



E-ISSN 3032-601X & P-ISSN 3032-7105

Vol. 1, No. 4b, Oktober 2024

MISTER

Journal of Multidisciplinary Inquiry in Science,
Technology and Educational Research

**Jurnal Penelitian Multidisiplin dalam Ilmu
Pengetahuan, Teknologi dan Pendidikan**

**UNIVERSITAS SERAMBI MEKKAH
KOTA BANDA ACEH**

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Journal of Multidisciplinary Inquiry in Science Technology
and Educational Research

Journal of MISTER

Vol. 1, No. 4b, Oktober 2024

Pages: 2570–2579

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Article in Journal of MISTER

Available at : <https://jurnal.serambimekkah.ac.id/index.php/mister/index>

DOI : <https://doi.org/10.32672/mister.v1i4b.2304>

How to Cite this Article

APA : Arsita Dewi, I., Ulfah Hoesny, M., & Handayani, T. A. (2024). Developing Bilingual Press Release for Malang Creative Center . *Journal of Multidisciplinary Inquiry in Science, Technology and Educational Research*, 1(4b), 2570 – 2579. <https://doi.org/10.32672/mister.v1i4b.2304>

Others Visit : <https://jurnal.serambimekkah.ac.id/index.php/mister/index>

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ISSN 3032-7105

ISSN 3032-601X



Developing Bilingual Press Release for Malang Creative Center

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Received: 24 10, 2024

| Accepted: 25 10, 2024

| Published: 26 10, 2024

ABSTRACT

Communication is one of the important aspects of customer service; a company can be said to be a good company if it can provide quality customer service. One of the ways companies convey information to visitors is by making press releases. Malang Creative Center has problems in making press releases in two languages. As a result, Malang Creative Center does not have English-language information media aimed at foreign visitors. This research aims to develop a bilingual press release for Malang Creative Center. The press release contains information about what events are held and the latest information from Malang Creative Center. The design of this research is Design and Development Research (DDR). DDR ensures that press releases are systematically designed and developed based on empirical evidence and research findings. The method in this stage consists of five stages: analysis, design, development, implementation, and evaluation. At this stage, the researcher used several instruments, such as interviews and observations, to identify the problem. The researcher began to design the press release by organizing it step by step based on the information obtained. The next stage is the development stage, where researchers apply all concepts from the design stage and develop them into a press release. The next stage is the implementation stage, where the product is tested to expert validators. Then, the product is validated by expert validators, after which it is tested to the public in the evaluation stage. The results of this study are nineteen bilingual press releases published on the Malang Creative Center website that can provide information that visitors easily understand. Based on the questionnaire results, most respondents (47.5%) strongly agreed, and (52.5%) agreed that the information presented in the press releases was clear and easy to understand.

Keywords: Bilingual press release, Malang Creative Center, Website

INTRODUCTION

The Malang Creative Center (MCC), established by the Malang City Government, has become a significant hub for fostering the creative economy in the region. It serves as a platform for collaboration among creative industry practitioners, encompassing a wide range of sectors, including architecture, film, design, music, and visual communication. As a creative hub, MCC has successfully brought together local and international stakeholders to collaborate on creative projects that contribute to the growth of the city's economy. However, despite its role as a critical nexus for creativity, MCC faces a notable challenge in effectively communicating with its international audience due to the absence of bilingual press releases. This lack of bilingual communication channels not only limits the dissemination of information but also restricts MCC's potential for fostering international collaboration and engagement.

In today's globalized world, the importance of clear and accessible communication across language barriers cannot be overstated. As Ferrante (2023) highlights, simplifying language in press releases is crucial for ensuring that the message is understood by non-native speakers and those outside specialized fields. This observation is particularly relevant for MCC, which regularly engages with foreign visitors, international events, and collaborative projects. As MCC continues to expand its activities and host international guests, the absence of English-language press releases becomes a significant barrier to effective communication. Without bilingual press releases, foreign visitors, collaborators, and stakeholders may find it challenging to access critical information about events, partnerships, and other activities taking place at MCC.

