



## The Development of a Website For *Endeng-Endeng* Music in Mandailing Batak Wedding Ceremonies

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**Abstract.** This study aims to develop a German-language website as a cultural learning medium focusing on *Endeng-Endeng* music in Mandailing Batak wedding ceremonies. The research employs a qualitative descriptive approach using the Richey and Klein development model, which consists of planning, development, and evaluation phases. Data were collected through semi-structured interviews, participant observation, questionnaires, and documentation. The primary informant was an experienced *Endeng-Endeng* musician with deep knowledge of its cultural values and performance practices. The research was conducted in Tanjung Medan, a region where Mandailing traditions are still actively preserved. The planning phase involved needs analysis and data collection to determine content and design specifications. The development phase focused on creating a user-friendly and informative website by applying instructional design and UI/UX principles. The evaluation phase involved expert validation to assess the quality and effectiveness of the website. The results indicate that the developed website is a relevant and accessible medium for introducing and preserving *Endeng-Endeng* music, particularly for students and global audiences interested in Indonesian cultural heritage.

**Keywords:** Cultural Preservation; *Endeng-Endeng* Music; German-Language Learning; Mandailing Culture; Website Development.

### 1. INTRODUCTION

Indonesia possesses an extraordinary wealth of ethnic, linguistic, and cultural diversity. Each region has its own traditions and cultural heritage that shape the identity and pride of its community. Culture encompasses not only material products but also values, norms, customs, and ways of thinking that are transmitted through processes of socialization and learning. Therefore, culture is dynamic and undergoes continuous transmission from generation to generation (Putri et al., 2025; Vitry & Syamsir, 2024; Yusria, 2021).

*Endeng-Endeng* is a traditional musical heritage of the indigenous Mandailing people that holds high symbolic value and serves not only as a form of entertainment but also as a medium for reflecting cultural values, social norms, and traditions upheld in Mandailing society. Through its lyrics, melodies, and performance context, *Endeng-Endeng* functions as a means of transmitting cultural values across generations (Bright et al., 2024). This tradition emerged in South Labuhan Batu Regency in the 1980s and functions as a social bond within the community, particularly in traditional wedding ceremonies (Bijak Ginting, 2020). *Endeng-Endeng* music serves as a medium for conveying cultural values, local wisdom, and the cultural identity of the Batak Mandailing community and constitutes an integral part of all phases of traditional wedding rituals.

However, *Endeng-Endeng* music performances generally take place only during certain traditional events, making public access especially for the younger generation still limited. This

limitation is further exacerbated by the lack of systematic documentation and the insufficient transmission of cultural values in formal and non-formal education (Pratiwi, 2024). Against this background, there is an urgent need for more effective measures to preserve cultural heritage, particularly through the revitalization of oral traditions so that they remain part of the cultural identity of Mandailing society (Dora et al., 2024).

Based on a survey conducted on October 22, 2025, among students of the German Language Study Program from the cohorts of 2022–2025, it was found that only 60% of respondents had knowledge of *Endeng-Endeng* culture, while 40% had never been exposed to this traditional musical form. Although *Endeng-Endeng* is known to some students, particularly in connection with traditional weddings, their understanding of its content remains limited due to restricted direct access to performances. Most respondents therefore emphasized the need for digital access to information, particularly in the form of a website, to facilitate access and support the preservation and documentation of cultural values.

In the context of technological advancement, digitalization represents a strategic solution for cultural preservation. Digital media such as websites enable the structured presentation of information in the form of texts, images, audio, and video materials that can be accessed regardless of time and place (Elgamar, 2020). The integration of digital technologies into learning processes also helps deepen young people's understanding of local cultures and strengthens them as active agents of cultural preservation in modern society (Rahayu, 2021).

Against this background, this study aims to create a multilingual website as a medium for information, documentation, and learning about *Endeng-Endeng* music in the context of traditional Batak Mandailing wedding ceremonies. The website is intended to contribute to cultural preservation while also serving as an educational medium that reaches both national and international audiences, thereby ensuring the transmission of *Endeng-Endeng* music to future generations.

