

DEVELOPMENT OF A SPA THERAPIST GUIDE E-BOOK

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Abstract

The objectives of this study are: (1) to develop a junior SPA therapist guide e-book, and (2) to determine the feasibility of the junior SPA therapist guide e-book.

This study employed a Research and Development (R&D) method using the 4D development model, which includes: (1) **Define**, covering problem analysis and needs analysis; (2) **Design**, involving the preparation of the concept and content framework, script creation, e-book moodboard preparation, and moodboard validation; (3) **Develop**, which includes writing and editing the manuscript, creating the digital format, initial validation, and initial revisions; and (4) **Disseminate**, involving product trials to assess the usefulness of the product through dissemination.

The results of this study are: (1) The e-book was developed using the R&D method with the 4D development model. In the **Define** stage, it was found that while digital books on SPA therapists exist in general, materials specifically for junior SPA therapists are incomplete and not discussed in depth. The **Design** stage produced the final script and e-book moodboard. The **Develop** stage produced the final e-book design and feasibility test results. The **Disseminate** stage included product trials of the e-book. (2) The feasibility of the Junior SPA Therapist Guide E-Book assessed by content experts obtained a result of 95.8%, categorized as "very feasible." Media expert validation yielded 96.5%, also categorized as "very feasible," and the product usefulness test conducted with 56 panelists obtained a result of 91%, categorized as "very feasible."

It can be concluded that the resulting product, the Junior SPA Therapist Guide E-Book, is highly feasible for use and provides benefits to its reader

INTRODUCTION

The beauty industry, particularly in the SPA sector, has shown significant growth year by year. According to a report by Exctitude Consultancy (2023), the global SPA market is projected to increase from USD 135.91 billion in 2023 to USD 195.09 billion by 2030, with a compound annual growth rate (CAGR) of 5.3%. This growth

is driven by various factors, including increasing public awareness of a healthy lifestyle, growing interest in self-care, and the development of the tourism sector, which boosts demand for relaxation and wellness services. Additionally, the rising attention to mental health has made SPA services a popular choice, as they have been proven to reduce stress, improve sleep quality, and support overall psychological well-being (Sloan et al., 2019; Smith & Pucino, 2021). SPA services are no longer considered merely a luxury, but an essential part of modern health and wellness programs.

With this increasing demand, the availability of skilled and professional human resources becomes a key factor in the success of the SPA industry. SPA therapists are required to have strong technical competencies, an in-depth understanding of various treatments, and the ability to interact professionally with clients. However, despite the growing job opportunities, competition in this sector is also increasing. Many junior SPA therapist candidates face difficulties in accessing structured and comprehensive information about SPA techniques, work procedures, product usage, and professional ethics. This limitation poses a challenge for them to build adequate skills before entering the professional workforce (Jones, 2020; Lee & Kim, 2022).

Therefore, the utilization of digital technology becomes a strategic solution to address these challenges. Developing an e-book as a learning medium offers ease of access, flexible timing, and opportunities for independent learning for aspiring SPA therapists. E-books can present materials systematically, ranging from basic SPA techniques, product knowledge, time management, to professional ethics, thereby helping accelerate the mastery of necessary competencies. Pre-study survey results indicate that 95% of respondents showed high interest in the Junior SPA Therapist Guide E-Book, confirming the relevance of this digital medium in supporting workforce quality improvement and sustainable SPA industry growth (Nguyen et al., 2020; Miller & Brown, 2021).

Although job opportunities in the SPA sector are expanding alongside the rapid growth of the beauty industry, competition to secure positions as SPA therapists is also intensifying. Many junior SPA therapist candidates face major challenges in obtaining specific, systematic, and in-depth information about the profession. Available information is often fragmented, partial, or general, insufficient to understand all aspects of the profession, from basic massage techniques, body and facial care procedures, proper SPA product use, to principles of professional ethics (Jones, 2020; Lee & Kim, 2022). The lack of structured literature makes the learning process less effective, as candidates must gather information from various sources, which may sometimes be inaccurate or difficult to comprehend.

