



Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo

Helen Angga Septianti^{1,*}, Warda Indadihayati¹

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

ARTICLE INFO	ABSTRACT
<p>Article history: Received Received in revised form Accepted Available online</p>	<p>The objectives to be achieved in this research are: 1) produce a digital pocketbook development design of a wedding organizer service promotion strategy through a wedding expo. 2) produce a digital pocketbook entitled "promotional strategy for wedding organizer services through wedding expo" 3) determine the feasibility of digital pocketbook development of promotional strategies for wedding organizer services. The research method uses Research and Development which will produce a Digital pocketbook. This research was conducted from February 1, 2023 to June 30, 2023. The method in this research uses the 4D development model, with the stages of define, design, develop, disseminate. The results of this study are; 1) Produce a digital pocketbook design developed with the 4D model 2) Produce a digital pocketbook entitled "Wedding Organizer Service Strategy Through Wedding Expo" containing material on wedding organizer promotion strategies, made using the premium canva application with the windows7 operating system, has 82 pages, is A6 in size, has a capacity of 9MB, has a full color blue color. 3) The results of this study obtained an assessment to the material expert validation of 96.32%, an assessment to the media expert of 84.37% and a limited scale test of 91.16%, then a broad scale test resulted in 88.5%. The overall result has a conclusion "Development of Digital Pocketbook of Wedding Organizer Service Strategy Through Wedding Expo" is very feasible.</p>
<p>Keywords: Minimum three keywords; avoid too general and too specific keywords; CDF Letters (Please use semicolon as separator)</p>	<p>Tujuan yang ingin dicapai dalam penelitian ini adalah: 1) menghasilkan rancangan pengembangan buku saku digital strategi promosi pelayanan jasa wedding organizer melalui wedding expo. 2) menghasilkan buku saku digital yang berjudul "strategi promosi pelayanan jasa wedding organizer melalui wedding expo" 3) mengetahui kelayakan buku saku digital pengembangan strategi promosi pelayanan jasa wedding organizer. Metode penelitian menggunakan Research and Development yang nantinya menghasilkan Buku saku Digital. Penelitian ini dilaksanakan mulai dari 1 Februari 2023 hingga 30 Juni 2023. Metode pada penelitian ini menggunakan model pengembangan 4D, dengan tahapan define, design, develop, disseminate. Hasil dari penelitian ini adalah; 1) Menghasilkan rancangan buku saku digital yang dikembangkan dengan model 4D 2) Menghasilkan buku saku digital berjudul "Strategi Pelayanan Jasa Wedding Organizer Melalui Wedding Expo" memuat materi strategi promosi wedding organizer, dibuat menggunakan aplikasi canva premium dengan sistem operasi windows7, memiliki 82 halaman, berukuran A6, berkapasitas sebesar 9MB, bernuanasa biru full color. 3) Hasil penelitian ini memperoleh penilaian kepada validasi ahli materi sebesar 96,32%, penilaian kepada ahli media sebesar 84,37% dan uji skala terbatas sebesar 91,16%, kemudian dilakukan uji skala luas menghasilkan 88,5%. Hasil secara keseluruhan memiliki kesimpulan "Pengembangan Buku Saku Digital Strategi Pelayanan Jasa Wedding Organizer Melalui Wedding Expo" sangat layak.</p>

1. Introduction

Indonesia's business type is growing, starting from the goods and services business. The rise of competitive competition makes business actors act practically and economically to gain market share. Consumers will usually buy to consume goods and services provided by the market to fulfill their needs and desires, which are aimed at urgent, primary, and personal needs. To meet their needs, consumers must choose quality products or services. According to Setiadi, to understand consumer needs and develop effective promotional strategies, we must understand what consumers think, feel, do, when and where, and what events influence and are influenced by what consumers think and do [1].

