

Developing Owned Media News Articles for Constructing SME Batik's International Image by Using Genre-based Framework

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ABSTRACT

Batik has contributed big value to not only Indonesian national economy but also cultural heritage. SME *batik*, as a result, needs support to construct its image for international market. This study describes the design and development of owned media news articles in English by using genre-based framework. The framework was chosen as it has been promoted strategic in English for Specific Purposes domain. Move structure by Catenaccio (2008) was used to guide news article design and development. In three-month time frame, this study resulted ten English news articles which were validated by two experts of public relations. The articles were then published on SME *batik*'s owned media. In addition to providing support for local SME *batik*, the owned media news articles have simultaneously provided authentic media for practicing English for Specific Purposes especially by employing genre-based framework.

Keywords: genre; ESP; image; SME; *batik*

INTRODUCTION

Batik, which is part of the creative industry, plays a strategic role in the growth of the creative economy in Indonesia. Indonesian *batik* products are recorded as export commodities that are quite popular for consumers abroad even during the pandemic (e.g. Indonesian Ministry of Foreign Affairs, 2021). The potentials of Indonesian *batik* to attract international market should be supported with adequate communication channels, especially, in English as it has become business lingua franca (see Kankaanranta and Planken, 2010 for explanation about English as Business Lingua Franca).

Batik Tulis Lintang is a home-based batik industry located in Malang Regency. Owner of Batik Tulis Lintang is active in preserving *batik* as a cultural heritage by holding *batik* education activities for various groups and professions (Novanta, 2019; Kiswara, 2023). Batik Tulis Lintang also often receives visits from foreign students who take part in student exchange programs (Purwanto, 2023). In addition, the owner also continues to innovate and conduct research to create *batik* patterns that are full of local wisdom and culture (Gumilang, 2021).

The positive potentials of Batik Tulis Lintang as a creative industry needs to be supported for increasing its presence in global market. One way to provide this support is to create a bilingual English-Indonesian communication channel in the form of owned media to prepare and increase the possibility of Batik Tulis Lintang being known by international visitors. Batik Tulis Lintang's communication channels are, so far, earned media through online mass media coverage and social media. Although the research findings of Lovett and Staelin (2016) and Bell (2019) show that earned media has a more positive impact in helping potential users learn about products than paid and owned media, Bonchek (2014) argues that the use of owned media is still very important and strategic, especially if the business unit wants to sustain across the dynamic nature of business communication. Moreover, owned media can be fully controlled by business unit (Belcher and Belcher, 2018), which enable it to selectively choose and construct impactful contents to be published. The combination

between positive earned and owned media has proven more impactful than positive earned media alone or paid media (Wan, 2019). An example of owned media is website.

One of owned media contents is news articles. News issued by a company is usually called press release. The practice of publishing press release—news articles on owned media such as company website—has been widely done by companies to communicate their activities or other relevant company information as well as create good image to public (Antioco et al., 2023; Catenaccio, 2008; Chavanachid and Sripicharn, 2019; Gilpin, 2010; Majeed and Zahra, 2021; Puschmann, 2010). Although news is widely practiced in earned media such as coverage from an online mass media journalist, the writers argue that news articles on owned media have better strategic factors. First, the nature of owned media of which the business owner has full control benefits business to select relevant activities to be published; meanwhile, this nature is absent in earned media. Second, business owner can set positive construct through news articles on owned media by strategically employ affirmative words such as positive adjectives, verbs, and adverbs. This of course cannot be done by journalists as they are required to stay objective. Third, the current global pressing on Google (and Meta) to pay news publishers for news dissemination (e.g. Dudley, 2023; Muskita, 2024) may affect the way Google responds to the news publishers. This can result the tech giant's limiting action to some news publishers, such as blocking (Matza, 2023), which brings benefit for news on business owned media, website for example, to be crawled into Google search results. By this case, digital appearance may have higher opportunity.