One of the main issues is the scarcity of digital books or electronic guides that discuss SPA techniques and procedures comprehensively and practically, especially for junior therapists. The absence of organized learning media is a serious obstacle in building foundational skills required to become a professional therapist. As a result, candidates often feel less confident when facing hands-on practice in the workplace and are less prepared to meet client expectations and quality standards. This highlights a gap between the industry's need for skilled workers and the readiness of candidates to meet professional standards, necessitating innovation in providing more effective and easily accessible learning resources (Nguyen et al., 2020).

To address these challenges, the use of digital technology is a highly relevant solution. Developing an e-book as a learning medium can provide a comprehensive guide accessible anytime and anywhere. The e-book can include structured materials, from basic SPA principles, massage techniques, product usage, time management, to professional ethics and conduct. With this digital medium, candidates can learn independently and repeatedly, adjust to their own learning pace, and better prepare for field practice. Pre-study survey results show that 95% of respondents are interested in using the Junior SPA Therapist Guide E-Book, emphasizing the importance of developing digital learning media to support the enhancement of competence, professionalism, and readiness of new SPA workforce (Miller & Brown, 2021).

Advances in digital technology offer highly relevant solutions to various challenges in the training of junior SPA therapists. One of the most effective innovations is the development of e-books as modern learning media. E-books provide flexibility, as they can be accessed anytime and anywhere via digital devices, allowing candidates to learn independently according to their own pace and schedule. Additionally, e-books can present materials systematically and comprehensively, including basic SPA techniques, product knowledge, time management, and professional ethics and behavior in daily practice. Digital materials also allow for visual illustrations, supporting videos, or interactive modules that strengthen practical understanding, which may not always be achievable through conventional printed books (Miller & Brown, 2021; Nguyen et al., 2020).

Based on pre-study survey results, 95% of respondents showed high interest in the Junior SPA Therapist Guide E-Book, indicating a strong need for easily accessible and comprehensive learning media. Respondents appreciated content covering basic SPA techniques, product knowledge, time management, and professional ethics, as these are considered crucial for building initial skills and professional readiness in real-world practice. The high level of interest shows that e-books are not only a learning medium but also a strategic tool for improving competence and confidence among prospective therapists (Lee & Kim, 2022).

The development of this e-book becomes increasingly relevant in the context of the SPA industry's rapid growth. With the rising demand for high-quality SPA services, the industry requires skilled, professional workers

prepared to face practical challenges. An e-book as a digital learning medium can bridge the gap between industry needs and candidate readiness, providing systematic, easily understood, and practical knowledge access. Therefore, the development of an e-book not only supports individual competence improvement but also contributes overall to workforce professionalization and sustainable growth of the SPA industry (Sloan et al., 2019; Miller & Brown, 2021).

METHOD

This study aims to develop an effective learning guide for prospective junior SPA therapists. The guide is designed to meet the needs for structured, comprehensive, and easily accessible learning, helping participants understand basic SPA techniques, product usage, time management, and professional ethics. The development of this guide is expected not only to benefit learners individually but also to support the improvement of workforce competencies in the continuously growing SPA industry. The focus of this study is to ensure that the developed guide is of high quality, practical to use, and able to bridge the gap between industry demands and the readiness of prospective therapists.

The method used in this study is Research and Development (R&D), a commonly used approach for systematically developing educational products and learning media. The R&D method allows researchers not only to design and develop learning media but also to conduct feasibility evaluations to ensure that the resulting product meets user needs and educational standards. In this study, the development process includes needs analysis, media design, material testing, and adjustments based on feedback from respondents and SPA experts. The R&D approach was chosen because it produces valid, practical, and directly applicable learning media.

