

DEVELOPMENT OF A GUIDEBOOK FOR TRADITIONAL AND MODERN BRIDAL HAIR STYLING USING HAIR COSMETICS (POMADE)

Almira Eliza Yuliandari¹, Eni Juniastuti^{2*}

^{1,2} *Cosmetology and Beauty/Faculty of Vocational/Yogyakarta State University, D.I Yogyakarta, 55651,
INDONESIA*

*Corresponding Author: xxxx@xxxx.xxx
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Abstract

The aims of this research are: (1) to develop a product guidebook for traditional and modern bridal hair styling using pomade cosmetics (2) to determine the feasibility of a product guidebook for traditional and modern bridal hair styling using pomade cosmetics.

The type of research used in this study is R&D, with a 4D development model (Define, Design, Develop, Disseminate). This research was conducted in Wates, Kulonprogo, DIY, from January 2025 to June 2025. The feasibility test of the traditional and modern bridal hair styling guidebook using pomade cosmetics was carried out by providing an assessment questionnaire to material and media experts, and 30 MUA and hairdresser panelists in Yogyakarta. The data analysis techniques used are descriptive, qualitative, and quantitative.

The results of this study are: (1) the creation of a product guidebook for traditional and modern bridal hair styling using pomade cosmetics using the 4D method. The guidebook was distributed through offline meetings during the distribution of the assessment questionnaire (2) the results of the feasibility test for developing a guidebook for traditional and modern bridal hair styling using pomade cosmetics obtained a score of 97.23% for the material validator, 93.75% for the media expert validator, and 94.23% for the user test, so that the development of the guidebook product received the category of very feasible for use and distribution.

INTRODUCTION

Hair styling is the act of beautifying the shape of the hair as the final stage of hair styling and functions to cover the shortcomings in makeup. The hairstyle, which is trending in society, will be used as an example for women in every appearance, by women who often attend various events such as weddings. Hair styling has an important role in every wedding event, this requires women to look perfect (Hendrawati, 2017). Bridal hairstyling has different types such as dancer hairstyling, bridal hairstyling, traditional hairstyling, modern hairstyling, international hairstyling.

One of the traditional bridal hairstyles that is still well preserved, especially in Yogyakarta, is the Jogja Paes Ageng Bridal Make-up which applies a hairstyle called the bokor mengkuppung bun. The purpose of using pomade

in this hair styling is to make the application of *pidih* and *gold prada* easier because the hair is in a neatly tied state. There is a *ukel teband bun*, a traditional bun used in bridal makeup in *Jogja Putri* and *Jogja Kasatriyan* bridal makeup. According to Rostamalis (2008) said that the *ukel bend bun* is one of the buns taken to represent the many types of buns in Indonesia.

The hair styling process will be maximum if it is supported by the right hair styling cosmetics. One of the cosmetics used in hair styling is hair pomade, besides that there are hairspray, hair mousse, hair powder, and many other cosmetic hair styling innovations. Pomade cosmetics are cosmetic preparations that fall into the wax-based category, pomade preparations aim to make hair look shiny, smooth, neat and look naturally wet (Supriadi, 2020).

Traditional hairdressers use pomade cosmetics to give a shiny and long-lasting effect to the hair to be styled. The long-lasting and shiny or climactic effect of cosmetics that first appeared in the early 19th century is the reason why now men are switching to pomade (Auliasari et al, 2018), this is in line with the main purpose of using hair pomade in traditional hair styling.

The presentation of material on hair styling is found in cultural presentation books written by cultural experts, but it is not widely circulated so that knowledge about hair styling is still small among the public. In digital media, there is still little material on traditional bridal hairstyling because many hairdressers do not understand traditional hairstyling. Based on the results of the survey, a book written by Endang Widjanarko Puspoyo (1999) entitled "Practical Instructions for Hair Grooming and Styling" was found which explained the hair grooming and styling techniques in a brief and practical manner.