Today's consumers are very selective, so business actors must be able to understand and meet consumer needs properly. Fulfilling consumer needs, business actors must implement a good promotional strategy, basically a good promotional strategy is about the wants and needs of consumers, therefore business actors in any field compete with each other to be able to provide the best for consumers, by competing competitively. Competition is very tight and rapid, one of which is in the service industry in the wedding organizers, which are businesses engaged in wedding services. Wedding Organizer exists because there is a public demand to help solve problems regarding their wedding needs. Competition between wedding organizers is a business that focuses on the quality of services provided to the community, this indicates that each wedding organizer can provide satisfying and reliable services to consumers [2].

Based on experience while conducting Industrial Practice activities 2022 carried out by researchers at Sinta Hidata Wedding Organizer who participated in the wedding expo event, as well as through a survey at the Yogyakarta wedding expo event at Jogja City Mall on 17 to 19 February 2023, the implementation of promotional strategies carried out by the wedding expo was less than optimal, for example; 1) the wedding organizer did not provide a list of vendor references to visitors, the wedding organizer did not provide a detailed price list on the brochure provided 3) the division of teamwork was less structured 4) the selection or arrangement of decorations was less attractive 5) the wedding organizer did not take the opportunity to do paid advertising through social media.

Based on the results of a survey conducted by researchers to 34 teams and wedding organizer owners on June 10, 2023 through a google form questionnaire via the link: <https://forms.gle/MewyWVhG3UDYBQB8A>, states 71.1% of the team and owner of the wedding organizer have attended the wedding expo, 71.4% of the team and owner of the wedding organizer have problems when attending the wedding expo, 82.4% of the team and owner of the wedding organizer need references or media regarding promotional strategies in the form of digital pocketbooks, 97.1% of the team and owner of the wedding organizer agree if the researcher makes a digital pocketbook entitled promotional strategy for wedding organizer services through wedding expo, 97.1% of the team and wedding organizer owners agree that a digital pocketbook regarding the promotional strategy for wedding organizer services through a wedding expo can make it easier for wedding organizers to learn about promotional strategies anywhere and anytime, 97.1% of the team and wedding organizer owners agree that a digital pocketbook of promotional strategies can help wedding organizers in optimizing promotional strategies that are carried out when participating in a wedding expo.

The more wedding organizers, prospective consumers must be more careful in choosing a wedding organizer, it is intended that the wedding organizer can achieve and provide satisfaction to consumers, the wedding organizer must understand the right wedding planning program by providing good service. Considering the competitive market situation, satisfying consumers is a guideline for doing business. Therefore, the wedding organizer requires renewal of the promotional

strategy planning that has been applied. Thus, the wedding organizer must improve the strategy. To improve the wedding organizer strategy, it can follow business classes, attend business workshops, or look for sources or references such as books and other media.

Seeing the problems, learning resources like pocket digital books are needed. According to KBBI [3], a pocketbook is a mini-sized book because it can be stored in a pocket and easily carried everywhere. Make a pocketbook so that wedding organizers can easily understand the strategies they must use when participating in a wedding expo. In addition, pocketbooks are easier to understand and look attractive to read.

Pocketbooks are one of the tools that can be used in the learning process to convey information about subject matter and others in a one-way manner. In addition, pocketbook learning resources are considered more effective, lightweight, and not burdensome in carrying them. Cell phones are a very rapid technological development, and the development of digital pocketbook technology is user-friendly and easy to use in its use. This digital pocketbook is more practical, does not take up much storage space to download or store, and can be studied anywhere and anytime [4].

The advantages of digital pocketbooks are that they have more concise information so as not to waste time reading the core of the information. Based on the results of observations by researchers when looking for reference products on March 5, 2023 through the Google Play book application, there is no digital book on promotional strategies by wedding organizer services. Digital books on promotional strategies by wedding organizers are mostly found abroad, so they need to be translated first, as there is a lack of relevant promotional strategy material in utilizing the wedding expo. Based on the description above, researchers are interested in developing an attractive digital pocketbook that is interactive and easy for users to access. So, the researcher conducted a development study titled "Development of a Digital Pocketbook of Wedding Organizer Service Promotion Strategies Through Wedding Expo".