Moreover, press releases are a vital tool for shaping public perception and building institutional trust. According to Agustina (2022), press releases are concise written statements that not only serve to inform the public about upcoming events or important developments but also act as a promotional tool to attract attention from the media and broader audiences. By having a bilingual press release, MCC can ensure that both local and international audiences are equally informed, thus fostering a more inclusive environment that aligns with its goal of being an international creative hub. Furthermore, as Catenaccio (2022) points out, press releases serve a dual function of providing informative content to journalists while also promoting organizational objectives. This dual role is particularly significant for MCC as it seeks to enhance its visibility and reputation on a global scale.

The need for bilingual press releases at MCC is further underscored by the increasing number of international collaborations and events hosted at the center. MCC has hosted several activities involving foreign participants, such as international exhibitions and partnerships with foreign universities and institutions. However, without English-language press releases, these collaborations may not receive the international attention they deserve, limiting MCC's potential to expand its influence beyond local boundaries. As Downey (2023) explains, press releases help organizations gain instant visibility, increase website traffic, and build trust with both existing and potential customers. This is particularly important for MCC as it continues to grow and seeks to attract more international partnerships and audiences.

Previous research on bilingual press releases has emphasized the importance of clear and effective language use in promoting tourism, business, and cultural initiatives. For example, Budiharjo et al. (2022) found that in bilingual tourism texts, the choice of syntax and language plays a crucial role in determining how well the message is received by international audiences. In line with this, Larson (2017) asserts that translation in press releases must focus on conveying meaning accurately while considering linguistic and cultural nuances that can affect comprehension. The current study builds on these insights

by applying them in the context of a creative economy hub like MCC. While previous studies have examined the role of bilingual press releases in tourism and business contexts, little attention has been given to how these principles can be applied to creative industries. By focusing on the development of bilingual press releases for MCC, this research fills a gap in the existing literature and contributes to the growing body of knowledge on bilingual communication in the creative economy.

Additionally, the Design and Development Research (DDR) approach used in this study is a methodological innovation that sets this research apart from previous studies. According to Richey and Klein (2007), DDR is a systematic approach to designing and developing products that meet specific user needs, based on empirical evidence and iterative evaluation. In the context of this study, DDR ensures that the bilingual press releases developed for MCC are not only theoretically sound but also practically applicable, having been tested and refined through expert feedback and real-world application. This approach is particularly valuable in ensuring that the press releases meet the needs of both local and international audiences while aligning with MCC's strategic communication goals.

The primary research question guiding this study is: *How can an effective bilingual press release be developed for Malang Creative Center to enhance its communication with both local and international audiences?* This research hypothesizes that the development of a bilingual press release, using simplified language and adhering to both Indonesian and English communication standards, will significantly improve the accessibility and comprehension of information for a global audience. In line with Moody's (2011) findings, which suggest that the inverted pyramid style of writing is most effective for press releases, this study will employ this structure to ensure that the most critical information is presented first, followed by supporting details. This approach not only enhances readability but also ensures that key messages are communicated clearly and effectively to time-sensitive readers, such as journalists and potential international collaborators.

In addition to addressing the practical need for bilingual press releases at MCC, this research also seeks to contribute to the broader understanding of how creative hubs can enhance their communication strategies to foster international collaboration. By developing a set of bilingual press releases that cater to both Indonesian and English-speaking audiences, this study aims to demonstrate the value of inclusive communication in the creative economy. Furthermore, the findings from this study are expected to have broader implications for other creative hubs and organizations facing similar challenges in communicating with diverse audiences. As De Cock & Granger (2021) point out, the choice of language and communication style in business contexts, including press releases, can significantly influence how the message is received and understood by international audiences.

The ultimate goal of this research is to develop bilingual press releases that not only provide clear and accurate information but also reflect MCC's identity as a leading creative hub in Indonesia. By doing so, the research aims to help MCC build a positive image, both locally and globally, while fostering greater engagement and collaboration with international audiences. This study also hopes to provide a valuable reference for future research on bilingual communication in creative industries, offering insights into how language choices can impact the effectiveness of press releases and other forms of organizational communication..

