Journal of Vocational Applied Research and Studies

Development of Party Makeup Tutorial Video

Alifia Yayi Pitakusuma[1], Eni Juniastuti[2,*]

[1]Department of Culinary, Fashion, and Cosmetology, Faculty of Vocational, Universitas Negeri Yogyakarta, 55281, Indonesia

ARTICLE INFO	ABSTRACT
	The goals of this study are as follows: (1) formulating a plan for making a video instruction on party makeup secondly, making a tutorial video for applying makeup for a party (3) learning how to do party makeup via a video lesson with no effort. Development approach for 4D models used in research and development. The process of finding, gathering, and creating makeup-related ideas is defined as (1). (2) preparation for the design, layout of the makeup, storyboards, filming, dubbing, and editing. (3) conduct small-scale testing and validation. (4) distribute the evaluation surveys and accompanying images and videos. From February to July of 2023, the research was conducted. A panel of thirty Miss Bantul judges checked the video tutorial for appropriateness from the perspectives of media specialists, subject matter experts, and end users. Qualitative and quantitative descriptive analysis, as well as interviewing and observing participants, are used to gather data. Final Product develop a strategy for making a video instructional that covers all the bases, from coming up with a flawless makeup look (design 1) to creating a storyboard, filming, and editing (2). Incorporate an introduction, main body, and closing sequence into a 17-minute and 34-second video and share it using the following URL: https://youtu.be/icHL7dDhBgw (3). The material experts' result is 95.1%, the media experts' result is 95.3%, and Miss Bantul's result is 95.1%. The 98.8% group is highly doable. Consequently, creating video guides on how to apply party makeup is a great idea.
	Tujuan dari penelitian ini adalah: (1) terciptanya rancangan pengembangan video tutorial rias wajah pesta (2) terciptanya pengembangan video tutorial rias wajah pesta (3) mengetahui hasil kelayakan pengembangan video tutorial rias wajah pesta. Metode pengembangan R&D model 4D. (1) define mencari, mengumpulkan, dan pengembangan sumber ide rias wajah. (2) design perencaanaan 3 desain rias wajah, story board, produksi video, dubbing dan editing. (3) develop validasi dan uji skala terbatas. (4) dessiminate penyebarluasan foto dan video serta penilaian melalui angket. Penelitian dilaksanakan bulan Februari sampai Juli 2023. Video tutorial divalidasi kelayakan ahli materi, ahli media, dan pengguna 30 panelis Miss Bantul. Metode pengumpulan data observasi, wawancara, dan analisis deskriptif kuantitatif dan kualitatif. Hasil (1) menghasilkan rancangan video tutorial meliputi desain flawless make up look (desain 1), story board, pengambilan gambar, suara dan pengeditan (2). Membuat video berdurasi 17 menit 34 detik meliputi pembukaan, isi, penutup, dan diserbarluaskan melalui URL https://youtu.be/icHL7dDhBgw (3). Hasil uji kelayakan ahli materi 95,1%, ahli media 95,3% dan Miss Bantul sebesar 98,8% kategori sangat layak. Sehingga pengembangan video tutorial rias wajah pesta sangat layak digunakan bahan pembelajaran.

1. Introduction

Beauty is the dream of every Indonesian woman. Women who have beautiful, bright, clean, and slim faces are the standard line of Indonesian women today. Female beauty can be interpreted as having a perfect physique and body [1]. One of the standards of female beauty is seen through a beautiful and attractive face. One way to realize a gorgeous face is through the makeup that is done. According to Elianti dkk [2], self-confidence in women will arise if they feel beautiful when doing makeup. So, makeup can also be considered beautifying yourself through facial appearance. Makeup that aims to cover up shortcomings becomes perfection. Makeup that can be used in a formal activity or party is party makeup. Most people like luxurious and elegant makeup. However, not everyone can do makeup properly. Makeup is not only seen from the good or lack of makeup. However, it is also seen in terms of neatness in every detail, the correct use of products, correction of face shape, and accuracy of cosmetic application [3].