2. Method

The Research and Development (R&D) approach is utilized in this investigation. Research and Development (R&D) is a research strategy that aims to create and test potential future goods [5]. In this study, "4D" stands for "define," "design," "develop," and "disseminate," the acronym for the research and development process. Okra [6] states that the 4D development model has four steps: the first is the define stage, which involves defining the needs analysis and literature study; the second is the design stage, which consists of preparing the conceptual framework of the learning model; the third is the develop stage, which involves development and validation tests to assess the feasibility of the media; and the last is the disseminate stage, which is dissemination.

Research and development (R&D) is a method used to create and test goods, according to [7]. In this study, "4D" stands for "define," "design," "develop," and "disseminate," the acronym for the research and development process. Hikmah [8] states that there are four steps to the 4D development process, with the first being the define stage, also called the needs analysis stage. The second phase is design, which entails laying the groundwork for learning models and devices conceptually. The third phase, "develop," evaluates the media's feasibility or conducts validation testing; the last, "disseminate," is the study subject's real intended implementation phase. This data analysis method is employed to examine the data obtained from questionnaires, which include expert validation questionnaires and panelist responses regarding the usage of digital pocketbooks. Validation questionnaires are created and subsequently analyzed to assess the product's level of validity. The processing of panelist test response data and validation involves calculating averages.

The average answer is determined by considering the scores of each answer provided by the respondent. The following steps are followed for this calculation:

- 1) The answer score includes the following categories: (4) very feasible, (3) feasible, (2) not feasible, (1) very not feasible.
- 2) Summing up the total score of each validator against all indicators.
- 3) The calculation of the results of the panelists' answers was carried out using the product feasibility interpretation formula as follows:

$$KP = \frac{x}{x_1} \times 100\% \quad (1)$$

Description:

KP = Product feasibility

x = Number of scores obtained

x_1 = Total number of ideal scores in one item

In addition, the percentage results are utilized to assess the viability of the analyzed factors. The evaluation is organized using an assessment weight that is determined by a score value associated with a predicate. This method offers a systematic approach to assessing areas against established standards and identifying those that may need additional review or adjustments. The assessment weight utilized in the evaluation instrument is provided in Table 1, providing a precise and consistent guide for analysis. The table provides a comprehensive overview of the scoring range, predicate scores, and their interpretations, ensuring a transparent and replicable assessment in various scenarios.

Table 1. Based on the criteria in the eligibility table

Achievement Level	Qualification
76-100%	Very Feasible
51-75%	Worth
26-50%	Less Feasible
0-25%	Not Feasible

3. Results and Discussion

Creating a digital pocketbook titled 'Promotion Strategy for Wedding Organizer Services Through Wedding Expo' requires multiple steps to ensure completeness and effectiveness. The define stage identifies goals and target audience. This stage establishes the pocketbook's goals and audience. Next, the pocketbook's structure and appearance are designed. This includes picking a pleasing layout, relevant photos and graphics, and organizing the content in a clear and interesting way. Content is written and assembled based on the development stage's design framework. This step requires rigorous study and the incorporation of crucial information into efficient wedding organizer advertising methods, especially for wedding expos. The final step is to deliver the digital pocketbook to the target audience. This could be sharing the pocketbook online, at bridal expos, or with wedding organizers to improve their promotional strategies. We gather feedback at each level to guarantee the pocketbook accomplishes its aims and gives value to users.

3.1. Define Stage

The first step in defining the problem is researching and making notes at the Industrial Practice 2022 wedding expos in Yogyakarta and Pemalang, organized by Sinta Hidata Wedding. Among the challenges revealed by these observations were: 1) Wedding planners aren't familiar with the expo's procedure; 2) wedding planners aren't great at putting strategies into action; 3) few wedding planners give clients a list of vendors, even though this is crucial. A digital pocketbook named "Promotion Strategy for Wedding Organizer Services through Wedding Expo" is encouraged to be developed based on the author's difficulties and literature study. One benefit of digital wallets is

that they are always at your fingertips: 1) 2) Convenient for travel. Thirdly, the style of digital pocketbooks is appealing, and they provide information regarding the steps of promotional campaigns. 4) Simplified and useful.