Writing press release can be approached from English language domain. It is the area of English for Specific Purposes as press release belongs to business text. Genre has been deemed as a powerful tool in English for Specific Purposes (Hyland, 2022). Studies analyzing press release from various business sectors by using genre as the framework have focused on generic structure analyses (e.g. McLaren and Gurău, 2005; Catenaccio, 2008), linguistic features (e.g. DeCock and Granger, 2021), and style (e.g. Antioco et al., 2023). Seeing the positive findings of genre-based framework in English for Specific Purposes and attempting to support Batik Tulis Lintang Malang, therefore, this study aims at developing owned media news articles in the form of press releases to construct Batik Tulis Lintang Malang's international image by using genre as the framework. Press release structure by Catenaccio (2008) was used as the framework in this study as it provides comprehensive guideline in writing press release for business communication.

METHODS

Research Design

This study followed Design and Development Research framework by Richey & Klein (2009), which includes three initial stages of ADDIE model: Analysis, Design, and Development. The research was conducted at Batik Tulis Lintang Malang, a batik production company in Malang, East Java, established in 2014. The data collection activities were analysing documents, observing, interviewing, and distributing validation sheet.

The Analysis stage focused on identifying issues related to Batik Tulis Lintang Malang. The writers conducted documentation, direct observation, interview with the business owner. This stage aimed to assess the need for a news content for Batik Tulis Lintang Malang. In the Design stage, the news article structure was set by adapting Catenaccio (2008). In the Development stage, one student writer created news articles using the structure from the Design stage. The student writer attended Batik Tulis Lintang Malang's activities and events to gather data, drafted news articles, and underwent iterative writing process including review and revision. At the end of the Development stage, expert validation was conducted by inviting two validators to perform as the language and the content expert, respectively. The language validator holds a magister degree in communication science, has been teaching English for Public Relations for 5 years by 2024, and authors an English for Public Relations book. The content expert works as a copywriter in an emerging company and holds a bachelor degree in Public Relations. The expert validators' expertise and experience exhibit their capability in validating

the development research product, that is, news articles in the form of press releases. Validation items were adapted from McKinney, Yoon, and Zahedi (2002). There are five categories for language expert validation: relevance, understandability, language, adequacy, and multimodality. For content expert validation, there are six categories: relevance, understandability, reliability, adequacy, usefulness, and multimodality.

RESULTS AND DISCUSSION

Based on the results of the Analysis stage, it was evident that the information available online about Batik Tulis Lintang Malang, particularly through its Instagram account, is insufficient and lacks detail. Existing news articles covered by local online mass media presented Batik Tulis Lintang's activities and events in Indonesian (see some examples of the news articles from Novanta, 2019; Gumilang, 2021; Kiswara, 2023; Purwanto, 2023). This underscores the need for more comprehensive and accessible online content. Direct observation, conducted on February 17, 2024, revealed that Batik Tulis Lintang Malang has a significant potential, especially given its production of both written and stamped batik, with a wide range of products showcasing in its gallery. Despite this active production, the company's visibility remains limited due to inadequate dissemination of information. An interview with the owner further emphasized the urgency for the company to provide more detailed information about its history, products, and cultural significance.

In the Design stage, the writers adapted the news structure as outlined by Catenaccio (2008) to develop news for Batik Tulis Lintang Malang in the form of press release. This included incorporating images of key events along with captions for each picture to enhance the narrative. Once the news was finalized in Indonesian, it was translated into English using Newmark's (1988) literal and communicative translation methods to ensure accuracy and fluency. Below is the structure of the news the writers applied in this study.