Various causes of makeup failure range from external to internal factors. One of the external factors is a lack of knowledge related to the selection of cosmetics, the use of colors, and the fact that one only follows trendy makeup products. Another internal factor is that people, especially women, forget to analyze the face. According to [4], makeup skills include various things. First, the suitability of skin type for cosmetic products used in makeup. Second, the suitability of the color applied is in harmony with the occasion attended. The facial analysis process is in the form of facial correction starting from skin type, face shape, eyebrows, eyes, nose, and lips. It should be noted that every human being has various face shapes. A lack of basic knowledge of facial makeup causes the final result to be inappropriate. This requires effective and efficient learning materials for everyone to use. As time goes by, there are many developments regarding media materials that can be used as learning materials. According to Purba, Rofiki, [5], various media classifications exist. Zahwa [6] explain that the media helps the learning process by developing a person's thinking pattern to understand the material.

One of the learning materials for makeup is in the form of audio-visuals or video tutorials. However, on social media, no makeup tutorial videos are equipped with theory and practicum. The makeup tutorial videos circulating on YouTube only explain the steps. According to Tinambunan [7] YouTube is a place that can provide and disseminate information widely through an application system. According to Cahyono & Hassani [8] videos can be disseminated through the YouTube application to convey specific information. According to Suwarto, Muzaki, & Muhtarom [9] YouTube as a learning media has the advantage of being a place to learn anytime and anywhere, is considered adequate and efficient because it is easily accessible and free, and as a place for discussion about the material presented.

The procedure step in explaining the material to achieve a product can be referred to as a tutorial [10]. In addition, no video tutorial explains all the basic knowledge that needs to be considered before makeup, preparation of tools, materials, and cosmetics, party makeup procedures, and hair styling that are required to be used as learning media. In the Basic Beauty Book of SMK/MAK Class X Revised Edition 2018, there are various kinds of face shapes, skin types, skin colors, eyebrow shapes, eye shapes, nose shapes, lip shapes, and how to correct them. Videos contain motion pictures, sound, and animation. One way to access videos on social media is through the internet [11]. In the opinion of Mandalika & Syahril [12], videos are used as indirect information intermediaries in the form of an explanation of the material.

One learning media that is easy to find on social media is a video [13]. The video itself is an accurate picture of the material presented. One of the successes of learning is by carefully observing video tutorials. The above explanation of video can be concluded as a tool to disseminate tutorial

material in the form of moving images and sound so that it is easy to understand. Learning media in the form of video tutorials can be used by all groups, from teenagers to adults. One of the users in the beauty organization in Bantul Regency, Yogyakarta Special Region, is Miss Bantul. Various activities are carried out, such as guest stars of official events, resource persons, the coronation of Putra-Putri Yogyakarta, and so on. Party makeup is needed to support the activities carried out.

The observation during the internship at Griya Bayu Kuntani with the Miss Bantul audition was that there was no briefing related to makeup and hair. One of the factors is due to limited time during the quarantine process. In addition, the number of activities is quite dense, causing fatigue if a demonstration activity is held. On the other hand, Miss Bantul participants do not all understand the knowledge related to makeup and how to apply cosmetics correctly, such as uneven foundation, incorrect eyeshadow, inappropriate hair styling, etc. This resulted in Miss Bantul having to use the services of a Makeup Artist to attend certain events, albeit at a relatively expensive price.

Based on the above problems, learning materials like party makeup tutorial videos were developed. Video-based tutorials are used as learning media that aim to explain the overall material to be achieved. The video tutorial will be made complete, including the basic theory of skin type, face shape, skin color, eyebrow shape, eye shape, count shape, lip shape, preparation of tools, materials, and cosmetics, party makeup procedures, and making hairdo tailor to the needs of Miss Bantul. Hopefully, this video tutorial can be used as material for learning party makeup effectively and efficiently.

2. Method

The research developed a video tutorial media for party makeup at Miss Bantul. The research method used is research and development (R&D), which aims to develop a study by producing new products, such as party makeup tutorial videos. The R&D research method is a research method that changes and develops a product [14]. The Research and Development research and development method is to form a product with interesting creativity to support learning that has been tested for effectiveness [15]. The development model is used to maximize the developed product. This research uses the 4-D development model. Research and Development (R&D) is a product's research and development activity that determines its usefulness [16].

