



Developing a Website-Based Digital Platform to Market Wedding Planner Services in Yogyakarta City

Fatimah Azzahra^{1,*}, Mause Agrevinna¹

¹ Department of Culinary, Fashion, and Cosmetology, Faculty of Vocational, Universitas Negeri Yogyakarta, 55652, Indonesia

ARTICLE INFO	ABSTRACT
<p>Article history: Received Received in revised form Accepted Available online</p>	<p>Digital platform is rarely used to market wedding planning industry, so the development of a digital platform based on the wedding planning service website is needed. This research aimed to (1) design the concept for developing a digital platform for wedding planning service websites; (2) develop a digital platform for the wedding planning service website (3) measure the feasibility of the developed digital platform for the wedding planning service website. This research employed the Research and Development (R&D) method with 4D development model that consists of (1) Define (2) Design (3) Develop, and (4) Disseminate stages. The product of this research is the wedding planning service website entitled "Wedding Market". The website displays information related to wedding vendors in the Yogyakarta City area. The vendors provide services and products for photography, make-up, wedding gowns and suits, and decoration. The developed website went through a validity test, and it was found that the value obtained is 94.25% (Very Feasible). Then, based on the results of media expert validation, the websites is considered Very Feasible (89.17%). From the overall results, it can be concluded that the wedding planning service website "Wedding Market" is very feasible and well received by users.</p>
<p>Keywords: Development; Website; Wedding</p>	<p>Type your abstract in Bahasa Indonesia here (10pt). The abstract must contain 200-300 words that consist of 2-4 sentences about the introduction, problem, solution, and contribution; 2-3 sentences about the method; 3-5 sentences about the result; and 1-2 sentences about conclusions (10pt).</p>

1. Introduction

Marriage is such an important thing, so brides and grooms will try to show their gratitude at a wedding party. Different backgrounds and diverse cultures have made a variety of wedding processions in Indonesia. It is evident that prospective brides will focus more on wedding planning. Indonesia has great potential in the development of the wedding industry. This indicates that the wedding industry has the potential to become a commercial field in Indonesia [1]. This is inseparable from the role of social media platforms supported by the rapid advancement of information technology in the process [2].

Most wedding industries have utilized social media such as Instagram as a marketing medium and utilize it as a promotional medium. Wedding industries, such as vendors of makeup artist, photography, decoration, bridal wear, and other wedding needs, use social media by uploading portfolios of their works as a way of promoting their services on social media. This strategy makes it easier for customers to choose just by looking at their portfolios on social media. With all the

features and conveniences provided by Instagram, however, when looking for references to wedding vendors, they must search using hashtags according to the desired category or manually by writing the name of the vendor they want to find in the search field. Despite all the conveniences provided by social media platforms, few industries do not optimize their use. This is due to the reluctance of vendors to upload the results of activities on social media, usually due to busy activities, and some of them still rely on word-of-mouth promotion. This type of promotion is somehow still effective and efficient until now. However, with the existence of social media, making vendors more widely known is easier.

Besides using social media platforms, wedding industries are now active in organizing exhibition activities commonly referred to as Wedding Expo. In big cities in Indonesia including Yogyakarta, wedding expos are often held featuring various wedding vendors offering their products or services directly to consumers in one place. However, exhibitions are often ineffective. Based on the results of a survey conducted, it was found that there are few choices of vendors present at the Wedding Expo [3]. This is contrary to the progress and development of technology that should be optimized for use and become a bridge in the participation of service providers in the wedding industry. Therefore, Wedding Expo activities should attract vendors to participate so that visitors get many references from the wedding planning services held by the Wedding Expo.

Although wedding industries are actively conducting activities such as wedding expos and experiencing marketing developments using social media, a platform is still needed to help prospective brides look for references that are expected to provide information about wedding planning services, and it can be done through a digital platform in the form of a website. Website, commonly referred to as the web is the basic platform for presenting information. A website is a collection of pages that display information that is connected to a network of pages (hyperlinks). Through this network, every internet user can access information on the website. In addition, websites have various functions depending on the purpose and type of website built. The information provided by the website focuses on a more particular topic compared to social media in which the delivery of information is diverse [4].

Based on the problems and gaps in reality, a website-based information system is needed to address the issues. The problems are presented as follows.