RESEARCH METODOLOGY

This study employs a Design and Development Research (DDR) methodology, which is a systematic approach commonly used to design and develop products, in this case, bilingual press releases for Malang Creative Center. DDR is defined by Richey and Klein (2007) as a methodological framework that facilitates the creation of new or improved instructional and non-instructional products through iterative testing and evaluation. The five stages used in this research are analysis, design, development, implementation, and evaluation .

Data Collection Methods

1. Interviews

The primary method for data collection in this study was a series of interviews conducted with the staff of Malang Creative Center, particularly those involved in public relations and event coordination. These interviews provided insight into the types of events hosted at the center, the information that needed to be conveyed through press releases, and the challenges faced in communicating with international audiences. The interviews followed a structured format based on the 5W+1H framework: Who, What, When, Where, Why, and How. This structure allowed the researcher to collect comprehensive information about the events to be included in the press releases.

2. Observations

In addition to interviews, direct observations were carried out at Malang Creative Center. These observations focused on gathering contextual data about the center's daily activities, the types of visitors it attracts, and the events it regularly hosts. The researcher observed the flow of activities and how visitors, both local and foreign, engaged with the center. This data was crucial for ensuring that the press releases were tailored to effectively communicate to both domestic and international audiences.

3. Questionnaires

To further validate the bilingual press releases, the researcher distributed online questionnaires to both local and international visitors of the Malang Creative Center. The questionnaires aimed to gather feedback on the clarity, relevance, and accessibility of the information presented in the press releases. The feedback was used to refine the structure and language of the press releases, ensuring that they met the needs of a diverse audience.

Product Specification

The bilingual press releases developed in this study were designed to be accessible to both Indonesian and English-speaking audiences. Each press release adhered to a structured format, following the inverted pyramid model as outlined by Moody (2011). This model prioritizes the delivery of essential information—Who, What, When, Where, Why, and How—at the beginning of the press release, followed by supporting details. The total word count for each press release ranged from 400 to 500 words, with a total of 19 press releases being developed.

Public Access to Data

The press releases produced through this research are publicly available on the official website of Malang Creative Center, offering transparency and accessibility to all visitors. In addition, supplementary data, including images and design layouts for each press release, are

stored in a Google Drive folder managed by Malang Creative Center. This allows the broader public, researchers, and stakeholders to access and review the developed press releases.

The DDR approach, combined with these data collection methods, ensured that the bilingual press releases were developed based on empirical evidence and met the communication needs of the Malang Creative Center. Through iterative testing and evaluation, the final products were validated to be

RESULT AND DISCUSSION

Presentation of Product Development Process

The bilingual press release development for Malang Creative Center (MCC) followed the Design and Development Research (DDR) approach, ensuring a methodical and systematic progression from problem identification to product evaluation. The five stages of the process—analysis, design, development, implementation, and evaluation—are discussed below in detail.

Analysis

The analysis stage aimed to understand the need for bilingual press releases at MCC. This phase involved interviews with MCC's public relations officer, Ms. Aura Widi Ramadhani, as well as direct observations of various events hosted by the center. The interviews revealed that although MCC regularly hosted international visitors and engaged in collaborative efforts with foreign entities, it lacked an effective medium for communicating with non-Indonesian-speaking audiences.

Ms. Aura highlighted that MCC's existing press releases were only in Indonesian, which hindered communication with foreign stakeholders. This limitation made it necessary for MCC to create bilingual press releases to enhance its international visibility and improve accessibility for all visitors. The interviews also shed light on the need for clear, concise, and culturally sensitive language in both Indonesian and English versions.

The direct observation of events at MCC provided further insights. The researcher noted that many international guests attended events such as exhibitions and workshops, yet the communication materials were not accommodating their linguistic needs. Furthermore, it was observed that MCC had a vibrant online presence, but the website lacked English-language content. These findings established the groundwork for designing bilingual press releases aimed at both local and international audiences.