The research on the development of party makeup video tutorials was conducted at the Cosmetology and Beauty Laboratory D4 Wates Campus UNY, Griya Bayu Kuntani, whose address is Karanggede, Gilangharjo, Pandak District, Bantul Regency, Yogyakarta Special Region and Harun Jr Studio from February to July 2023. The procedure uses the research and development method (research and development) with the 4-D model. The product to be developed is the development of a party makeup tutorial video, as follows:

2.1. Define stage

The development of video tutorial products is defined during the define stage. The goals of this phase are to analyze needs and product creation. Analyzing the problem, the needs and the literature are all part of the defined step. There are multiple steps involved in the defining stage, including;

2.1.1. Problem Analysis

The problem analysis stage is carried out to discover the problems in Miss Bantul members' makeup. Problem analysis aims to make products in the form of party makeup video tutorials that can be used as an alternative to solve these problems. This stage can be done by interviewing the founder of Miss Bantul and conducting direct observation during Guided Industrial Practice and

Independent Industrial Practice at Griya Bayu Kuntani to find out the results of the problems from the survey. The following are the problems that exist in Miss Bantul, among others:

a) Time constraints meant that there was no beauty class as a place to learn during the Miss Bantul election, resulting in a lack of knowledge and skills in applying makeup.

b) Lack of basic knowledge about party makeup, product selection, and how to apply the products used.

c) Miss Bantul uses the services of a Makeup Artist (MUA) in every event activity at a fairly expensive price.

d) Videos circulating on social media, such as YouTube, do not explain the type of basic theory and facial shape analysis that needs to be corrected.

e) The party makeup tutorial videos on YouTube only explain the makeup procedure without providing a theory about the cosmetics used.

f) No video tutorials circulating on social media explaining the theory and practice of party makeup procedures.

2.1.2. Needs analysis

The needs analysis stage was carried out by observing Miss Bantul during quarantine and activities. In addition, interviews were conducted with the founder of Miss Bantul, containing questions to find out their survey results. The needs analysis shows that Miss Bantul needs learning media in video tutorials as learning materials containing information about fundamental theories and party makeup procedures to be understood and applied as learning materials for makeup.

2.1.3. Literature Study Analysis

Literature study analysis is carried out by looking for references from journals or other sources and tracing the current party makeup model. In addition, looking for reference sources regarding the theory, tools, materials, and cosmetics needed for party makeup on daytime occasions. So the results of the materials that have been collected are a reference for making party makeup tutorial video development products.

2.1.4. Reference Product Analysis

The reference product analysis was conducted based on the results obtained from the analysis of party makeup tutorial videos and makeup analysis through YouTube and Instagram social media.
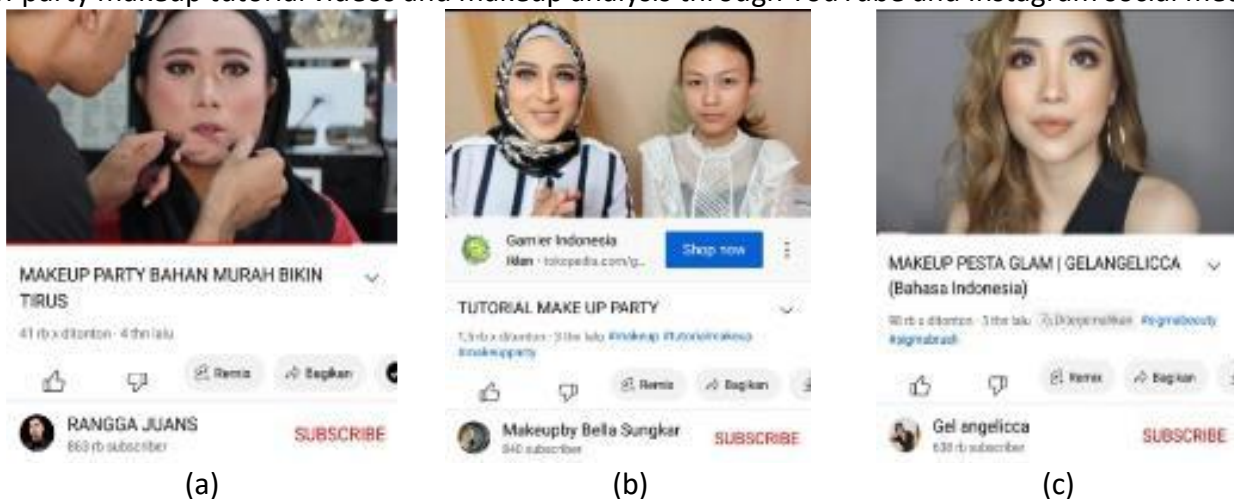

(a) (b) (c)

Figure 1. Video Reference Product Analysis

The reference product in Figure 1a is a video tutorial that explains the steps of party makeup with a duration of 10 minutes and 32 seconds. This video begins with the opening, the makeup procedure, and the final result. The advantages of reference product 1 are stability in shooting from the front, sufficient intonation, and an explanation of the cosmetics used. In addition, it has

disadvantages, such as the use of a background with a non-polished background, which makes it look less neat.