This study uses a website to introduce and explain *Endeng-Endeng* music within traditional Batak Mandailing weddings and as a source of information about the musical practice of *Endeng-Endeng* in Tanjung Medan Village, Kampung Rakyat District, South Labuhan Batu Regency. The website is designed in three languages Indonesian, English, and German with the aim of providing readers at both national and international levels with easy, structured, and comprehensive access to information. The development of the website serves to preserve the traditional values of Batak Mandailing weddings and prevent distortions in the meaning of cultural content, while at the same time introducing *Endeng-Endeng* music as an integral part of Mandailing culture to a wider audience.

The website is based on the concept of an educational and cultural website that functions as a medium for information dissemination, documentation, and learning. The data used consist of primary and secondary data. Primary data were collected through direct observations and interviews with traditional authorities, *Endeng-Endeng* musicians, and local community members, while secondary data were obtained from academic books, scientific journal articles, and relevant supporting documents. The Wix platform was chosen for the website's development due to its user-friendly interface, integration of various media formats, and support for multilingual content. Thus, the website serves as an effective digital medium for documenting, preserving, and disseminating *Endeng-Endeng* music as a cultural heritage of the Batak Mandailing community.

## **2. LITERATURE REVIEW**

### **Development Model**

According to Borg & Gall (1998), Research and Development (R&D) is a process aimed at developing and validating educational products. These products are not limited to physical materials such as textbooks or software but may also include instructional methods and educational programs. In contrast, Richey & Klein (2010) define design and development research as a systematic inquiry focused on the design, development, and evaluation of product performance. The primary objective of this approach is to generate empirical evidence that serves as a foundation for the development of new products, instruments, or models for educational and other professional contexts.

### **Concept of a Website**

A website is a collection of web pages supported by various digital files, such as images, videos, and other multimedia elements, which are stored on a web server. Generally, a website can be accessed through the Internet using a web browser. From a technical perspective, a website consists of folders and files containing codes and commands that perform various functions, including managing visual displays and storing data. In other words, a website functions as a medium for presenting information and facilitating data management.

A website comprises a collection of pages containing various types of information. According to Nugroho, as cited in Akbar et al. (2019), a website is a set of interconnected pages that display visual content, audio content, or a combination of both, either in static or dynamic forms. A website provides a means of presenting various types of content, including images, text, audio recordings, and interactive videos, while enabling documents to be linked and accessed through a web browser. In general, websites can be categorized into two types: static

websites and dynamic websites. Dynamic websites display content that can change according to user needs or interactions.

### **Wixsite**

According to Wix (2021), Wix is a leading cloud-based website development platform used by millions of people worldwide. The platform provides users with extensive freedom to create, design, manage, and publish a professional and attractive online presence. Wix is widely recognized as a cloud-based website development platform with a simple and user-friendly interface, particularly for beginners (Dharma & Septiana, 2023). Through its fully customizable website builder, users can create free websites for various purposes, such as promoting a business, showcasing artistic works, or establishing an online store.

### **Endeng-Endeng Music in the Context of Traditional Mandailing Wedding**

*Endeng-Endeng* music is an important cultural heritage that is rich in symbolic values within the traditional Mandailing community. This musical tradition serves not only as a form of entertainment but also as a reflection of the values, norms, and customs that are highly upheld in Mandailing society, particularly in the South Tapanuli Regency. The performance of *Endeng-Endeng* music is accompanied by a traditional dance performed collectively by the bride and groom, as well as family members who belong to the *Dalihan Na Tolu* kinship system (Lianthe, 2024). To gain a comprehensive understanding of this musical tradition, various analytical approaches can be employed.