TABLE 1. The Structure of the News adapted from Catenaccio (2008)

Move	Step
Headline	
Lead	• Launching a new product/service, or • Announcing results and other company-internal information, or • Describing other types of company's activity
Justifying the product or service or simply the newsworthiness of the information	• Indicating the need for the product/service etc, or • Referring to the advantages for potential beneficiaries, or • Qualifying the result as positive
Detailing product/service/company/other event which is the object of the release	
Explicit promotional component: Attributed to a company official, standard user	• Emphasizing positive results, and/or • Indicating reliability of company/product, and/or • Independently endorsing company results, and/or • Independent expert opinion
Boilerplate description(s)/ establishing credentials	

In the Development stage, which was conducted from March 2nd to May 31st, 2024, during the news-making process, a student writer attended Batik Tulis Lintang's activities and events. The student writer interviewed the organizers and participants by asking relevant questions, and promptly documented the essential details after the events concluded. The news content was initially written in Indonesian before it was translated into English. To ensure accuracy and clarity, the student writer utilized tools like Collins Dictionary and Grammarly, employing both literal and communicative translation techniques throughout the process. After all the news drafts were translated, the writers reviewed the draft and provided feedback and improvement. Then, the student writer revised the draft and uploaded the news articles on Batik Tulis Lintang Malang's owned media in the form of website www.batiklintangmalang.com. The uploaded articles were ordered reversely. The article covering more recent event appeared on the top. While uploading, the student writer created internal links for connecting all of news articles. This was done by selecting words in each of the news articles and made them as hyperlinks. Below is the list of news articles in the form of press releases published on Batik Tulis Lintang Malang's owned media. See Appendix for an example of detailed press release development by using genre as the framework.

TABLE 2. List of Press Releases

Indonesian	Total words	English	Total words	Link of Published Press Release
Batik Lintang Bekali 258 Guru TK/PAUD dengan Teknik Batik Shibori	363	Batik Lintang Trains 258 Kindergarten/Preschool Teachers to paint using Shibori Technique	408	https://batiklintangmalang.com/eng/batik-lintang-bekali-258-guru-tk-paud-dengan-teknik-batik-shibori/
Produk Batik Lintang Dipilih sebagai Cinderamata dalam Kunjungan Polinema ke PMM	494	Batik Lintang Products were Chosen as Souvenirs during Polinema's Visit to PMM	574	https://batiklintangmalang.com/eng/produk-batik-lintang-dipilih-sebagai-cinderamata-dalam-kunjungan-polinema-ke-pmm/
350 Santri Pondok Pesantren An-Nur 2 Ikuti Pelatihan Membatik Shibori dari Batik Lintang	443	350 Students of An-Nur 2 Islamic Boarding School Attend Shibori Batik Training from Batik Lintang	481	https://batiklintangmalang.com/eng/350-santri-pondok-pesantren-an-nur-2-ikuti-pelatihan-membatik-shibori-dari-batik-lintang/
Batik Lintang Perlahan Beralih ke Pewarna Alami, Berkontribusi pada Penanganan Perubahan Iklim	546	Batik Lintang Gradually Shifts to Natural Dyes, Contributing to Climate Change Mitigation	587	https://batiklintangmalang.com/eng/batik-lintang-perlahan-beralih-ke-pewarna-alami-berkontribusi-pada-penanganan-perubahan-iklim/
Batik Lintang Raih Perhatian Nasional dan Internasional, Fokus pada Filosofi dan Kualitas	489	Batik Lintang Attracts National and International Attention, Focuses on Philosophy and Quality	521	https://batiklintangmalang.com/eng/batik-lintang-raih-perhatian-nasional-dan-internasional-fokus-pada-