The second research step is a thorough needs analysis. According to this report, a wedding organizer promotional digital wallet is not an option but a necessity. With rising competition in the wedding planning industry, wedding planners need a resource for innovative marketing and client engagement. This investigation shows that wedding coordinators want an easy-to-use learning medium. They choose a digital pocketbook accessible from a smartphone, tablet, or laptop for learning and reference anytime, anywhere. Wedding coordinators' busy schedules require a resource without constant internet connectivity. The digital pocketbook should be optimized for minimal file size to avoid overloading device capacity, ideally 9MB. Its lightweight nature makes downloading and storing easy without hurting device performance. The wallet should have lively colors and images to captivate students and improve learning. High-quality photos and graphics make the material more relatable and engaging, increasing user interest and enthusiasm.

In the third stage, researchers conducted a literature study on three products that served as references. The first reference product is a digital pocketbook titled "Digital Marketing for Small Business Actors" by Agus Muji Santoso [9]. This book guides on implementing digital platform-based marketing, also known as digital marketing. The book can be accessed at the following link: <http://repository.unpkediri.ac.id/4364/>. The second reference product is "Pocketbook (Mandatory) Islamic Marriage Preparation" by H. Harwansyah Putra Sinaga. This book is available on Google Play Books for a price of Rp. 61,000, -. Product 3 is a digital pocketbook called "Smart Managing Finance" by Tirta Sagara. It can be accessed through the following link: <https://ojk.go.id/id/berita-dan-kegiatan/info-terkini/Pages/Buku-Saku-Cerdas-Mengelola-Keuangan.aspx>. The user's text is a single period. The specified product is a digital portable book named "Smart Money Management" authored by Tirta Sagara. The product was selected as a reference due to its small storage capacity of 12 MB, making it convenient for electronic devices to store. Additionally, it offers free access to digital pocketbooks through links, utilizes easily readable fonts and simple language for enhanced comprehension, and boasts an aesthetically pleasing design that avoids monotony.

3.2. Design Stage

The best design results from settling on a single product concept. Product design three was selected after a prior conversation between the supervisor and student in this development investigation. A digital pocketbook named "Promotional Strategy for Wedding Organizer Services through Wedding Expo" is developed after the researcher determines the reference product in the first step of product literacy, which is part of the design stage. The designer of this digital pocketbook drew inspiration from sources and created the layout and content within. Images are mixed with images obtained from designs and researchers' documents. I use the premium Canva program on a Windows 7 laptop to create and combine photos. The digital book is prepared in PDF format and will be uploaded through anyflip. It was designed using the Canva premium application and has an A6-sized canvas (10.5cm x 14.8cm).

In the second stage, a design includes various elements such as the front cover, inside cover, acknowledgment page, preface, table of contents, table of tables, and list of images. The design of the contents section incorporates The contents page, which includes various chapters covering different aspects of the topic. These chapters are organized logically, starting with an introduction on page 1. On page 2, there is a strategy flow chart. The following pages (3 to 6) cover the wedding expo registration chapter, while pages 6 to 9 focus on the booth arrangement chapter. The team

performance quality chapter spans pages 11 to 20, and the budget and pricelist chapter can be found on pages 21 to 37. Moving forward, the promotion chapter on social media is covered on pages 38 to 51, and the service chapter at the booth is explored on pages 52 to 65. Each chapter concludes with a core pointer that summarizes its main points. 2) Create the design's final part, consisting of a glorium and bibliography. The design results are visible in Figure 1-3.