### **Marriage in Batak Mandailing Society**

Marriage is fundamentally a sacred institution and forms an integral part of the traditions of every region as well as the teachings of various religions. In Batak Mandailing society, the principle of exogamy is observed, meaning that marriage is conducted between individuals from different lineages or clan groups. Exogamy is understood as a form of marriage between members of different social groups, whether they belong to different ethnicities, clans, or kinship groups living within distinct social environments.

Within the Batak Mandailing social system, family names are inherited through the male line. This practice is based on the belief that leadership remains strong and stable when exercised by men. Mandailing customs are regarded as social and legal norms founded upon noble human values. This principle is reflected in the traditional proverb "*Jonjong hau na so sitabaun, peak na so sigulingin,*" which can be interpreted as "*A tree should not be cut down even when it has fallen,*" symbolizing respect for local customs, traditions, and cultural values.

### 3. RESEARCH METHOD

This study employs a qualitative descriptive approach focusing on the development of a German-language website about *Endeng-Endeng* music using the Richey and Klein model Sugiyono (2017) as the research framework. The data consist of information on the meaning, function, and cultural role of *Endeng-Endeng* music in Batak Mandailing wedding ceremonies, obtained through semi-structured interviews and participant observation with a key informant, Mr. Syahlan Bakti Hasibuan, a traditional musician. The research was conducted in Tanjung Medan Village, South Labuhanbatu, and at the Faculty of Languages and Arts, State University of Medan. The study follows three main stages: planning, development, and evaluation. The planning phase includes needs analysis, questionnaires, interviews, observations, and documentation. The development phase involves designing and creating a culturally-based website using instructional design and UI/UX principles. Finally, the evaluation phase includes expert validation to assess the quality, effectiveness, and relevance of the website as an educational cultural medium.

### 4. RESULTS AND DISCUSSION

#### Website Concept

##### *Homepage*

The homepage represents the main page or the first view of the website that visitors see upon opening it. On this page, the main theme of the website, namely *Endeng-Endeng* music of the Batak Mandailing culture, is clearly presented. The background image shows a performance of *Endeng-Endeng* music during a traditional wedding ceremony, thereby directly conveying the cultural atmosphere.

In the upper right section of the website, there are three language options, namely German, English, and Indonesian. By clicking the corresponding buttons, users can select their preferred language so that the website content is displayed accordingly. This multilingual feature was developed to facilitate access to information for both local and international visitors.

In addition, the homepage contains a short introductory text about traditional wedding music from Tanjung Medan, South Labuhanbatu. On the left side, there is also a “Read More” button that directs visitors to further information about *Endeng-Endeng* music. The homepage design was created using a combination of simple colors and a clear layout to ensure that the presented information is easy to read and understand.



Figure 1. The Homepage of the Website.