1. How a website-based digital platform should be designed to market wedding planning services in Yogyakarta City?
2. How a website-based digital platform should be developed to market wedding planning services in Yogyakarta City?
3. Is the developed website-based digital platform feasible to be used to market wedding planning services in Yogyakarta City?

One of the solutions to overcome this problem is to create a platform that can be used as a reference for a list of vendors and provide information on wedding services. The goal is to facilitate searches such as lists of makeup artists, bridal wear, decorations, photography, catering, venues, and wedding organizers in one place, in the form of a website.

2. Method

This research employed the Research and Development (R&D) method with the 4D development research design (Define, Design, Develop, and Disseminate). Using this method, certain products can be developed, and the effectiveness of the products will be then tested [5]. The research product is a wedding planning service website "Wedding Market" which was

developed through 4-D model. The 4-D development model has the main stages that are further explained as follows.

2.1. Define Stage

In the Define stage, problem analysis, needs analysis, and literature study were conducted with a focus on determining the website product to be developed.

2.2 Design Stage

In the Design stage, the design of the website was created. This stage was conducted by doing product literacy using the selected reference product. Next was to create a design where each slide represents a section/sub-material (content) on the website. The following is the storyboard of the wedding planning service website.

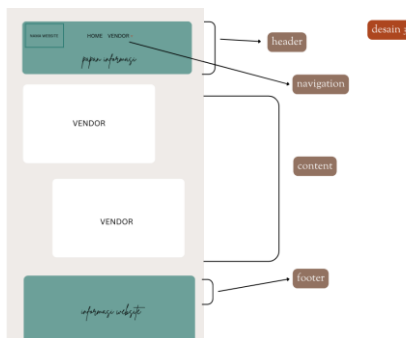


Figure 1. Story Board Homepage Website

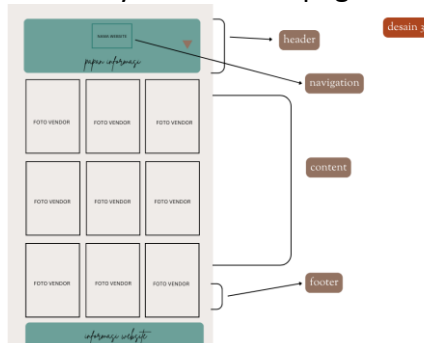


Figure 2. Story Board Sidebar Website

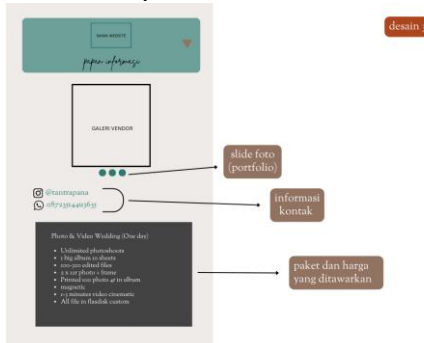


Figure 3. Story Board of the Option Part

2.3. Develop Stage

The activities in the Develop stage consist of conducting supervisor validation, material expert validation, media expert validation, and revision. The purpose of validation is to determine the feasibility of website products before they were widely used in the disseminate stage.

2.4. Disseminate Stage

The Disseminate stage aims to determine the level of acceptance of the product developed as a reference platform that displays information related to wedding vendors in the Yogyakarta area. In

this study, a survey was conducted to see the website acceptance and utility test to 30 panelists by displaying the wedding market website which can be accessed by mobile phones. Then, questionnaires were distributed to assess the product. The respondents were cosmetology students and brides-to-be.

The data collection instruments used in the development of this website were selected based on the data collected.

- a. Qualitative research, the main instruments of data collection were observation sheets and questionnaires. Data collection was done through observation and questionnaire distribution. Then the data obtained were collected until the creation of a product that had gone through several stages and processes.
- b. Quantitative Research, the instruments used are closed questionnaires and expert validation sheets.

The data obtained by the researchers went through quantitative and qualitative analysis.