Batik Lintang Gali Inovasi Melalui Workshop dan Pameran	355	Batik Lintang Explores Innovation Through Workshops and Exhibitions	383	filosofi-dan-kualitas/ https://batiklintangmalang.com/eng/batik-lintang-gali-inovasi-melalui-workshop-dan-pameran/
30 Mahasiswa MBKM UB Ikuti Pelatihan Membatik Tulis di Batik Lintang	415	30 Students of UB's MBKM Participate in Batik Tulis Training at Batik Lintang	454	https://batiklintangmalang.com/eng/30-mahasiswa-mbkm-ub-ikuti-pelatihan-membatik-tulis-di-batik-lintang/
Menggali Kekayaan Motif dan Filosofi Batik Tlogosari: Warisan Budaya dari Desa Ngijo	394	Unveiling the Rich Patterns and Philosophy of Tlogosari Batik: A Cultural Heritage from Ngijo Village	437	https://batiklintangmalang.com/eng/menggali-kekayaan-motif-dan-filosofi-batik-tlogosari-warisan-budaya-dari-desa-ngijo/
Kegigihan Ita: Sempat Kemalingan 3 Kali, Kini Sukses Mengangkat Batik Lintang	468	Ita's Persistence: From Three Robberies to the Rise of Batik Lintang	527	https://batiklintangmalang.com/eng/kegigihan-ita-sempat-kemalingan-3-kali-kini-sukses-mengangkat-batik-lintang/
Batik Lintang Terima 6 Siswa PKL dari SMKN 1 Jabon Sidoarjo	453	Batik Lintang Welcomes 6 Interns from SMKN 1 Jabon Sidoarjo	506	https://batiklintangmalang.com/eng/batik-lintang-terima-6-siswa-pkl-dari-smkn-1-njabon-sidoarjo/
Total words	4420		4878	

At the end of this stage, to ensure the standard and quality of the developed news articles, expert validation was conducted. The validation process involved two experts: an English for Public Relations lecturer and a content writer with public relations background. The writers 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 3. 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

Below is the result of language expert validation.

TABLE 4. The Results of Language Expert Validation

No.	Aspect	Criteria	Scores				
			1	2	3	4	5
1.	Relevance	The press release news is directly related to the organization or topic it represents.					✓
		The press release news effectively conveys information about the product, and/or SME, or other relevant SME activities.					✓
		The information in the press release is selected appropriately.					✓
2.	Understandability	The bilingual press release news is informative.					✓
		The bilingual press release news is understandable.					✓
3.	Language	The English press releases are grammatically correct.					✓
		The English version of the press release news is well structured.					✓
		The spelling, punctuation, and capitalization in the Indonesian and English press releases are appropriate.					✓
		The diction in English is suitable for press release news.					✓
		The diction in English is relevant to the purpose of communication, that is, to give information about SME Batik Lintang and its product.					✓
		The writing style is appropriate.					✓
		The vocabulary and sentences in the Indonesian description are appropriate for the PUEBI.					✓
4.	Adequacy	The translation sounds natural.					✓
5.	Multimodality	Visual elements such as images used in the text properly support the bilingual press release news articles.					✓
		The captions for images in the press release news are appropriate.					✓
		Total score					62
		$\bar{x}$					4,1

From Table 4 above, language expert validation resulted 4,1. The score reflects that the press releases were good in five categories, namely relevance, understandability, language, adequacy, and multimodality. The language validator agreed that the news was informative and understandable. She also agreed that the news was selectively chosen and effectively conveyed information about the products, the SME, or other relevant SME's activities. In addition, she agreed that the press releases were well-structured and used appropriate word choice and style. She also strongly agreed that the captions for images in the news were appropriate.

Below is the result of content expert validation.

TABLE 5. The Results of the Content Expert Validation

No.	Aspect	Criteria	Scores				
			1	2	3	4	5
1.	Relevance	The content effectively conveys information about SME Batik Lintang and its products.					✓

2.	Understandability	The bilingual article in the press release news is informative.	✓
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.	Usefulness	The contents are useful for the targeted audience to give them information about SME Batik Lintang and its products.	✓
6.	Multimodality	Visual elements are appropriate and engaging.	✓
Total score			22
$\bar{x}$			3,6

Content validation as shown in Table 5 above resulted 3,6 which means that the press releases were good in six categories namely relevance, understandability, reliability, adequacy, usefulness, and multimodality. The content validator strongly agreed that the press releases were informative. She also agreed that the press releases had adequate and useful content for informing readers about Batik Tulis Lintang Malang and its products.