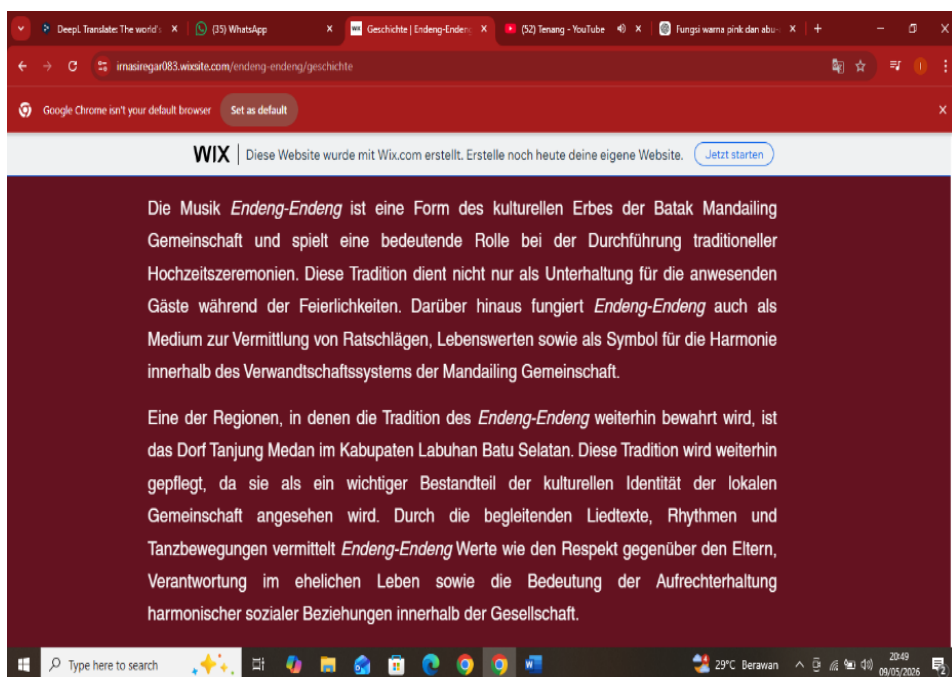
a. Informationsblog Zur Geschichte

In this blog, information about the history of *Endeng-Endeng* music in Tanjung Medan Village, South Labuhanbatu, is presented. The page provides explanations regarding its cultural significance, its development, and its role in traditional Batak Mandailing wedding ceremonies. Through the information presented, visitors are given a general overview of the tradition and its importance in the social life of the Mandailing community.

The page is enhanced with photographic documentation of an *Endeng-Endeng* performance as a background image, which makes the cultural atmosphere of the website more evident. In addition, the information is presented in the form of short texts to make it easier to read and understand. The simple layout, combined with colors, images, and fonts, further supports the visual design of the website, making it appear organized and attractive.



Figure 2. Website History.



**Figure 3.** Website History.

b. Photographic Documentation of *Endeng-Endeng* Music

The photographic documentation illustrates the atmosphere of *Endeng-Endeng* performances during traditional Batak Mandailing wedding ceremonies. The photographs show how the music group supports the course of the ceremony through traditional singing and musical accompaniment. In addition, the images depict the interaction between the bride and groom, family members, and guests during the celebration.

Various activities such as communal dancing, traditional rituals, and the involvement of family members create a festive atmosphere and reflect the cultural values of the Batak Mandailing community. The musicians not only serve an entertainment function but also play an important role in supporting and accompanying the traditional ceremony.

Furthermore, the photographic documentation highlights that *Endeng-Endeng* plays a significant role in preserving cultural traditions. The performance strengthens relationships between families and demonstrates the implementation of the *Dalihan Na Tolu* kinship system, which is based on mutual respect, cooperation, and family harmony. Traditional clothing, the positioning of the musicians, and community participation also show that each activity within the ceremony carries cultural meaning. Thus, *Endeng-Endeng* functions not only as musical accompaniment but also as a medium for transmitting cultural values and traditions to the next generation.



Figure 4. Photographic Documentation of *Endeng-Endeng*.



Figure 4. Photographic Documentation of *Endeng-Endeng*.