The reference product in Figure 1b is a video tutorial that explains the steps of party makeup with a duration of 7 minutes 49 seconds. This video begins with the opening, the makeup procedure, and the final result. The advantage of reference in Figure 1b is stable voice intonation. In addition, it has disadvantages such as no explanation of how to apply cosmetics, and the camera position is less focused on the model, so there are some parts that the presenter covers.

The reference product in Figure 1c is a video tutorial that explains the steps of party makeup for 18 minutes and 15 seconds. This video begins with the opening, makeup procedures, and final results. The advantage of reference in Figure 1c are interesting video editing. In addition, it has disadvantages such as intonation too fast, not explaining how to apply cosmetics, and the language used is not standardized.

(a)   (b)   (c)

Figure 2. Makeup Reference Product Analysis

The reference product in Figure 2a is makeup with a flawless makeup look using orange eyeshadow, brown eyebrows, peach blush, and the ombre technique using two nude colors, pink and a touch of lipgloss. The makeup results in reference in Figure 2a are orange, and pink shades to produce a flawless makeup look. In addition, in terms of hair styling, the hairdo is a simple backmess model. The advantages of reference in Figure 2a are that it looks dynamic and natural in terms of color use, making it more suitable for all party activities. In addition, it has the disadvantage of only using one eyeshadow, so the color gradation is imperfect.

The reference product in Figure 2b is makeup with a fresh makeup look using brown eyeshadow, brown eyebrows, peach blush, and full lips technique using one nude color. The makeup results on reference in Figure 2b have brown shades to produce a fresh makeup look. In addition, the hair styling is loose, with a touch of wave on all parts of the hair. The advantages of reference in Figure 2b display a fresh makeup finish using natural colors such as brown and lipstick, which looks young. In addition, the use of brown color gives a narrow impression of the eye area, and the hair arrangement does not follow the use of accessories in the form of a crown.

The reference product in Figure 2c is makeup with Korean makeup using pink eyeshadow, dark brown eyebrows, pink blush, white eyeliner under the eyes, and pink lipstick with a touch of lipgloss. The makeup results for reference in Figure 2c are pink and have a Korean makeup look. In addition, the hair styling is loose with a touch of curly on the bangs. The advantages of reference in Figure 2c show that the makeup looks cute and young with a pink color. In addition, it has the disadvantage that not all faces are suitable for using Korean makeup look and white eyeliner under the eyes.

2.1.5. Determination of Reference Product

The party makeup circulating on social media is not much different. Makeup styling uses eyebrow color, eyeshadow, blush, and lipstick. In addition, as a supporter, I can see this from the hairstyles I wear. Determination of reference products is done using the hedonic test. Madikizella &

Astuti [17] argue that the hedonic test is one of the tests that aims to determine the level of liking. So, the hedonic test is a level of preference such as very like, like, dislike, very dislike, and others.

Table 1. Favorability of the reference product

No.	Respondent's name	Reference design		
		Figure 2a	Figure 2b	Figure 2c
1.	Supervisor	✓		
2.	College student 1	✓		
3.	College student 2	✓		
4.	College student 3			✓
5.	College student 4	✓		
6.	College student 5	✓		
7.	College student 6	✓		
8.	College student 7	✓		
9.	College student 8	✓		
10.	College student 9	✓		
	Total	9	0	1

Based on the analysis of the problems and product needs, the reference in Figure 2a used a flawless makeup look from 9 people. The reference in Figure 2a is chosen because party makeup will be suitable for use on daytime occasions in various face shapes and skin types. It displays simple, neat, and elegant hairdo results when viewed in terms of hairstyling. In addition, the reason for not choosing the reference in Figure 2b is that it looks simple, lacks color play, and the shape of the hair is unsuitable when used in formal activities. However, one student chose the reference in Figure 2c. It is more suitable for use because it looks cute, like a young person. In addition, the selection of video references in Figure 2a has the advantages of being stable when shooting from the front, having sufficient intonation, and explaining the cosmetics used.