Design

The design phase centered on developing the structure and format of the bilingual press releases. The press releases were structured using the 5W+1H method (Who, What, When, Where, Why, and How), which is a standard in journalistic writing for ensuring that all relevant details are included in a clear and logical sequence.

The inverted pyramid structure was applied, with the most critical information placed at the beginning of each release. This approach ensures that readers can quickly grasp the essential details of an event or announcement. By answering the core 5W+1H questions in the first few sentences, the press releases were designed to capture attention immediately while maintaining clarity throughout.

One of the primary considerations during the design stage was the need to ensure that the press releases were equally accessible to both Indonesian and English-speaking readers. Therefore, the

translation of the content was not a mere word-for-word process. Instead, the translation focused on conveying the same message in both languages while maintaining the natural flow of each language. Special attention was given to cultural sensitivity, ensuring that the language used in both versions was appropriate for the target audience.

Development

The development phase saw the creation of 19 bilingual press releases, covering a variety of MCC events, from art exhibitions to educational workshops. The content was written in both Indonesian and English, with word counts ranging between 400 and 500 words per release. Each press release was carefully crafted to maintain consistency in tone, style, and clarity across both languages.

During this phase, collaboration with language experts, a journalist, and a public relations specialist was crucial. Their feedback helped ensure that the press releases adhered to high standards of accuracy and professionalism. This process involved multiple rounds of revisions based on the validators' suggestions to improve grammar, coherence, and the overall flow of the press releases.

The translation process required particular care to maintain the integrity of the message across languages. While the Indonesian version served as the basis, the English translation was adapted to suit the linguistic and cultural expectations of an international audience. The goal was to create a natural-sounding English version that remained faithful to the original message, while also making adjustments for cultural nuances where necessary.

Implementation

The press releases were published on MCC's official website after undergoing a final validation process. The validation process involved expert review by a public relations specialist, a journalist, and a language expert, each of whom provided detailed feedback on the clarity, readability, and overall effectiveness of the press releases.

In addition to publishing the press releases on MCC's website, the implementation stage involved coordinating with the MCC IT team to ensure that the press releases were formatted correctly and accompanied by relevant images or media. This collaboration was important in enhancing the visual appeal and engagement of the press releases, which was a key recommendation from the validators.

Table 4.1 Standard of validity

Validity Criteria	Level of Validity
81-100	Excellent (can be published)
61-80	Good (can be published)
41-60	Good enough (should be change)
21-40	Bad (Should be changed)

The bilingual press releases were made publicly accessible and promoted via MCC's online platforms, helping MCC to better communicate with a global audience. This step was particularly important given MCC's objective of positioning itself as a hub for international creativity and collaboration.

Evaluation

The evaluation phase involved assessing the effectiveness of the bilingual press releases through a questionnaire distributed to 40 respondents (50% local and 50% international). The questionnaire aimed to gauge the clarity, structure, and overall accessibility of the press releases.

The results were overwhelmingly positive, with 47.5% of respondents strongly agreeing that the press releases were clear and concise, and 52.5% agreeing that the information was easy to understand. These results suggest that the bilingual press releases successfully met the needs of both local and international audiences. Additionally, the respondents appreciated the simplicity of the language used, which ensured that the message was accessible to a broader audience, regardless of their linguistic background.

Table 4.11 Standard of validity

Validity Criteria	Level of Validity
4-5	Excellent (can be published)
2-3	Good (can be published)
0-1	Bad (can not be published)

Table 4.11 The results of field test for local people

No	Aspect	Responses					Average
		1	2	3	4	5	
		freq (%)	freq (%)	freq (%)	freq (%)	freq (%)	
1.	The headline of the press release is attractive, easy to understand, and consistent with the content. (Judul dari press release menarik, mudah dipahami, dan konsisten dengan kontennya)			6 (30.0%)	5 (25.0%)	9 (45.0%)	4.1 (out of 5)
2.	The information presented in the press release is clear and understandable. (Informasi yang disajikan dalam press release jelas dan mudah dipahami)				10 (50.0%)	10 (50.0%)	4.5 (out of 5)
3.	The content of the press release is interesting. (Kontendari press release menarik)				12 (60.0%)	8 (40.0%)	4.4 (out of 5)
4.	The press release covers all				10	10	4.5

