

Name : Ridha Askia Nursafitri  
Student Number : J0A022043  
Title : Creating Bilingual Content Website for Banyumas  
Cluster of PT. Palawi Risorsis Baturaden  
Supervisors : 1. Rosdiana Puspita Sari, S.S., M.A.  
2. Indriyati Hadiningrum, S.S.,  
M.Pd. Examiners : 1. Indah Puspitasari, S.S., M.Hum.  
2. Gigih Ariastuti Purwandari, S.S., M.Hum.

---

## SUMMARY

This job training report entitled “*Creating a Bilingual Content Website for Banyumas Cluster of PT. Palawi Risorsis Baturaden*” is based on an internship program conducted at PT. Palawi Risorsis Baturaden from August 6 to December 20, 2024, in the Marketing and Ticketing Division. The main objective was to create a bilingual (Indonesian–English) content website to provide clear and more accessible information for domestic and international visitors. The creation of the website was carried out in three stages: pre-production, production and post-production. During the pre-production stage, field observations, interviews and documentation were conducted at five tourist sites (Baturraden, Limpakuwus, Cipendok, Dieng and Gombong Selatan) to identify visitor needs. During the production stage, content writing, and design structuring were implemented, while publication, monitoring and maintenance preparation were conducted during the post-production stage.

The website was created using Carrd platform and designed with bilingual text arranged by site location, clear typography for readability, and visual elements such as logos, promotional videos, and photographs reflecting Palawi's branding. A colour scheme dominated by green and blue was applied to symbolise harmony with nature, trust, and clarity. The main task was preparing and refining the bilingual content, which required accuracy, consistency and alignment with company standards. Despite platform limitations, overlapping responsibilities and design miscommunication, solutions were found through collaboration and adaptation. As a result, the bilingual website was successfully launched and linked to Palawi's official Instagram account, enhancing access to reliable information and strengthening the company's digital presence. The dominant activity in the production process is the preparation and improvement of bilingual content. Accuracy and clarity in Indonesian and English are necessary to ensure consistency, readability, and alignment with communication standards, making these activities crucial. Based on feedback, continuous revisions and adjustments are made, meaning these activities are the most important and time-consuming in achieving the project objectives.

Name : Ridha Askia Nursafitri  
Student Number : J0A022043  
Title : Creating Bilingual Content Website for Banyumas  
Cluster of PT. Palawi Risorsis Baturaden  
Supervisors : 1. Rosdiana Puspita Sari, S.S., M.A.  
2. Indriyati Hadiningrum, S.S.,  
M.Pd. Examiners : 1. Indah Puspitasari, S.S., M.Hum.  
2. Gigih Ariastuti Purwandari, S.S., M.Hum.

---

## RINGKASAN

Laporan praktik kerja berjudul “*Creating a Bilingual Content Website for Banyumas Cluster of PT. Palawi Risorsis Baturaden*” disusun berdasarkan program magang yang dilaksanakan di PT. Palawi Risorsis Baturaden pada 6 Agustus hingga 20 Desember 2024 di divisi pemasaran dan *ticketing*. Tujuan utama dari kegiatan ini adalah pengembangan situs web konten dwibahasa (Indonesia–Inggris) untuk menyediakan informasi yang lebih jelas dan mudah diakses bagi pengunjung domestik maupun internasional. Proses pengembangan dilakukan melalui tiga tahap, yaitu pra-produksi, produksi, dan pasca-produksi. Pada tahap pra-produksi dilaksanakan observasi lapangan, wawancara, dan dokumentasi di lima lokasi wisata (Baturaden, Limpakuwus, Cipendok, Dieng, dan Gombong Selatan) guna mengidentifikasi kebutuhan pengunjung. Tahap produksi mencakup penulisan konten dan perancangan desain, sedangkan tahap pasca-produksi mencakup publikasi, pemantauan, serta persiapan pemeliharaan.

Situs web dibuat menggunakan platform Carrd dan dirancang dengan teks dwibahasa yang disusun berdasarkan lokasi wisata, tipografi yang jelas untuk meningkatkan keterbacaan, serta elemen visual berupa logo, video promosi, dan foto-foto yang mencerminkan identitas Palawi. Skema warna yang didominasi hijau dan biru digunakan untuk melambangkan keharmonisan dengan alam, kepercayaan, dan kejelasan. Aktivitas utama yang dilakukan adalah penyusunan dan penyempurnaan konten dwibahasa, memerlukan ketelitian, konsistensi, dan kesesuaian dengan standar komunikasi perusahaan. Kendala berupa keterbatasan platform, tumpang tindih tanggung jawab, serta *miss-communication* dalam desain diatasi melalui kolaborasi dan adaptasi. Hasilnya, situs web dwibahasa berhasil diluncurkan dan ditautkan pada Instagram Palawi, sehingga akses terhadap informasi yang dapat ditingkatkan dan memperkuat digital dari perusahaan. Aktivitas dominan dalam proses produksi yaitu penyusunan dan penyempurnaan konten dwibahasa. Ketelitian dan kejelasan dalam bahasa Indonesia dan bahasa Inggris sangat diperlukan untuk menjamin konsistensi, keterbacaan, dan kesesuaian dengan standar. Berdasarkan masukan yang diterima, revisi dan penyesuaian dilakukan secara berkelanjutan, sehingga aktivitas ini menjadi bagian paling penting sekaligus paling menyita waktu dalam pencapaian tujuan proyek.