2.2. Design Stage

At the design stage, design the product to be made. You can make a design and sequence in the video tutorial at this stage. Activities that can be done in design are as follows:

a) Pre-production is an activity that analyzes the purpose of video tutorials, designs video scripts, and understands the applications and social media used as video production tools.

b) Production is the activity of making a video by taking pictures and recording sound from a script that has been made.

c) Post-production is an activity carried out after the production process. These activities include editing and rendering videos, such as cutting images, combining multiple images, setting transitions, etc. In addition, the rendering process is used to organize the text on the video so that smartphones and computers can easily access it.

2.3. Develop stage

The development stage is the development stage of the product being made. In this stage, making video tutorials will be validated by media and material experts.

Table 2. Development stage procedures

No.	Research stage	Data source	Amount
1.	Validation	Media expert and material expert validator	3 people
2.	Test presentation (small/limited scale)	Trained panelists	10 people

3.	Product acceptability test (large scale)	Panelists are not trained	30 people

2.4. Disseminate stage

The disseminate stage is carried out by disseminating the party makeup tutorial videos that have been made to Miss Bantul members. The video tutorial dissemination stage will be uploaded to social media such as You Tube and Instagram and then given to Miss Bantul members. So that in this dissemination stage a questionnaire will be given to fill in and find out the results of the survey on the feasibility test of the video as a party makeup learning material. The feasibility test was conducted on 30 members of Miss Bantul. In this stage, data collection was carried out through filling out a questionnaire regarding the feasibility of party makeup tutorial videos.

2.5. Data Analysis Method

The data analysis method used in the party makeup tutorial video product is quantitative and qualitative descriptive analysis. This is done because the questionnaire in the form of number processing is quantitative and based on the suggestions of lecturers and students is qualitative. This method, carried out by processing questionnaires obtained from respondents through the results of the favorite members of Miss Bantul. As a feasibility test for teachers and lecturers as material experts and lecturers as media experts in the form of percentages, tables and graphs. Data collection methods are observation and interviews, documentation, and questionnaires.

Table 3. Likert Scale Categories [18]

Evaluation	Information	Score
VW	Very Worthy	4
W	Worthy	3
NW	Not Worthy	2
TNW	Totally Not Worthy	1

The data analysis procedure is carried out by looking at the values that often appear on the statement items and determining the average value (mean). How to calculate the score used by the formula:

$$\text{Feasibility} = \frac{\text{Score}}{\text{Maximum score}} x100\%$$

Table 4. Rating Scale Categorization [19]

Achievement Level	Qualification	Information
81%-100%	Very Worthy	No need for revision
61%-80%	Worthy	No need for revision
41%-60%	Decent Enough	Needs revision
21%-40%	Not Worthy	Can not be used
0%-20%	Totally Not Worthy	Failed/unusable

3. Results and Discussion

3.1. Results

Party makeup tutorial videos are a new form of development for the completeness of party makeup learning materials circulating on social media. In this study, the development was carried out by adding basic theory, preparation, and hair do procedures that can be used as makeup support. In addition, party makeup tutorial videos found on social media only explain the steps. So that causes the absence of a complete video tutorial. The video development carried out contains basic theories including the definition of party makeup, skin type, skin color, face shape and its correction, eyebrow shape and its correction, eye shape and its correction, nose shape and its

correction, and lip shape and its correction. In addition, the video tutorial provides a detailed explanation of the tools, materials, and cosmetics needed for makeup and hair do.

The technique of presenting products to be developed in the form of photos is done through social media in the form of Instagram which is used as a makeup business account on behalf of @alifiayayi. In addition, the presentation in the form of a video is done through You Tube Cosmetology and Beauty Study Program D4 UNY with the link https://youtu.be/GFLRAy_XDSc.