Specifically, this study employs the 4D development model, consisting of four main stages: Define, Design, Develop, and Disseminate. In the **Define** stage, researchers identify learning needs, user characteristics, and objectives of the guide. The **Design** stage includes developing the media concept, selecting content, determining presentation methods, and structuring the learning guide. The **Develop** stage involves the creation and trial of the media, including improvements based on feedback from initial users and content experts. The **Disseminate** stage covers the wider distribution of the guide and a final evaluation to assess the effectiveness of its use. Using the 4D model, this study is expected to produce a learning guide that is valid, practical, and relevant to the needs of prospective SPA therapists.

In the **Define** stage, the focus is on identifying existing problems and analyzing user needs to ensure the guide is relevant and suitable for prospective SPA therapists. This analysis includes understanding user characteristics, challenges they face in accessing information, and the learning objectives to be achieved. By understanding the initial conditions and real needs of users, researchers can formulate precise product specifications and lay a solid foundation for the next development stage. This stage is crucial to ensure that the guide is not merely a formality but genuinely addresses learning challenges in the field.

The **Design** stage involves systematically developing the media concept and content framework. Researchers prepare scripts, create a moodboard, and validate it to ensure the content, visual presentation, and material flow meet user needs and are easy to understand. The primary focus at this stage is to design media that is interactive, engaging, and effective as a learning tool. With a well-developed and validated concept from the beginning, the subsequent development stage becomes more focused and minimizes design errors that could reduce learning effectiveness.

The **Develop** stage includes writing and editing the media content, creating a digital format, and developing visual designs according to the planned concept. Expert validation is conducted to assess content quality, technical appropriateness, and media relevance to user needs. Finally, the **Disseminate** stage is the process of distributing the product, aiming to determine the acceptance and effectiveness of the guide among users, including the general public and SPA therapists. According to Mulyatiningsih (2014), the 4D method is highly suitable for developing learning tools due to its structured, systematic approach, which has proven effective in producing relevant, useful products that meet user needs. By applying these four stages, the study is expected to produce a high-quality learning guide that is ready for practical use.

RESULTS AND DISCUSSION

Results

1. Define

The Define stage aims to identify and gather various relevant and up-to-date information related to product development.

a. Problem Analysis

The observations conducted in September 2024 indicated that the SPA industry is experiencing rapid growth. This has impacted the demand for human resources (prospective therapists) and highlighted the limited

availability of informational media about the SPA therapist profession. Additionally, a survey on the informational needs of SPA therapist professions was distributed via Google Forms to the general public aged 18–30 years, with 32 respondents. The results showed that 55% of respondents were highly interested in becoming SPA therapists due to promising career opportunities. Furthermore, 95% of respondents expressed interest in the development of a Junior SPA Therapist Guide E-Book, designed to include basic massage techniques, an introduction to SPA, professional ethics, occupational health and safety (K3), and contraindications.

Based on these observations, the following problems can be identified:

- 1) The growth of the beauty industry, particularly in the SPA sector, requires competent human resources.
- 2) The need for skilled human resources remains, and although SPA services are expanding, job opportunities for junior SPA therapists are increasingly limited due to intense competition.
- 3) There is a lack of informational media, both print and digital, resulting in insufficient information about SPA therapists.
- 4) The high public interest in the SPA therapist profession indicates significant potential, but there are still obstacles in accessing adequate sources of information.

b. Needs Analysis

Based on the identified problems, the SPA industry is experiencing rapid growth, creating a demand for skilled human resources. However, job opportunities are becoming increasingly competitive, and prospective SPA therapists face difficulties accessing information. An e-book presents a potential solution to address these limitations by providing easy access to relevant knowledge. Survey results indicate high interest in the SPA therapist profession and the guide e-book, highlighting significant potential for developing human resources in the industry through digital media. Therefore, the development of the Junior SPA Therapist E-Book is relevant in supporting the growth of the SPA industry and enhancing the competencies of prospective SPA therapists.