The Practical Handbook for Grooming and Styling Hair is a reference for literature studies on research on the development of traditional and modern bridal hairdressing guidebooks using pomade cosmetics. The development of hairstyling handbooks is expected to be a new innovation for hairdressers and people who have an interest in learning about traditional and modern bridal hairstyles

METHOD

Types of research on the development of traditional and modern bridal hairstyling guidebooks using hair cosmetics (pomade) using research and development (R&D) or research and development. Research and development (R&D) is a research method that is widely adopted by the academic world today to design and test the effectiveness of products. This method aims to produce products through the process of discovering potential problems, designing and developing a product as the best solution (Waruwu 2024). This product development method uses the 4D method (define, design, development, disseminate).

The first stage in this study is define, which is the earliest and most fundamental stage. The main purpose of this stage is to clearly establish and formulate the various requirements or criteria required in the learning to be studied. At this stage, the researcher focuses on an in-depth understanding of the conditions and parameters that will be used as the basis for further research.

The second stage is design, which has an important role in designing products that will later be developed. In this phase, the researcher not only designs the product, but also determines the best development product that will be the main focus of the research. This process involves careful consideration of the desired features, components, and structure of the product.

The next stage is develop. At this stage, the product that has been designed will undergo evaluation and assessment through two levels of validation, namely validation I and validation II. Both of these validation processes are carried out by validators who are experts in their fields to ensure that the products developed are in accordance with pre-set criteria and objectives. This validation aims to identify the strengths and weaknesses of the product and provide useful feedback for improvement.

The last stage is disseminate, which is the stage of product dissemination or distribution. At this stage, the researcher aims to assess the extent to which the product that has been developed is accepted by a wider group, particularly by untrained panelists or the general public living around the research site. Feedback from this disseminate stage is very important to understand the public acceptance of the product developed and whether the product is acceptable and applied in a broader context.

RESULTS AND DISCUSSION

1. Define Stage Results

Based on the analysis carried out in product development is the definition stage. The define stage not only aims to identify and establish the requirements needed in the learning process, but also plays a role in collecting various relevant information related to product development in learning media. The following are the results of the analysis at the definition stage:

2. Design Stage Results

In the analysis of this problem, stages are carried out with observation, interviews, and documentation:

a. Findings of observation

The results of observations conducted in January 2025 show that in the hair beauty industry, there are no printed books that specifically discuss pomade cosmetics. Little knowledge of the public and novice hairdressers about the cosmetic function of pomade in bridal hairstyling. Information about hair styling materials is still limited and less varied.

b. Interview findings

Based on the results of the problem analysis from observations, interviews were conducted with traditional makeup and hairdressers, namely Ipuspita Fitriyanti. Based on the results of interviews with makeup artists and hairstylists, it is concluded that the understanding of hair styling is still very rarely known by beginner makeup artists because it only focuses on makeup but not on hairstyling. Many beginner makeup artists do not master hairstyling due to lack of access to learning so it is considered difficult.

c. Findings of Documentation

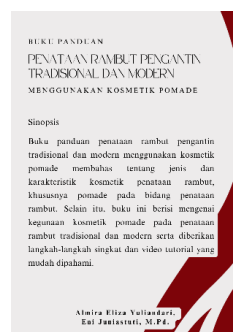
In the analysis of this problem, the problem was then documented by looking at a book published by PT Gramedia Widiasarana Indonesia, which documents the content of hair preconditioning engineering material. Based on the results of the documentation study, there are shortcomings in the book entitled "Practical Instructions for Hair Styling and Styling" in 1999, the publisher PT Gramedia Widiasarana Indonesia contains hair styling and styling techniques.

1) Guidebooks front cover



Picture 1 Guidebooks Front Cover
(Source: Almira Eliza Yuliandari, 2025)

2) Guidebooks back cover



Picture 2 Guidebooks Back Cover
(Source: Almira Eliza Yuliandari, 2025)

Validation of the design design is carried out by the supervisor by submitting a handbook manuscript containing handbook material based on the results of interviews with makeup artists as well as traditional hairdressers. The manuscript has been approved by the supervisor and then the manuscript is implemented in the design of the guidebook design.