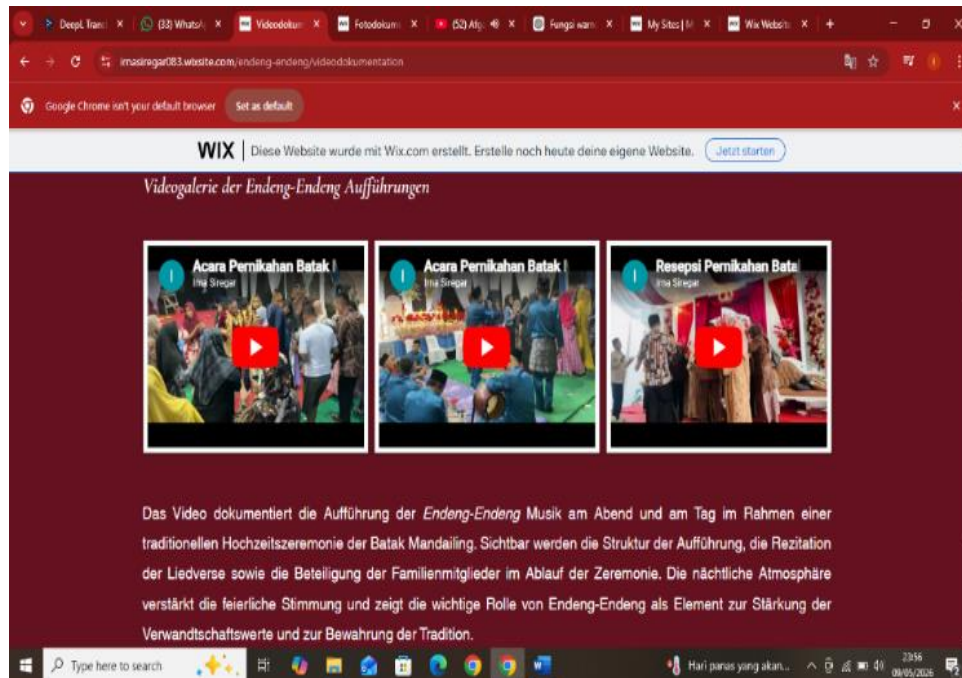
c. Video Video Documentation of *Endeng-Endeng* Music

The video documentation presents various *Endeng-Endeng* performances within the context of traditional Batak Mandailing wedding ceremonies, which take place both during the day and in the evening. The videos clearly show the musical structure of the performance, traditional singing, and the participation of family members during the ceremony. In addition, the recordings depict the interaction between the musicians, the bride and groom, and the guests throughout the traditional proceedings.

The accompanying music creates a ceremonial atmosphere and supports the execution of various cultural rituals within the wedding ceremony. In particular, the evening performances convey an emotional and traditional ambiance through lighting, family gatherings, and musical accompaniment.

Furthermore, the video documentation highlights the important role of *Endeng-Endeng* in preserving the cultural identity of the Batak Mandailing. The performances function not only as musical entertainment but also as a medium for transmitting traditional values and social norms within the *Dalihan Na Tolu* kinship system. The active

participation of family members demonstrates the importance of cooperation, mutual respect, and familial harmony during the ceremony. Thus, *Endeng-Endeng* significantly contributes to strengthening family relationships and passing cultural traditions on to the younger generation.



**Figure 5.** Video Documentation of *Endeng-Endeng*.

#### d. Musical Instruments of *Endeng-Endeng*

This section documents the diversity of instruments that shape the distinctive sound of *Endeng-Endeng* music. In addition to modern elements such as the keyboard, traditional materials play a crucial role: *Sidak* wood and rattan are used as percussion instruments to produce the rhythmic dynamics of Batak Mandailing culture. The combination of classical frame drums and these natural sound materials highlights the instrumental complexity that is essential in traditional ceremonies to accompany the *manortor* dance.

The academic classification of these instruments primarily serves the preservation of North Sumatra's cultural heritage. Through a precise description of their functions, it is shown how music functions as a medium for strengthening family and social cohesion. This documentation therefore ensures that both the playing techniques and the cultural significance of the *Endeng-Endeng* tradition are systematically preserved for future generations as well as for academic research.