- a. Quantitative data were in the form of scores obtained from validation results of the validation from material and media experts as well as data validation from respondents.
- b. Researchers gave a range of scores for the responses of lecturers as experts and students and prospective brides so that the data that were originally scores from questionnaires were converted into interval data. The assessment scale for website development uses a 4 scale, namely:
4 = Very Feasible
3 = Feasible
2 = Partly Feasible
1 = Not Unfeasible

The data that have been obtained were converted into qualitative data using a 4-scale value conversion table according to the Likert scale. The criteria for interpreting the feasibility of the Linkert scale based on the modified percentage of feasibility are as follows:

Table 1. Likert Scale

No	Category	Score
1.	Strongly Agree (SA)	4
2.	Agree (A)	3
3.	Disagree (D)	2
4.	Strongly Disagree (SD)	1

The calculation of the results of the respondents' answers is carried out using the following product feasibility interpretation formula:

$$KP = \frac{x}{x^1} \times 100\%$$

Where:

KP = Product Feasibility

x = Total Score Obtained

x^1 = Overall Ideal Score in an Item

Then, the percentage results are used to provide answers to the feasibility of the aspects studied.

Table 2. Feasibility Criteria Adopted from Akdon, 2005

Percentage of Average	Feasibility Category
75-100%	Very Feasible
50-75%	Feasible
25-50%	Partly Feasible
0-25%	Not Feasible

- a. Qualitative data in this website development research is in the form of criticism and suggestions from experts, students, and prospective brides. The data were collected and selected to improve the results of the Wedding Market Wedding Planning Service Website. Criticism, suggestions, and input provided by lecturers and respondents add value to the feasibility of the developed website.
- b. The product developed went through 2 tests. The details are presented as follows.

Table 3. Website Trial Data Source

No	Research Stage	Data Source	Total
1.	Expert Validation	Media Experts	1 lecturer
		Material Experts	2 lecturers
2.	Feasibility Test	Respondents	Students and prospective brides

3. Results and Discussion

The product developed is called Wedding Market Wedding Planning Service Website. The results and discussion of the stages or processes of the website developed using the Research and Development (R&D) research method with the 4-D model (define, design, develop, and disseminate) as follows:

3.1. Define Stage

One of the results of the analysis carried out in this development is to analyze the problems and needs by conducting a survey or distributing questionnaires aimed at identifying problems, difficulties, and obstacles faced by prospective brides in finding wedding vendor references on social media platforms. Thus, what kind of website is needed by prospective brides in finding wedding vendor references is identified.

Then based on the results of the literature study conducted, the Bridestory website was selected. Then, what kind of website that would be developed was selected to match the needs of prospective brides. A simple website that includes important information needed to see quite a lot of respondents in the survey results who do not know the wedding planning service website was selected.

3.2. Design Stage

Three different designs were made to achieve the best design and after going through the validation, a design was selected. A comparison of the website layout to make it easier for users to search for vendors on the website consisting of a homepage, vendor sidebar, and sidebar category of website options. is design three with the type of website used is a website builder which is presented including a display about wedding vendors in the Yogyakarta area. The vendors should include photos, makeup, fashion, and decoration. The website is presented with a front page or

home page display consisting of a header, navigation, content, and footer. The sidebar displays the content of the website in the form of information such as vendor galleries, prices, available packages, vendor social media, and vendor contacts.

Below are the website designs.



Figure 4. The Website Homepage



Figure 5. Website Navigation



Figure 6. Website Vendor Sidebar



Figure 7. Website Sidebar of Category

3.3. Develop Stage

The results of validation by material experts on website content quality are described in 5 aspects, namely technical feasibility, content feasibility, language feasibility, visual feasibility, and user feasibility. There are also suggestions and conclusions about the feasibility of using the website. Furthermore, the results of the validation test by media experts that focus on website display are described in 3 aspects, namely website information, quality, and function. Then, suggestions and conclusions on the feasibility of the website are included.

Table 4. Result of Validation by Material Experts

No	Aspect	Observed Score	Expected Score	Percentage (%)	Qualification
1	Technicality	47	48	97.92	Very Feasible
2	Content	37	40	92.50	Very Feasible
3	Language	24	24	100.00	Very Feasible
4	Visual	20	24	83.33	Very Feasible
5	User	39	40	97.50	Very Feasible
Total		167	176	94.25	Very Feasible

The total score is 167 (94.25%), and the expected score is 176 (100%). Based on the criteria presented in the feasibility table by Akdon dan Hadi, 2005, it can be concluded that the website developed is considered Feasible.

Table 5. Result of Validation by Media Experts

No	Aspect	Observed Score	Expected Score	Percentage	Qualification
1	Quality of Information	14	16	87.50	Very Feasible
2	Quality of Website Utility	32	40	80.00	Feasible
3	Quality of Website Function	4	4	100.00	Very Feasible
Total		50	60	89.71	Very Feasible

The total score of the data is 50 (87.17%) of the expected score of 60 (100%). Based on the criteria by Akdon and Hadi, 2005, it can be concluded that the developed product is considered Feasible.

