTS page

Communicative Purpose: to promote Batik Lintang's products

Rhetorical Strategies	Linguistic Features
• Contextualizing product • Detailing product • Soliciting responses	• Pronoun you, we, us • Stative verbs (emotional and mental state e.g. love, care, understand, want, feel) • Present tense • Types of sentence: affirmative and imperative • Positive adjectives and adverbs

Subheadings: overview, the philosophy, the history of pattern discovery, how to make, materials, product information, the profile of batik makers, how to order, outfit inspiration

Table 4. *List of products*

Garudeya Tlogosari	
Padma Garudeya	
Bapang	
Parijata Alam	
Custom	

The last thing was designing each page mock-up. 'About us' page consists of one page; meanwhile 'our products' page has five sub-pages embedded on it. Each of the sub-pages explains one product. Figure 1, 2, and 3 below show the page mock-up.
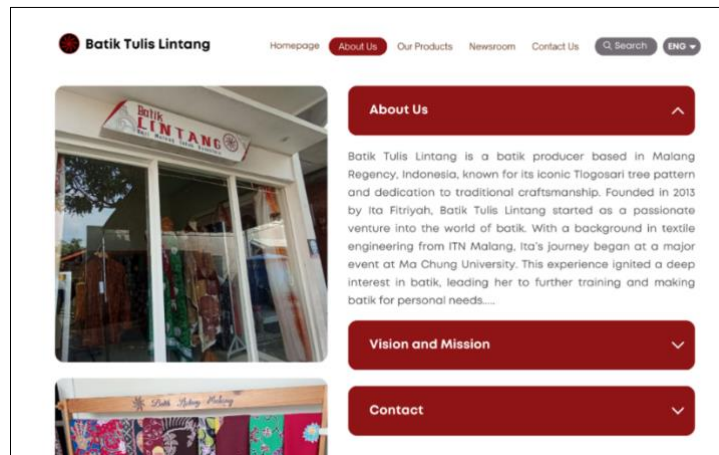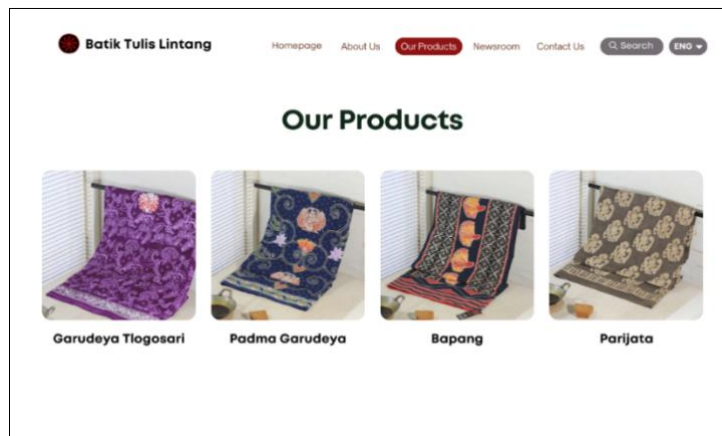

Figure 1. *'About us' page mock-up*

Figure 2. *'Our products' page mock-up*

Figure 3. *'Our products' sub-page mock-up*

The integration of photos as part of multimodality elements on 'about us' and 'our products' pages corresponds to nature of digital genre. As pointed out by Xia (2020) and Belcher (2023), multimodality has been integral in digital genre. The multimodality is realized by inserting relevant photos, audios, or videos to serve communication. Moreover, it is in line with Breeze (2013) who mentions that multimodality on company website is evident.

4.3 Writing contents and conducting expert validations

In the development stage, to collect the data about information related to Batik Tulis Lintang Malang, we observed the products and interviewed the owner of Batik Tulis Lintang Malang. The information was used to write 'about us' page consisting of the company's history, vision, mission, and contacts. We also added the *batik* gallery of Batik Tulis Lintang Malang in the gallery section. In addition, we interviewed the owner to gain richer information on the products of Batik Tulis Lintang Malang to develop 'our products' page. We wrote an in-depth description of each product, including an overview, the philosophy behind the patterns, the history of the pattern discoveries, and detailed descriptions of the creation process. Information about the materials used, product specifications, and profiles of the batik makers are also included. Additionally, the page includes how to place orders and provides outfit inspiration to help customers visualize how the products can be worn. We also added pictures of batik-making in the how-to-make section. All of the writing process was guided by the plan in design stage. Table 5 below shows the total words of the contents the researchers developed.