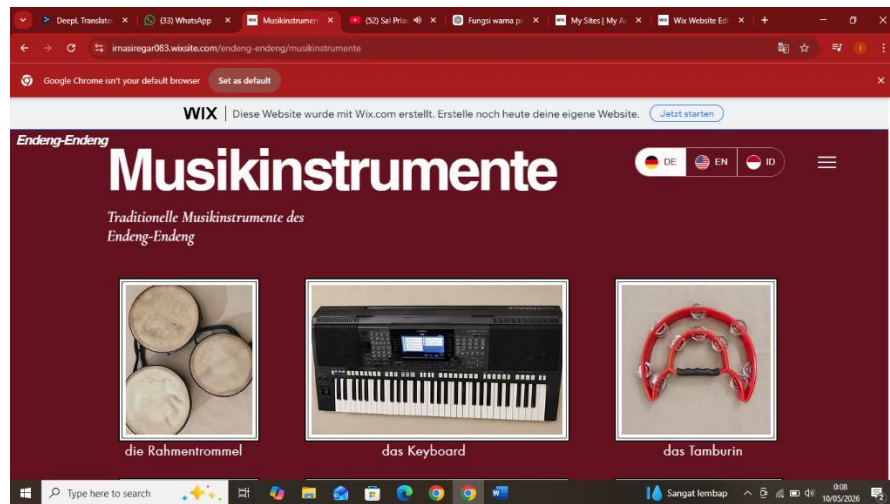


Figure 6. Musical Instruments of *Endeng-Endeng*.

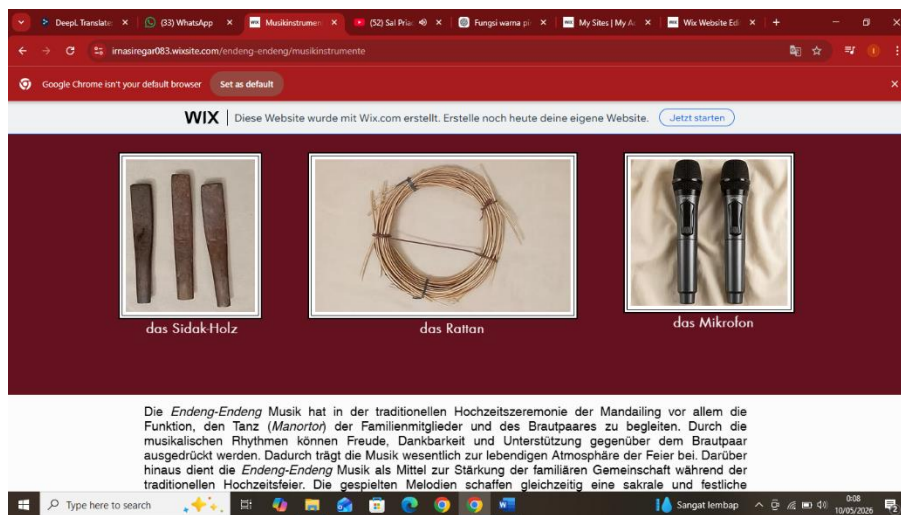
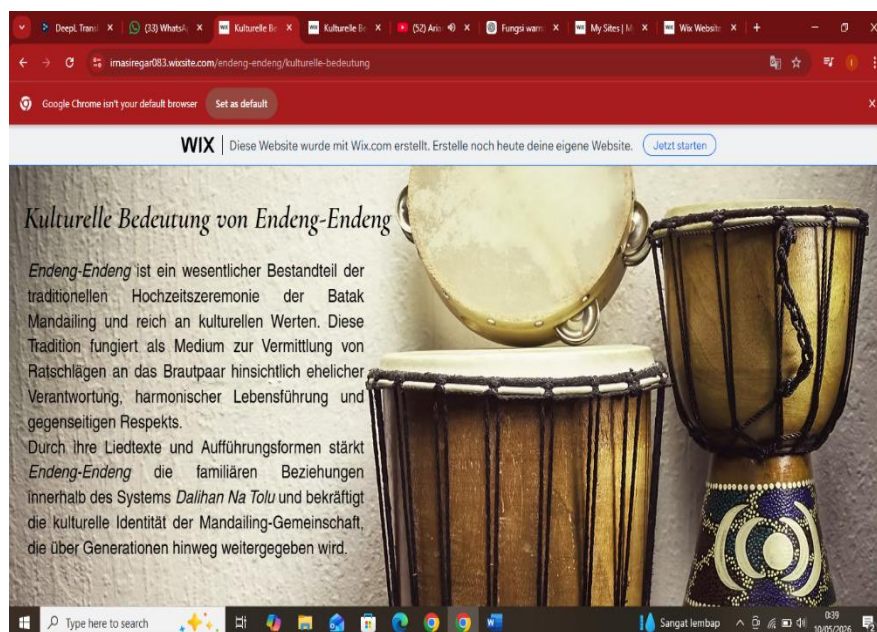