3.4. Disseminate Stage

Below is the result of feasibility tests that focus on product acceptance and usefulness. The test was conducted with 30 respondents consisting of students of Cosmetology and Beauty study program and prospective brides.

Table 6. Percentage of the Results of Test on Acceptance and Usefulness

No	Aspect	Observed Score	Expected Score	Percentage (%)	Qualification
1	Quality of Website Utility	679	720	94.31	Very Feasible
2	Information Quality	442	480	92.08	Very Feasible
Total		1121	1200	93.19	Very Feasible

The total score of the data is 1121 (93.19%) of the expected score of 1200 (100%). Based on the criteria of feasibility by Akdon and Hadi, 2005, it can be concluded that the developed product is considered Feasible.

4. Conclusions

From the stages and processes, the website was developed by formulating how to create a wedding planning service website that is feasible and can be useful for prospective brides as an information platform about wedding vendors in the Yogyakarta City area. Therefore, it can be concluded from the formulation of the problem with the research objectives as follows:

- 1) Designing the concept of the website-based digital platform called "Wedding Market" as a platform that displays information about wedding vendors in the Yogyakarta area. The vendors provide services and products for photography, make-up, wedding gowns and suits, and decoration. The information displayed is information about prices, vendor galleries, vendor social media, available packages, and vendor contacts. The weddingmarketid.com website was created with the aim of providing easy access to users, especially in the Yogyakarta area, to view and compare information about the wedding vendors needed.
- 2) The development of website-based digital platform was done through several stages such as; planning and gathering website requirements. This activity includes determining the description and limitations of the website. In this phase, the researchers explained to the web developer in detail about the desired website description. The next stage is the design process carried out to determine the appearance and style such as colors, logos, and typography of the Wedding Market website. The website was created using stage with Then, weddingmarketid.com domain was purchased. Then, the web developer set up hostinger website builder, website work process, input data, set-up microcopy, developed responsive sites so that they can be accessed via mobile phones, set-up SEO so that the site can be indexed in Google search, domain installation, integration with google analytics, and then checking whether the website is in accordance with the requirements. In addition, at this stage, the developed checked website functions so that they can run properly and the maintenance stage was carried out so that the quality of the website could be maintained properly after the development process was carried out and the website was ready to be disseminated.
- 3) To measure the feasibility of the developed website-based digital platform, validation or feasibility assessments were conducted by material and media experts. The acceptance and

usefulness of the website were assessed by respondents. The percentage obtained from all aspects of the validation assessment by the material expert is 94.89% and by the media expert is 83.33%. These results show that the product developed is Feasible. Then based on the test of product acceptance and usefulness by respondents, the percentage obtained from all aspects of the assessment is 95.81% (Very Feasible).

Conflict of interest

The authors declare no conflict of interest.

Financing

This research received no external funding.

Acknowledgement

In the acknowledgment section, the author can state the source of research funding and more specifically to the contract number. Make sure the statement complies with the guidelines provided by the funding agency. The author can also express his thanks to reviewers and proofreaders, or technicians who help prepare equipment set-ups or students who assist in surveys.

References

- [1] A. N. (2023, February). *Disparekraf: Pameran Pernikahan Momen Kebangkitan Industri*. Available: <https://www.antaraneews.com/berita/3379425/disparekraf-pameran-pernikahan-momen-kebangkitan-industri>
- [2] N. N. Ariani, M. Giatman, and Y. Yuliana, "Strategi pemanfaatan media sosial dalam pemasaran usaha jasa make up artist," *JRTI (Jurnal Riset Tindakan Indonesia)*, vol. 7, no. 3, pp. 363-368, 2022.
- [3] A. Fatimah. (2023). *Observasi Pelaksanaan Wedding Expo*. Yogyakarta.
- [4] R. M. Agusta, D. F. Hardiwijaya, F. R. Nursolihah, and A. Aisah, "Pengembangan website pariwisata budaya sebagai platform wisata digital di masa pandemi," *INTEGRATED (Journal of Information Technology and Vocational Education)*, vol. 2, no. 1, pp. 29-34.
- [5] H. N, "Pengembangan Wedang Jahe Celup "JASTME" (Ekstrak Lemon, Daun Stevia, dan Bunga Melati)," *Journal Proyek Akhir*, 2021.