Table 5. *The total words of the narration on 'about us' and 'our products' page*

Page	Indonesian	English
About Us	491	506
Our Products		
• Garudeya Tlogosari	901	1018
• Padma Garudeya	845	946
• Bapang	734	814
• Parijata Alam	768	884
• Custom	460	484
Total	**4.199**	**4.652**

After the narration of both pages had been composed, it was published on Batik Tulis Lintang's owned media in the form of website. 'About us' page can be access on this link https://batiklintangmalang.com/eng/tentang-kami/; whereas 'our products' page is available on this link https://batiklintangmalang.com/eng/produk-kami/.

At the end of the development stage, we asked two validators to validate the page's language and contents. We adapted questionnaire items for expert validation from McKinney, Yoon, and Zahedi (2002). The experts scored each validation statement on a 5-point Likert scale, with the following options: 1) Strongly disagree, 2) Disagree, 3)

Neutral, 4) Agree, and 5) Strongly agree. The questionnaire results were then analyzed and converted to qualitative judgment by referring to the following conversion table.

Table 6. Score conversion

Average score range	Qualitative conversion
$4,20 < \bar{x}$	Excellent
$3,40 < \bar{x} \leq 4,20$	Good
$2,60 < \bar{x} \leq 3,40$	Ok
$1,80 < \bar{x} \leq 2,60$	Poor
$\bar{x} \leq 1,80$	Fail

The result of the language and content expert validation are shown in Table 7 and 8 below, respectively.

Table 7. Language expert validation for 'about us' and 'our products' page

No.	Aspect	Criteria	Scores				
			1	2	3	4	5
1.	Relevance	The content presented in product descriptions is relevant to the product type.					✓
		The content presented in About Us is relevant to the SME.					✓
		The content effectively conveys information about the product and SME.					✓
2.	Understandability	The bilingual content in product descriptions and About Us is informative.					✓
		The bilingual content is understandable.					✓
3.	Language	The English version for Our Products is grammatically correct.					✓
		The English version for About Us is grammatically correct.					✓
		The English versions of both Our Products and About Us are well structured.					✓
		The spelling, punctuation, and capitalization in the Indonesian and English descriptions are appropriate.					✓
		The diction in English is suitable for each type of product.					✓
		The diction in English is relevant to the purpose of communication, that is, to give information about Batik Tulis Lintang Malang and its product.					✓
		The writing style in Our Products is appropriate.					✓
		The writing style in About Us is appropriate.					✓
		The vocabulary and sentences in the Indonesian description are appropriate for the PUEBI.					✓
4.	Adequacy	The translation sounds natural.					✓

No.	Criteria	Item	Score
5.	Multimodality	Visual elements such as images used in the text properly support the bilingual descriptions.	✓
		Total score	78
		$\bar{x}$	4,8

Table 8. Content expert validation for 'about us' and 'our products' page

No.	Criteria	Item	Score 1	2	3	4	5
1.	Relevance	The content presented is relevant to the product type and SME Batik Lintang.				✓	
		The content effectively conveys information about SME Batik Lintang and its products.					✓
2.	Understandability	The bilingual article in About Us is informative.					✓
		The bilingual article in Our Products is informative.					✓
		The bilingual article in the press release news is informative.			✓		
		The descriptions of all categories in Indonesian and English are understandable.				✓	
3.	Reliability	The content on the website is reliable for giving the targeted audience information about SME Batik Lintang and its batik products.			✓		
4.	Adequacy	The content on the website is adequate for giving the targeted audience information about SME Batik Lintang and its batik products.				✓	
5.	Scope	The content explores a wide range of relevant subtopics.			✓		
6.	Usefulness	The contents are useful for the targeted audience to give them information about SME Batik Lintang and its products.				✓	
		Information on the website can help the targeted audience make purchase decisions.					✓
7.	Multimodality	Visual elements are appropriate and engaging.				✓	
		Total score			48		
		$\bar{x}$			4		

The result of language expert validation shows $\bar{x}$ =4,8 which means that the language on both pages is excellent under five indicators namely relevance, understandability, language, adequacy, and multimodality. In addition, the language expert validator suggested language revision as listed in Table 9 below.