Figure 7. Musical Instruments of *Endeng-Endeng*.

e. Cultural Significance of *Endeng-Endeng*

The present image illustrates the essential role of *Endeng-Endeng* music among the Batak Mandailing, particularly in the context of wedding ceremonies. The figure shows traditional frame drums that function as the rhythmic core, supporting and emphasizing the messages conveyed in the songs.

Furthermore, the text in the image highlights the connection to the *Dalihan Na Tolu* social system, which defines the structure of the Mandailing community. The *Endeng-Endeng* performance strengthens family bonds and reinforces cultural identity, which is transmitted from generation to generation through this artistic form. This website documents this process in order to systematically preserve North Sumatra's intangible heritage as a living component of regional culture and to make it accessible for academic study.



**Figure 8.** The Cultural Significance of *Endeng-Endeng*.

#### f. About Us and Contact

The contact section of a website serves as a communication interface between users and the organization. It provides important contact information such as email addresses as well as a contact form, enabling visitors to ask questions, provide feedback, or request additional information. This section facilitates direct and efficient communication.

In addition, this section contains basic information about the website and the organization. This includes its objectives, background, and core values, which are presented in a clear and structured manner. The purpose of this section is to build trust among visitors and to present the identity of the organization transparently.

#### Evaluation

The evaluation is the final phase in the Richey and Klein model for the development of a cultural website on *Endeng-Endeng* music in Batak Mandailing wedding ceremonies. In this phase, various tests and validations are conducted and assessed by experts, who then provide suggestions and comments as feedback.

The German language content expert evaluated six aspects with a total score of 98 points, which is classified as very good. The English media expert awarded 87 points for six aspects, which is categorized as good. The Indonesian media expert also gave a score of 92 points for six aspects, indicating a very good result. In addition, the media expert assessed eight aspects with a score of 4 points and two aspects with a score of 3 points, resulting in an overall evaluation that is also considered very good.

## **Results of the Development of a Multilingual Website (German, English, and Indonesian) on Endeng-Endeng Music in Batak Mandailing Wedding Ceremonies”**

Das The result of the development of this cultural website is the provision of information on traditional *Endeng-Endeng* music in Batak Mandailing culture, particularly in the context of wedding ceremonies. The developed website was designed with a simple layout and features a functionally reliable navigation system.

In addition, this website provides various content related to *Endeng-Endeng* music, ranging from a general introduction and its cultural significance to its function in the social life of the Batak Mandailing community. All content is based on data collected through interviews and observations.

### **Discussion**

Based on the theory of Richey and Klein, the development process consists of three steps: (1) planning, (2) development, and (3) evaluation. These three stages form the development model used in this study to create a cultural website.

In this research, information about *Endeng-Endeng* music in Batak Mandailing wedding ceremonies was collected and subsequently presented on the website. Data collection was carried out through observation and interviews.

The study was conducted from February 14 to February 20, 2026, in Tanjung Medan Village, Kampung Rakyat District, South Labuhanbatu Regency. Data were collected through interviews with two purposively selected informants in order to obtain detailed and in-depth information. The informants were Irul Hasibuan, the leader of the *Endeng-Endeng* traditional music group, and Fauji Azhari Hasibuan, a member of the group with good knowledge of the research subject. No significant difficulties were encountered during the data collection process.

In the second phase, the product was developed. The website was designed with detailed explanations as well as photographic and video documentation, making it visually engaging. The website was created using the Wix platform and features an attractive theme and appropriate functionalities.