3. Development Stage Results

Based on the results of data recapularity from the aspect of the accuracy of color use in the guidebook, a 100% bear number was obtained with a very feasible category. The data displayed in the form of a table will also be presented in the form of a graph to facilitate comparison between aspects in the research. The following is a graph of the assessment from the validation of media experts:

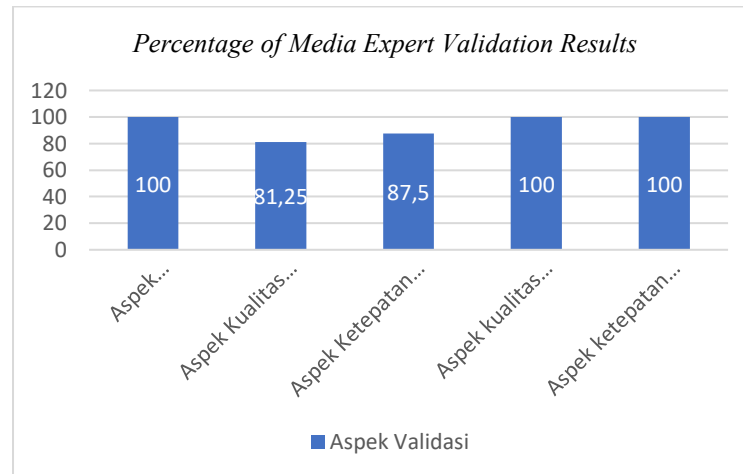


Figure 1 *Percentage of Media Expert Validation Results*
(Sumber: Almira Eliza Yuliandari, 2025)

In the chart above, it is concluded that in the percentage of media validation results, each aspect is categorized as very feasible. This is evidenced by the results in the aspect of using the guidebook 100%, the aspect of the quality of the display of the guidebook 81.25%, the accuracy of the use of images/photos and short videos 87.5%, the quality aspect of the text of the guidebook 100%, the accuracy of the use of colors in the guidebook 100%.

The results of the product feasibility test assessment are presented on the chart as follows:

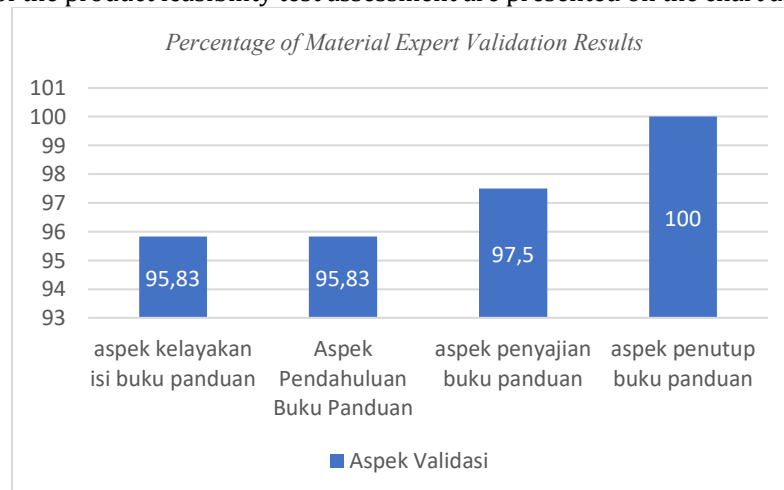


Figure 2 *Percentage of Material Expert Validation Results*
(Source: Almira Eliza Yuliandari, 2025)

It can be seen from the chart above that in the percentage of media results, each aspect is categorized as very feasible. This is evident from the results in the feasibility aspect of the content of the guidebook by 95.83%, the introductory aspect of the guidebook by 95.83%, the aspect of the presentation of the guidebook by 97.5%, the closing aspect of the guidebook by 100%.