Table 5. Expert Data

Expert	Name	Jurusan
Ahli materi	Dwi Ermawati S.Pd., M.Pd	Tata Kecantikan
	Eni Juniastuti, S.Pd., M.Pd	Tata Rias dan Kecantikan
Ahli media	Wika Rinawati, S.Pd., M.Pd	Tata Boga

The validation was carried out by two experts who have scientific abilities in their respective fields, namely Dwi Ermawati S.Pd., M.Pd as a material expert who is a Beauty Teacher at SMK Negeri 1 Sewon and experienced in party makeup practitioners. Eni Juniastuti, S.Pd., M.Pd as the material expert as well as the Final Project supervisor. Furthermore, Wika Rinawati, S.Pd., M.Pd is a media expert from a lecturer in the Cosmetology S1 Study Program at Yogyakarta State University and is experienced in practicing video tutorial media. The validation of the two experts received suggestions and input for improvement. The following are the results of evaluations from 3 experts:

Table 6. Validation Results

No	Expert name	Recapitulation of suggestions and recommendations for improvement
1.	Wika Rinawati, S.Pd., M.Pd	1. Shorten the explanation of the material by making points 2. Adjust the size and color of the image again
2.	Eni Juniastuti, S.Pd., M.Pd	1. Narratives in the media are made specific 2. The presenter's appearance must be in a bun or neat
3.	Dwi Ermawati S.Pd., M.Pd	1. The image is made even more interesting 2. Added several theories such as skin color, eyebrow shape, and so on 3. Include source material and images

3.2. Discussion

The research was conducted to develop a party makeup tutorial video and tested its feasibility level. The development of party makeup video tutorial media uses 4D, with this model the resulting party makeup video tutorial media is very feasible to use. So that the tutorial media produced can be used both by the community and Miss Bantul participants. The define stage is the process of searching, collecting, understanding, and developing sources of ideas for makeup. The design stage, the development of the process of experimenting with 3 designs that have been made, so as to determine 1 design with trained panelists who are considered the most feasible, making story boards, producing videos and editing videos. Video production and editing were done personally and assisted by camera expert Harun Jr Studio. At this Stage, the development of makeup and hair do, story board making, shooting, and video editing were carried out.

At the develop stage, based on the assessment by material experts, media experts, and 30 untrained users (Miss Bantul), the party makeup video tutorial media was declared very feasible to use as a learning resource or alternative for the community and Miss Bantul. At this stage the author experienced obstacles such as the difficulty of finding examples of various real face shapes. The results of the feasibility test of the party makeup tutorial video with media validation analysis were

94.2% of the video display aspect, 91.7% of the video benefit aspect, and 100% of the ease of use aspect. So that the overall aspect of the media expert is 95.3% very feasible category.

Table 7. Media expert assessment results

Aspects	Weight	Average Score	Criteria
Video tutorial display	94.2	3.9	Very Feasible
Benefits of video tutorials	91.7	3.7	Very Feasible
Ease of use	100	4	Very Feasible

Furthermore, the material validation was 93.8% in terms of legal and moral feasibility, 97.9% in terms of material feasibility, 87.5% in terms of language use, and 100% in terms of video benefits. So that the overall aspect of the material expert is 95.1% very feasible category.

Table 8. Material expert assessment results

Aspects	Weight	Average Score	Criteria
Legality and moral feasibility	93.8	3.75	Very Feasible
Material feasibility	95.1	3.91	Very Feasible
Use of language	87.5	3.5	Very Feasible
Benefits of video tutorials	100	4	Very Feasible

In addition, the development process and suggestions from experts can add to the author's insight and creativity to be poured into video tutorials. Furthermore, the small-scale test on trained panelists 1 lecturer and 9 students obtained a result of 98.7% including in the very feasible category.

Table 9. Results of limited scale assessment

Aspects	Weight	Average Score	Criteria
Quality of material	97.5	3.9	Very Feasible
Media quality	98.9	3.95	Very Feasible
User benefits	99.2	3.96	Very Feasible

The development of video tutorial media for makeup has been made a lot, one example is the research of Diah & Astuti [20] entitled development of learning media for western bridal makeup tutorials at SMK N 6 Padang which has developed video material for western bridal makeup based on material experts, media experts, and potential users. The research has similarities, namely the development of learning video media with the 4D development model (define, design, develop, and disseminate). The results of the study indicate that the media products that have been developed are suitable for use as learning media.

The feasibility of relevant research on learning media for western bridal makeup video tutorials by material experts gets an average value of 81%, by media experts gets an average value presentation of 97%, the practicality scale test (small scale test) by the teacher gets a percentage of 92.9% and by 30 XII class students from the feasibility test gets an average percentage value of 90.6%, so that the development of tutorial learning media on western bridal makeup is declared very feasible as learning media at SMK N 6 Padang.