In the final phase, the website was evaluated by experts to improve the cultural website product on *Endeng-Endeng*. The experts involved were specialists in the German language, English language, Indonesian language, and media experts with knowledge in website development. The validation consisted of two parts. The first part was content evaluation, in which six assessment criteria were rated by the experts. All criteria were categorized as very good, with four aspects receiving a score of 4 and two aspects receiving a score of 3. This

indicates that the developed website can overall be classified as “very good.” The website evaluation also showed very good results in terms of design and functionality, indicating that the website is informative, communicative, and user-friendly.

In terms of content evaluation, three categories were assessed. The German language content obtained 98 points (very good), the English content 87 points (good), and the Indonesian content 92 points (very good). In addition, the website design was evaluated by a web design expert, achieving a total score of 38 out of 40 points (95), which is also categorized as very good.

The results of the expert evaluation of the multilingual website are presented in the following table.

**Table 1.** Results of Expert Evaluation.

No.	Evaluation Aspects	Score	Category
1.	German language content	98	Very good
2.	English language content	87	Good
3.	Indonesian language content	92	Very good
4.	Website design	95	Very good

The table shows that the German-language content received the highest evaluation score. In addition, the website design was also rated as very good by the experts. Based on the results of the expert evaluation, it can be concluded that the developed website has very good quality in terms of both content and design.

On the basis of the expert assessments, it can be stated that the website developed under the Richey and Klein model on *Endeng-Endeng* musical culture in Batak Mandailing wedding ceremonies in Tanjung Medan Village, Kampung Rakyat District, South Labuhanbatu Regency, is user-friendly, communicative, and practical. Therefore, the website can be considered functional and effectively usable.

Based on the conducted research, it can be observed that the development of a cultural website using the Richey and Klein theory can be utilized for various purposes. These objectives are as follows:

- a. To provide a deeper introduction to the *Endeng-Endeng* culture of the Mandailing ethnic group, particularly in Tanjung Medan Village, so that a wider audience can become more familiar with and better understand this cultural tradition.
- b. Through this website, information related to culture as well as character education can be delivered more easily and effectively to both domestic and international visitors.

Zusammenfassend In summary, this study shows that the development of a multilingual website has been successfully utilized as a digital medium for information and documentation of *Endeng-Endeng* music. The results of the expert validation also indicate that the website has very good quality in terms of both content and design. Therefore, the website can be used to support cultural preservation and to disseminate information about *Endeng-Endeng* culture.

Overall, it can be concluded that the development of the multilingual website was successfully carried out. The website not only serves as a digital information medium but also supports the documentation and preservation of the *Endeng-Endeng* culture of the Batak Mandailing community.

## 5. CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on the results of this study on the development of a website about *Endeng-Endeng* music in Batak Mandailing wedding ceremonies in Tanjung Medan, it can be concluded that the research was driven by the limited public knowledge, especially among the younger generation, and the lack of accessible digital media for cultural information. Field observations and interviews revealed that *Endeng-Endeng* music plays a significant role not only as entertainment but also as a medium of cultural communication, advice delivery, and social bonding. However, modernization has contributed to declining interest among youth. The data collected were used to develop a website following the Richey and Klein model, consisting of planning, development, and evaluation stages. The final product is a trilingual (Indonesian, English, and German) website that is informative, user-friendly, and globally accessible. This website serves as a medium for information, documentation, and learning, and contributes to the preservation of *Endeng-Endeng* culture in the digital era.

### Suggestions

Based on the findings of this study, several suggestions are proposed. For students of German education, it is recommended to use this website as a learning medium and as an engaging source of cultural information to deepen their understanding of Batak Mandailing traditions through the German language. For the community, especially the younger generation, it is suggested to utilize this website as an accessible resource to increase awareness and actively participate in preserving local culture. For readers and lecturers with German language proficiency, this website can be used as an alternative medium to introduce Batak Mandailing culture to international audiences and as a reference for further research. Overall,

the website is expected to support cultural preservation efforts and enhance the dissemination of local traditions in a global context.

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