2. Design

The design stage is useful for determining the blueprint that will be developed. The following are the design steps:

a. **Developing the Concept and Content Framework**

The book design process involved a literature study to find relevant and accurate references related to SPA and SPA therapists. This literature study aimed to organize and design the book's content. The components included in the digital book are: (1) cover, (2) book identification, (3) foreword, (4) user guide, (5) table of contents, (6) content organized by chapter, (7) references, (8) glossary, (9) conclusion, and (10) author biography.

b. Moodboard Preparation

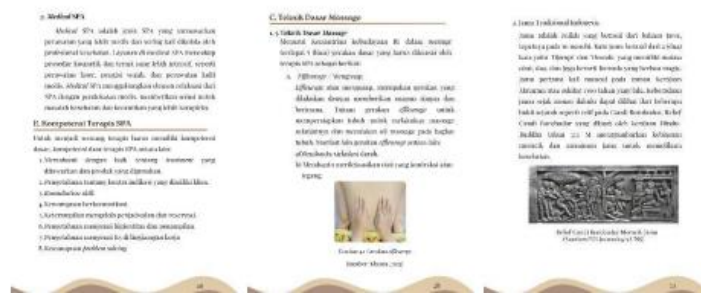
The researcher created a moodboard using Canva to assist in the visual design, and Google Docs was used to draft the e-book content. Below is the layout of the Junior SPA Therapist Guide E-Book that has been developed.

1) Front Section Layout



(Sumber: Khanza Farah Dipa, 2025)

2) Content Section Layout



(Sumber: Khanza Farah Dipa, 2025)

2) Final Section Layout



(Sumber: Khanza Farah Dipa, 2025)

3. Develop

The development stage of the **Junior SPA Therapist Guide E-Book** resulted in a 92-page digital book. The e-book content covers an overview of SPA, basic SPA therapy, fundamental massage techniques, types of massage cosmetics, and professional ethics for SPA therapists. The e-book can be accessed via smartphones or laptops, making it available anytime and anywhere. To facilitate usage, the e-book includes a barcode and a direct link.

The results of the develop stage also include the product feasibility assessment validated by content and media experts.

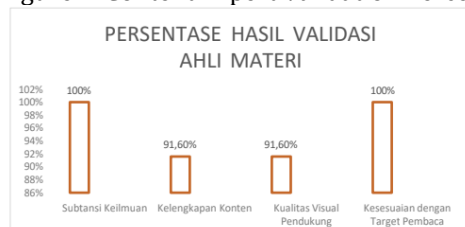
a. E-Book Feasibility Validation Results

The developed product underwent feasibility testing and evaluation by content and media experts:

1) Content Expert Validation

The content feasibility of the Junior SPA Therapist Guide E-Book was evaluated by **Eva Murti Wulandari**, Assistant SPA Manager at a SPA resort in Yogyakarta. The results are as follows:

Figure 1. Content Expert Validation Percentage



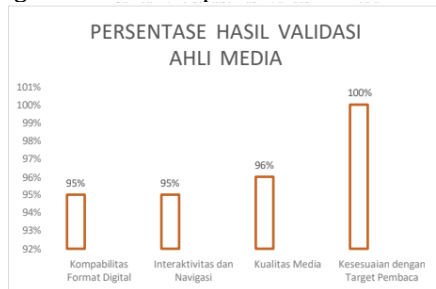
(Sumber: Khanza Farah Dipa, 2025)

In the feasibility test of the **Junior SPA Therapist Guide E-Book**, the evaluation covered three key indicators, and the results show that all aspects fall into the **very feasible** category. The scientific substance received a 100% score, indicating that the material is of high quality and aligns well with the e-book's objectives, demonstrating that it effectively meets its intended purpose. According to Sari (2021), digital book content is considered valid if it corresponds to the objectives and is easy to understand. The content completeness and supporting visual quality both scored 91.6%, showing that the material is easily comprehensible due to structured presentation and the inclusion of illustrative images that engage readers' curiosity (Pratama, 2020). Additionally, the suitability for the target readers scored 100%, confirming that the e-book is easy to understand for its intended audience, making it a well-designed and effective educational resource.