At the disseminated stage, it was carried out offline as a large-scale assessment to 30 members of Miss Bantul. Researchers disseminate videos and photos through social media such as you tube and instagram. Dissemination of video media through the You Tube platform on the D4 Cosmetology and Beauty Study Program Channel with the URL address https://youtu.be/icHL7dDhBgw. You Tube platform was chosen because it includes social media that can upload videos in long duration of good quality, and is easily accessible to all teenagers and adults. So that it can be used as a place to learn party makeup. The dessiminate stage aims to determine the feasibility of the video according to the respondents. The value of the statements that have been given results in 98.8% for 30 Miss

Bantul respondents. So it can be categorized that the party makeup tutorial video is very feasible to use as learning material in terms of material quality, media, and benefits for users.

Table 10. Assessment results of 30 respondents Miss Bantul

Aspects	Weight	Average Score	Criteria
Quality of material	97.5	3.9	Very Feasible
Media quality	98.9	3.95	Very Feasible
User benefits	99.6	3.98	Very Feasible

4. Conclusions

Based on the stages and processes that are passed, making products by formulating how to design, make, and determine the feasibility of developing party makeup video tutorials that are useful and can be used as learning materials for Miss Bantul.

The development used the 4D model of define, design, develop, and disseminate. At the define stage, the process of finding, understanding, and developing sources of makeup and hair do ideas was carried out. At the design stage, planning and styling of makeup and hair do were carried out in accordance with the design of 1 flawless make up look, making story boards, video production, dubbing, and editing. At the develop stage, based on the assessment by material experts, media experts, and 10 trained panelists for small-scale testing. Furthermore, the dessiminate stage was carried out offline to 30 members of Miss Bantul. Dissemination of videos and photos through social media such as you tube with the url address https://youtu.be/icHL7dDhBgw and Instagram on the make up business account @alifiayayi.

The party makeup tutorial video is 17 minutes 34 seconds long. The parts in the video tutorial include; Opening, covering the material to be discussed regarding the purpose and objectives of making party makeup videos delivered by the dubber. Contents, including an explanation of party makeup theory, 5 skin types, 4 skin colors, 6 face shapes and their corrections, 5 eyebrow shapes and their corrections, 7 eye shapes and their corrections, 5 nose shapes and their corrections, 5 lip shapes and their corrections, cosmetic preparation, tool preparation, material preparation, hair do preparation, work area preparation, makeup process, hair do process, and displaying the overall results of makeup, hair do, accessories and clothing delivered by the dubber. The closing, contains the dubber giving motivation and encouragement for the video viewers to learn party makeup. The overall feasibility test results of the development of party makeup video tutorials are included in the very feasible category according to material experts at 95.1%, media experts at 95.3%, small-scale tests of trained panelists 98.7% and according to 30 users of Miss Bantul members at 98.8%. So it can be categorized that the development of party makeup video tutorials is very feasible to use as learning material.

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]   N. Mirwan, "Perempuan dan Kontestasi Kecantikan: Analisis Konstruksi Citra dalam Bingkai Media," *NAJWA: Jurnal Muslimah Dan Studi Gender,* vol. 1, no. 1, pp. 73-95, 2021.

[2]   L. D. Elianti and V. I. S. Pinasti, "Makna Penggunaan Make Up Sebagai Identitas Diri (Studi Mahasiswi Universitas Negeri Yogyakarta)," *E-Societas,* vol. 7, no. 3, 2018.

[3]   A. N. N. Ihsani, E. W. Agustin, W. P. Astuti, and W. P. Mauliddina, "Peningkatan Pengetahuan dan Keterampilan Tata Rias Wajah Pesta Untuk Remaja Putri," *Surya Abdimas,* vol. 7, no. 1, pp. 167-176, 2023.

[4]   M. Q. A'Yuni and H. Hayatunnufus, "Pengaplikasian Warna Foundation Terhadap Kulit Wajah Gelap Pada Rias Wajah Pesta," *JURNAL PENDIDIKAN DAN KELUARGA,* vol. 11, no. 02, pp. 241-249, 2020.

[5]   R. A. Purba *et al.,* "Pengantar Media Pembelajaran: Yayasan Kita Menulis," *Google Book,* 2020.

