

## **DEVELOPING ENGLISH WEBSITE TO PROMOTE BENGKALIS DISTRICT ICONIC FOOD**

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### **ABSTRACT**

This research aimed to develop an English-language website called *Flavor of Bengkalis* to promote the iconic traditional food of Bengkalis District as a tool for digital marketing and cultural preservation. The study used the Research and Development (R&D) method based on Dick & Carey's model, covering stages such as needs analysis, design, development, and evaluation. Data were collected through questionnaires, interviews, and observations with local food sellers and users. The website was developed using PHP, MySQL, and XAMPP, featuring bilingual content (English and Bahasa Indonesia), categorized culinary data, multimedia (photos, videos, stories), and a user-friendly interface. The results showed strong interest and support from users, who found the website attractive, informative, and effective for promoting Bengkalis cuisine to both local and international audiences. Most respondents highlighted the importance of using English for global reach while suggesting bilingual access for inclusivity. The final product successfully filled the gap in culinary promotion and contributed to local tourism by presenting Bengkalis food culture in a modern and accessible digital platform.

**Keywords:** *Digital marketing, Bengkalis cuisine, website development, cultural promotion, user-centered design*