2) Media Expert Feasibility Test Results

The media feasibility test was conducted by **Muhlis Apriyan, S.Kom**, an IT teacher, and **Asi Tritanti, S.Pd, M.Pd**, a lecturer in beauty and make-up, with the following results:

Figure 2. Media Expert Validation Percentage



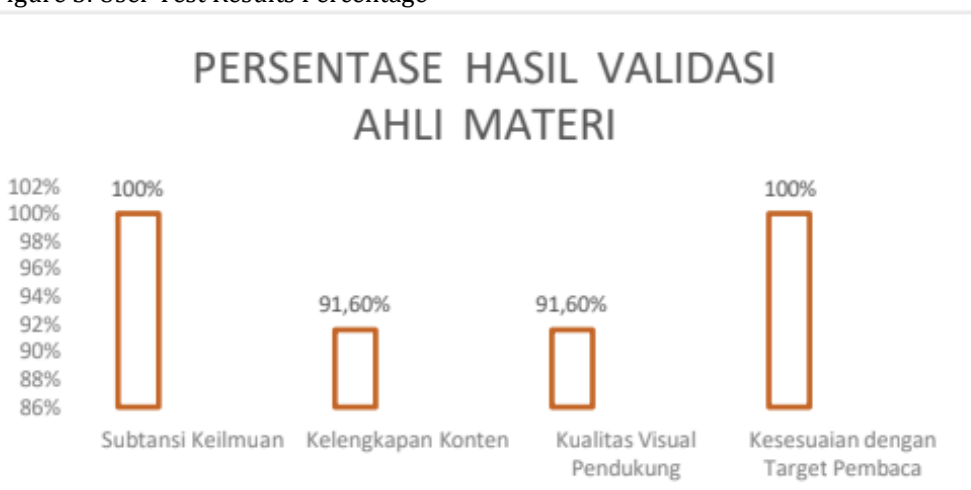
(Sumber: Khanza Farah Dipa, 2025)

The media feasibility assessment concluded that the **Junior SPA Therapist Guide E-Book** has an interactive and practical design, making it highly feasible for use. Its advantages over conventional print books include engaging illustrations, electronic format, and multiplatform accessibility via computers, laptops, or smartphones (H. Nisa, 2020). According to Wirnarno (2009:74), optimal multimedia learning development should evaluate: (1) subject matter, (2) auxiliary information, and (3) affective components. Based on the media expert validation percentages, all aspects fall into the **very feasible** category. Specifically, **digital format compatibility** scored 95%, indicating that the product can be accessed without errors on various devices at any time and place. **Interactivity and navigation** also scored 95%, while **media quality** scored 96%, demonstrating that the e-book media is of high quality and highly feasible. This aligns with the five components of media/design feasibility outlined by Sari (2020), which include object/image display, attractiveness, text, font size and style. Additionally, **target reader suitability** scored 100%, confirming that the e-book is easily understood by its intended audience.

4. Tahap Dissiminate

The **disseminate stage** is the final phase of the 4D development model, focusing on the distribution of the developed product. This stage aims to ensure that the e-book can be widely used after undergoing revisions by supervisors and validators. During the disseminate stage, the product's feasibility is tested by distributing it to users. This test involved **56 respondents**, including SPA therapists and members of the general public. The following shows the results of the usability and benefits test for the **Junior SPA Therapist Guide E-Book**:

Figure 3. User Test Results Percentage



(Sumber: Khanza Farah Dipa, 2025)