[6]   F. A. Zahwa and I. Syafi'i, "Pemilihan pengembangan media pembelajaran berbasis teknologi informasi," *Equilibrium: Jurnal Penelitian Pendidikan dan Ekonomi,* vol. 19, no. 01, pp. 61-78, 2022.

[7]   T. M. Tinambunan, "Pemanfaatan Youtube Sebagai Media Komunikasi Massa Dikalangan Pelajar," *Jurnal Mutakallimin: Jurnal Ilmu Komunikasi,* vol. 5, no. 1, 2022.

[8]   G. Cahyono and N. Hassani, "Youtube seni komunikasi dakwah dan media pembelajaran," *Jurnal Dakwah,* vol. 23, pp. 23-38, 2019.

[9]   S. Suwarto, A. Muzaki, and M. Muhtarom, "Pemanfaatan media youtube sebagai media pembelajaran pada siswa kelas XII MIPA di SMA Negeri 1 Tawangsari," *Media penelitian pendidikan: jurnal penelitian dalam bidang pendidikan dan pengajaran,* vol. 15, no. 1, pp. 26-30, 2021.

[10]   S. Haryanti and B. Suwerda, "Pengembangan Media Pembelajaran Berbasis Video Tutorial Praktik Pada Mata Kuliah Keselamatan Dan Kesehatan Kerja," *Jurnal Pendidikan,* vol. 10, no. 1, pp. 79-88, 2022.

[11]   D. A. Wulandari and O. K. Pritasari, "Pengembangan media pembelajaran video tutorial rias wajah sehari hari untuk meningkatkan hasil praktek kelas X SMK Negeri 3 Kediri," *Jurnal Pendidikan Kesejahteraan Keluarga,* vol. 9, no. 2, pp. 264-271, 2020.

[12]   M. Mandalika and S. Syahril, "Pengembangan Media Pembelajaran Berbasis Video Tutorial untuk Meningkatkan Efektifitas Pembelajaran Pada Mata Kuliah Tata Rias," *INVOTEK: Jurnal Inovasi Vokasional Dan Teknologi,* vol. 20, no. 1, pp. 85-92, 2020.

[13]   D. A. Fitriana, I. D. A. M. Budhyani, and M. D. Angendari, "Pengembangan Media Pembelajaran Berbasis Video Tutorial Pada Mata Pelajaran Rias Wajah Panggung," *Jurnal BOSAPARIS: Pendidikan Kesejahteraan Keluarga,* vol. 13, no. 3, pp. 131-138, 2022.

[14]   B. Muqdamien, U. Umayah, J. Juhri, and D. P. Raraswaty, "Tahap Definisi Dalam Four-D Model Pada Penelitian Research & Development (R&D) Alat Peraga Edukasi Ular Tangga Untuk Meningkatkan Pengetahuan Sains Dan Matematika Anak Usia 5-6 Tahun," *Intersections,* vol. 6, no. 1, pp. 23-33, 2021.

[15]   W. Yuliani and N. Banjarnahor, "Metode penelitian pengembangan (rnd) dalam bimbingan dan konseling," *Quanta,* vol. 5, no. 3, pp. 111-118, 2021.

[16]   S. Dewi, I. Damayanti, M. Fitri, and S. Ugelta, "Pengembangan Media Video Latihan Olahraga Kesehatan Bagi Masyarakat Umum Berbasis Web," *Jurnal Terapan Ilmu Keolahragaan,* vol. 3, no. 1, p. 40, 2018.

[17]   F. Madikizella and M. Astuti, "Kelayakan Masker Tradisional Daun Kelor Untuk Perawatan Kulit Wajah Kering," *Jurnal Tata Rias dan Kecantikan,* vol. 2, no. 3, pp. 110-113, 2022.

[18]   E. Mulyatiningsih, *Metode penelitian terapan bidang pendidikan*. Uny Press, 2015.

[19]   S. Akdon and S. Hadi, "Aplikasi statistika dan metode penelitian untuk administrasi dan manajemen," *Bandung: Dewa Ruchi,* 2005.

[20]   H. Diah and M. Astuti, "Pengembangan Media Pembelajaran Video Tutorial Rias Wajah Pengantin Barat di SMK N 6 Padang," *Jurnal Pendidikan Tambusai,* vol. 5, no. 3, pp. 7454-7460, 2021.