Table 9. Revision from the language expert validator

Text before being revised	Text after being revised

After the pattern is drawn, the fabric is dipped into the prepared synthetic dye. Staining is done several times to get the desired color. After the coloring is complete, the fabric is dried and the remaining wax is removed by boiling. This process produces sharp and durable *batik* patterns.	Once the pattern is drawn, the fabric is dipped into prepared synthetic dyes. The dyeing process is repeated several times to achieve the desired color. After dyeing is completed, the fabric is dried, and the remaining wax is removed by boiling. This process produces sharp and durable *batik* patterns.
The process of making this *batik* uses grade-A fabric. This type of fabric is chosen to ensure that each *batik* product produced is of excellent quality and durability.	The *batik*-making process uses grade-A fabric. This type of fabric is chosen to ensure every *batik* product produced is of exceptional quality and durable.
Currently, we produce various innovative and high-quality types of *batik*, sold through exhibitions, workshops, and orders from government and private institutions.	Currently, Batik Tulis Lintang produces various innovative and high-quality types of *batik*, sold through exhibitions, workshops, and orders from government and private institutions.
Parijata Alam *batik* is produced by skilled *batik* artisans who are BNSP certified. We ensure that every piece of fabric has passed a standardized manufacturing process.	We present Parijata Alam *batik* produced by experienced *batik* artisans certified by BNSP. We ensure that every piece of fabric undergoes a standardized production process.

The result of content expert validation shows $\bar{x}=4$ which means that the contents on both pages are considered good as seen from industry-based practice. In addition, the content expert validator strongly agreed that the content is useful for target audience, both giving information and leading to purchase decision.

Some implications of this study are the followings. For advancement of SME business communication, this study has provided an example of how to connect theoretical framework to product realization through applied research. As the Indonesia's policy on elevating SMEs, this study can be considered as an attempt and contribution from language perspectives. For vocational education especially in the area of ESP (English for Specific Purposes), this study performs as one of notable examples of project-based learning. As noted by Ismailia (2024), project-based learning helps students know real problems in the workplace which they can solve by applying theories they learn during the class. Looking at the business communication problems SMEs have can be one of the ways to plan project-based learning in ESP.

5. Conclusion

This study has developed 'about us' and 'our products' page on Batik Tulis Lintang's owned media in the form of a website by using applied genre as the framework. From the first three stages of ADDIE procedure, it is shown that the narration uses excellent language, English in this case, and aligns with the practice in industry. As a result, applied genre can be useful to develop business communication content from language perspective. Not only does it benefit vocational students who are studying English for business and professional communication to find connection among English, business, and communication but also relevant industries, SMEs for example, which need support

in realizing business communication in English. While the sole reliance of SMEs to word-of-mouth technique to develop their credibility and promote their products, the complete communication channels will help SMEs better perform especially in the digital presence. Thus, it will enhance their value and competitiveness in the market. This study also has leverages discussion of bilingual digital content development for SMEs especially by providing possibility to use applied genre as the framework.

Limitations in this study are evident, such as focusing the narration on text-based format, and not yet incorporating keywords/SEO. Therefore, for future researchers, it is recommended to explore multimodality such as videos, infographics, and other interactive elements to enhance user engagement. Future researchers can illustrate the USP of the products in the form of video along with emotional voice over and convenient sound. Video testimonies from existing customers may also be portrayed and embedded on the website. Further, implementing and analyzing SEO strategies to measure their impact on website traffic and visibility are also suggested. Future researchers may insert some strong and relevant SEO keywords in the explanation on 'our products' page as they will help the website boost its performance on search engine. Lastly, as this study was an initial attempt which only focused on analysis, design, and development stage of ADDIE, the product from this study needs implementing to gather user's feedback from a broader audience in order to improve the website's relevancy and usefulness.

Acknowledgment

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