4. Disseminate Stage Results

At this stage, the dissemination of products developed for the feasibility test of handbook products is carried out. The guidebook product will be tested to users with the criteria of local makeup and hairdressers and 30 panelists in the field of makeup and beauty. Here's a graph of user test validation assessments:

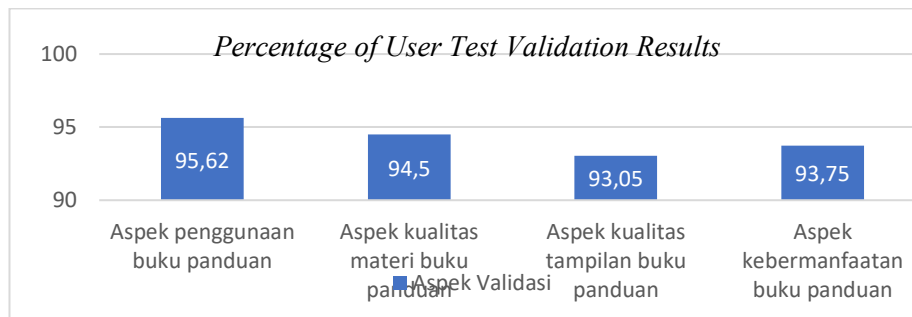


Figure 3 Percentage of User Test Validation Results
(Source: Almira Eliza Yuliandari, 2025)

The recapitulation of user test results was obtained in the very feasible category. This is evidenced because in each aspect tested it is categorized as very feasible with the results of the use of the guidebook 95.62%, the quality aspect of the guidebook material 94.5%, the quality aspect of the guidebook display 93.05%, the usefulness aspect of the guidebook 93.75%. The results were distributed by the category of students in the field of cosmetology and beauty and MUA and beginner hairdressers in Yogyakarta.

CONCLUSION

1. Conclusion

Based on the research in the final project in the form of the development of a guidebook for bridal styling using pomade cosmetics, it has been collected and then processed data, therefore it can be concluded that:

- Product development in the form of guidebooks is carried out problem analysis and needs analysis by conducting observations, interviews, and documentation to obtain concepts and material ideas as well as the needs of guidebook development which will be carried out from January to March 2025. In the analysis of the problem, it was found that there are very few reference sources related to bridal hair styling that use pomade cosmetics in print and digital formats, the lack of complete material related to hair styling cosmetics so that people are not familiar with the uses of hair styling cosmetics. In the needs analysis, product development is determined to be a manual measuring (14.8cm x 10.5cm) rather than other forms of media because of its practical size and in accordance with the amount of material written. Ease of accessibility, material summaries, and practicality in reading are the main reasons for choosing media in the form of guidebooks, so that it can make it easier for readers to carry the guidebook anywhere.
- The feasibility of the guidebook product is measured using a feasibility test for the user after being validated by media experts and material experts. The process of making guidebook products is carried out by compiling concepts and content frameworks, making draft guidebooks, and making guidebook designs to be tested for feasibility. The results of the feasibility test process are carried out by material expert validators and media expert validators. The results of the feasibility test for the validation of material experts meet the very feasible category. This is evident from the results in the feasibility aspect of the content of the guidebook by 95.83%, the introductory aspect of the guidebook by 95.83%, the aspect of presentation of the guidebook by 97.5%, the closing aspect of the guidebook by 100%. The feasibility of media validation in the category is very feasible. This is evidenced by the results in the aspect of using the guidebook 100%, the aspect of the quality of the display of the guidebook 81.25%, the accuracy of the use of images/photos and short videos 87.5%, the quality aspect of the text of the guidebook 100%, the accuracy of the use of colors in the guidebook 100%. The last step was to conduct a user test on 30 panelists with a score of 95.62% in terms of the use of guidebooks, 94.5% in the quality of guidebook materials, 93.05% in the quality of guidebook displays, and 93.75% in the guidebook usefulness with a very feasible category. The results were distributed by the category of students in the field of cosmetology and beauty and MUA and beginner hairdressers in Yogyakarta.

2. Suggestion

Based on the results of the research on the development of a manual for traditional and modern bridal hair styling using pomade cosmetics, there are the following suggestions:

- The manual for traditional and modern bridal hair styling using pomade cosmetics needs further development to suit the needs of the majority related to hair styling.
- Traditional and modern bridal hairstyling guidebooks using pomade cosmetics require more references and knowledge of the latest hairstyling styles in order to inspire readers.

- c. The guidebook for traditional and modern bridal hairstyling using pomade cosmetics needs to be disseminated more widely in order to help people who want to learn about hairstyling to read and implement the material of this guidebook.

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