Based on the user acceptance test percentages, it can be concluded that all aspects fall into the **very feasible** category. Specifically, **digital format compatibility** scored 93%, indicating that the e-book can be accessed across various devices. **Material quality** scored 91.2%, showing that the content is structured and easy to understand. **Supporting visual quality** scored 92.1%, while **content completeness** scored 93.5%. **Suitability for target readers** scored 87%, and **user benefit** scored 90.9%, demonstrating that the Junior SPA Therapist Guide E-Book can enhance knowledge and serve as an additional informational medium. This aligns with Panjanji (2023), who stated that clearly and systematically structured material is easier for readers to learn. Overall, the user test with 56 panelists resulted in a score of **91.4% (Very Feasible)**,

indicating that the developed product is beneficial for readers. The evaluation covered digital format compatibility, material quality, supporting visual quality, content completeness, target reader suitability, and user benefits. The user test was conducted online via Google Forms (<https://forms.gle/UQVeAt9XRvaIfwV47>) with the e-book file and evaluation sheet provided to all

Discussion

Hasil The research results indicate that the development of the **Junior SPA Therapist Guide E-Book** using the 4D model (Define, Design, Develop, Disseminate) is highly feasible for use. Each stage of development contributed significantly to producing a product that meets user needs and aligns with the rapid growth of the SPA industry.

In the **define stage**, the study found rapid growth in the SPA industry, increasing the urgent need for competent human resources. Observations and survey results showed that 95% of respondents were interested in the e-book as a learning medium for the SPA therapist profession. This high level of interest indicates substantial potential for digital-based human resource development, consistent with Nisa (2020), who stated that digital media can serve as an effective solution for providing practical and widely accessible information, especially for prospective workers in the beauty industry.

The **design stage** produced the content framework, manuscript, and moodboard for the e-book. Content development was guided by literature studies to ensure relevance to the needs of junior SPA therapists. Components included the cover, book identification, user guide, content, glossary, and author biography. The design was supported with appealing visuals and illustrations that enhance understanding. According to Pratama (2020), well-structured content supported by visuals can increase reader motivation and interest. Thus, the design stage successfully established a strong foundation for product development.

In the **develop stage**, the e-book comprised 92 pages covering general SPA knowledge, basic massage techniques, types of massage cosmetics, professional ethics, and occupational health and safety (K3). The product included a barcode and link for easy access across digital devices. Validation results showed that content experts rated the e-book at 95.8% feasibility, while media experts rated it at 96.5%, both categorized as **very feasible**. These findings support Sari (2021), who emphasized that material feasibility is determined by goal alignment, clarity of content, and visual quality. The results also support Wurnarno (2009), who highlighted the importance of digital format compatibility, interactivity, and visual quality in the success of digital learning media.

The **disseminate stage** tested the product with 56 respondents, achieving an average score of 91.4% in the **very feasible** category. Evaluation covered digital compatibility, material quality, visual quality, content completeness, target reader suitability, and user benefit. High user acceptance confirmed that the product is not only valid in terms of content and media but also well-received by the public. This aligns with Panjanji (2023), who stated that well-structured content and engaging visuals facilitate comprehension and enhance learning interest.

Overall, the development of the Junior SPA Therapist Guide E-Book has significant implications for vocational education and the beauty industry. The product can serve as a self-learning medium, support formal training, and provide an additional reference for the public interested in the SPA profession. Its high feasibility and acceptance indicate that the e-book effectively addresses the limited availability of informational media about SPA therapists. Future research could expand on this by developing interactive multimedia e-books or integrating them with online learning systems (LMS) to further enhance their benefits.

CONCLUSION

The development of the **Junior SPA Therapist Guide E-Book** was carried out through four stages: define, design, develop, and disseminate. The study results showed that in the **define stage**, the limited availability of information regarding the SPA therapist profession was successfully identified, while public interest was very high. The **design stage** produced a systematic concept, content framework, and moodboard for the e-book. The **develop stage** resulted in a complete manuscript, visual design, and validation by content and media experts, with feasibility scores of 95.8% and 96.5%, respectively, both categorized as **very feasible**. In the **disseminate stage**, testing with 56 general public panelists achieved a score of 91%, also in the **very feasible** category. Therefore, the e-book is deemed suitable as a learning and informational medium for prospective junior SPA therapists and is beneficial in supporting competency development within the SPA industry.

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