	the essential elements Who, What, Where, When, Why, How. (Press release mencakup semua elemen penting Siapa, Apa, Dimana, Kapan, Mengapa, Bagaimana)				(50.0%)	(50.0%)	(out of 4)
5.	The vocabulary used in the press release is easy to understand. (Kosakata yang digunakan dalam press release mudah dipahami)				14 (70.0%)	6 (30.0%)	4.3 (out of 5)

Scale: 1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree

One key finding from the evaluation was that the majority of international respondents found the English translation to be clear and engaging. This highlights the importance of providing high-quality translations to ensure that the intended message is communicated effectively across languages.

Discussion

The successful development and implementation of the bilingual press releases for MCC illustrate the effectiveness of the Design and Development Research (DDR) methodology in producing a communication tool that meets both local and international needs. The following sections explore the key findings in greater detail.

The Inverted Pyramid Structure and Its Effectiveness

The inverted pyramid structure proved to be highly effective in the bilingual press releases. By placing the most important information at the beginning of each press release, readers were able to quickly understand the core message of the event or announcement. This structure aligns with standard journalistic practices and was particularly effective for international readers, who may not have been familiar with local contexts or events.

Furthermore, the use of the 5W+1H method ensured that all critical information was included in a logical and concise manner. This method provided clarity and prevented the omission of important details, which is essential when writing for a diverse audience.

Impact of Bilingual Press Releases on International Engagement

The introduction of bilingual press releases had a significant impact on MCC's ability to engage with international audiences. Prior to the development of the bilingual format, MCC's communication efforts were primarily directed at local audiences, with limited outreach to foreign visitors. By offering press releases in both Indonesian and English, MCC was able to extend its reach and improve its visibility among international collaborators, tourists, and stakeholders.

The feedback from international respondents during the evaluation phase confirmed that the bilingual press releases were accessible and easy to understand. This finding underscores the importance of providing bilingual communication tools in settings where international engagement is a priority. The ability to communicate clearly in both languages not only enhances MCC's reputation but also fosters

stronger relationships with its international audience.

Lessons from Expert Validation

The validation process by the expert panel was crucial in refining the press releases and ensuring that they met professional standards. The feedback from the validators highlighted several areas for improvement, particularly in terms of grammatical accuracy, content coherence, and translation quality. These suggestions were incorporated into the final versions, resulting in press releases that were both polished and effective.

One of the most valuable insights from the validation process was the importance of tailoring the language to suit both local and international audiences. This required careful attention to the tone and style of the press releases, ensuring that they were professional yet accessible.

Suggestions for Future Improvements

While the press releases were well-received, both the validators and some respondents suggested areas for future improvement. Several international respondents mentioned that including more visuals, such as photos or videos, could enhance the engagement and appeal of the press releases. Additionally, it was suggested that future press releases could benefit from more dynamic and creative headlines, which would make the content more attention-grabbing.

The incorporation of these suggestions in future press releases could further improve MCC's communication strategy, particularly in maintaining the attention of a global audience. In conclusion, the development of bilingual press releases for MCC addressed a significant communication gap, enabling the organization to effectively engage with both local and international audiences. The DDR methodology, coupled with expert validation and public feedback, resulted in press releases that were clear, concise, and accessible. The success of this project highlights the importance of bilingual communication in fostering global engagement and improving institutional visibility.

CONCLUSION

The researcher's final project focused on creating a bilingual press release for Malang Creative Center to enhance visitor experiences. Spanning six months (December 2023 to June 2024), the press releases were written in both Indonesian and English to engage local and international audiences. The process followed five stages: **analysis**, where interviews and observations identified the need; **design**, which structured the release; **development**, where the content was written; **implementation**, with expert validation; and **evaluation**, using public feedback. The final press releases, confirmed to meet communication standards, are now available on MCC's website <http://mcc.ac.id/>.

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