This study aimed at developing news articles published on Batik Tulis Lintang Malang's owned media. The development by using genre framework has been validated by two experts, and it resulted good judgment. This shows that genre has been proven useful in developing press release as business text. The practice is in line with Hyland (2022) who states that genre is one of integral elements worth considering in English for Specific Purposes toolbox. In addition, despite having different research method, this development research exhibits similar positive result in applying genre-based framework in English for Specific Purposes as Breeze and Guinda (2017) did. Both studies benefit from genre in bridging professional communication competence and language competence.

CONCLUSION

This study has developed English news articles in the form of press release and published them on Batik Tulis Lintang Malang's website as its owned media. The articles are set as an attempt to support Batik Tulis Lintang Malang for shaping its international image. In addition, this study has provided an authentic learning media where a student writer practiced writing English articles in the area of English for Specific Purposes by using genre-based framework. The student writer pointed out that genre-based framework had helped her structure the press releases. The student writer noted that press release structure used in this study had eased her in writing news articles. Based on validation results from two experts, the news articles in the form of press releases were good in conveying information about Batik Tulis Lintang Malang. They were validated useful for Batik Tulis Lintang's targeted audience to get information about the SME and its products, which by the time would lead to good image construction. However, this development study reports analysis, design, and development stage. It has yet to manage report on implementation, where the products are tried out to users, and evaluation stage. Once the development process is complete, it is also advisable for further studies to proceed to experimental research to see the actual effect of the current study's product.

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APPENDIX

Headline

30 Students of UB's MBKM Participate in Batik Tulis Training at Batik Lintang

Image



Caption

Batik Lintang hosts 30 students from MBKM UB during a *written batik* training at Galeri Batik Lintang in Malang on May 19, 2024.

Lead Describing Batik Tulis Lintang's activity

Malang, May 19th, 2024 – Batik Lintang hosted a *written batik* training attended by 30 students from various universities across Indonesia at the Batik Lintang Gallery, Karangploso, Malang, on Sunday (19/5/2024). This event was part of Universitas Brawijaya's (UB) MBKM to be specific Merdeka Student Exchange (PMM) program, aiming to broaden students' horizons and skills beyond their campus environment.

Justification

Identifying the need for the activity

Ita Fitriyah (46), the founder of Batik Lintang and one of the training instructors, emphasized that the main goal of this training is to regenerate and educate the younger generation about the importance of preserving the tradition of *written batik*. By providing an in-depth introduction to the *written batik* technique, it is hoped that the next generation can appreciate the cultural values embedded in it.

Owner's explicit opinion

"The aim is to regenerate and educate about what *written batik* is. I am happy when our younger generation sees *written batik* as a culture that must be preserved, especially among the youth and within the educational world," said Ita.

Detailing the event

Choosing the *written batik* technique as the main focus of the training was not a random decision. Ita explained that *written batik* is the root of Indonesian *batik* art, which is internationally recognized. By understanding the history and techniques involved, students are expected to see the cultural heritage value embedded in *written batik*.

Owner's explicit opinion

"The reason behind choosing written *batik* is the history of written *batik* itself, which is recognized internationally. It's a unique piece of Indonesian textile heritage," she explained.

Participants' explicit opinion Emphasizing positive results

Positive adjective

The training participants also shared their impressions. Chrisly Lamarani (22), a student from *Universitas Sam Ratulangi*, expressed that the hands-on experience in practicing the written *batik* technique made him grateful for the opportunity to help preserve Indonesian culture.

"This training has given me a personal experience of practicing the *batik* technique firsthand and learning directly from the craftsmen. It's a way for me to show my gratitude and commitment to preserving our *batik* culture," Chrisly said.

Meanwhile, Chintya Marcelina Saekoko (20) from *Universitas Nusa Cendana*, felt enthusiastic about the learning experience presented in the event. She highlighted the importance of not just listening to the material but also directly practicing the skill of making *batik*.

Positive adverbs modifying verbs

"This is our first experience learning and not just listening to the material but directly practicing how to make *batik* itself," Chintya said. "We can quickly understand the lessons," she added.

Establishing credentials

This *batik*-making training not only provided new insights to students about traditional Indonesian art but also helped strengthen a sense of love and pride for the rich cultural heritage.

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