

ABSTRACT

This final report focuses on developing bilingual website content to promote waterparks as recreational tourism destinations in Palembang. The objective of this study was to develop a bilingual website content to promote waterparks as a recreational tourism destination in Palembang that provides clear, structured, and accessible tourism information in Indonesian and English for both local and international visitors. This study employed a qualitative Research and Development (R&D) method adapted from Gall et al. (2003). The development process consisted of six stages: preliminary study, content planning and drafting, website development, expert validation and feedback, design revision, and design finalization. Data were collected through observations and interviews and were analyzed using the qualitative data analysis model proposed by Miles and Huberman (1994). The developed website was validated by three experts consisting of an Indonesian language expert, an English language expert, and a website design expert. The results show that the bilingual tourism website of waterparks in Palembang was successfully developed and met the standards of Indonesian language, English language, and website design. In conclusion, the developed bilingual website can be used as a digital promotional medium to introduce waterparks in Palembang to both local and international visitors.

Keywords: *bilingual content, tourism promotion, translation, waterpark tourism, website*