Figure 1. Front design



Figure 2. Design of the content section

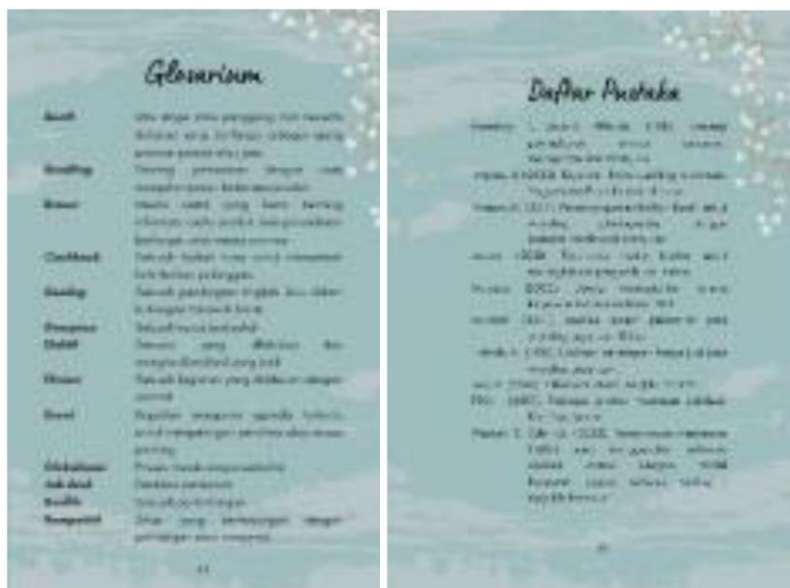


Figure 3. Final part design

3.3. Develop Stage

This stage includes numerous critical steps to ensure the digital pocketbook's quality and effectiveness before widespread distribution. The script is edited first for correctness, clarity, and consistency. This phase is essential to display cohesive, well-structured, and error-free information. Create a digital file from the edited script after script editing. The digital pocketbook must be compatible with multiple devices and platforms, use proper file formats, and include graphic features. File compression is considered at this step to reduce file size without sacrificing quality.

After creating the digital file, product validation, and small-scale feasibility experiments follow. Product validation checks that the digital wallet satisfies industry and user expectations. Field specialists test to validate. Two material expert validators and one media expert validator, experienced cosmetology and beauty lecturers, evaluate the pocketbook's content and presentation. Information accuracy, design quality, user engagement, and navigation ease are evaluated during the validation test. Experts advise improvements and tweaks to improve the product's effectiveness. To achieve the greatest standards, the digital pocketbook needs this feedback loop. Small-scale feasibility trials assess the product's reception among a limited audience. To test its usability and practicality in real life, the digital wallet is sent to a limited group of wedding organizers, cosmetologists, and other experts. These trials detect usability issues and provide input for improvement.

Material expert

In this study, two validators specializing in material content were engaged to evaluate the digital pocketbook. Validator 1 is Warda Indadiyahati, M. Pd., and Validator 2 is Ma'rifani Fitri Arisa, M. Pd.. Both are lecturers in the Applied Cosmetology and Beauty Study Program at Yogyakarta State University. Their expertise and experience in this field provide a solid foundation for assessing the quality and relevance of the content in the digital pocketbook. The primary purpose of this validation process is to ensure that the information presented in the digital pocketbook is accurate, relevant, and aligns with current industry practices. The validators are responsible for evaluating various aspects of the material, including the depth of information, the clarity of explanations, and the appropriateness of examples used. They also consider whether the content meets the intended audience's needs, which in this case are wedding organizers and beauty professionals. The assessment results, which can be found in Table 2, provide a quantitative overview of the validation

process. This table might include various scoring criteria, such as accuracy, clarity, relevance, and practical application, along with the scores assigned by each validator. By analyzing these results, the authors can make informed decisions about further revisions and ensure that the digital pocketbook meets the highest quality and usability standards.

Table 2. Material expert validation test results

No	Aspect	Observation score	Expected score	Percentage (%)	Qualification
1	Aspects of the feasibility of the initial part of the digital pocketbook	48	48	100	Very worthy
2	Aspects of content suitability	45	48	93.75	Very worthy
3	Aspects of linguistic appropriateness	38	40	95	Very worthy
Total		131	136	96.32	Very worthy

Expert validation assessment also exists in qualitative data (description) through suggestions and input. Suggestions and feedback obtained from material experts, namely, 1) Material Expert 1 suggestion, before the introduction chapter, add a chart or description of the flow of promotional strategies. From these suggestions, the author improved by adding a summary of the strategy in the form of 6 stages carried out by the wedding organizer. 2) Material expert suggestion 2, part of the service chapter in the booth opinion suggestion by adding in the promotion section the addition of a barcode containing the contact person of the wedding organizer, including a link to the place or office of the wedding organizer on Google Maps, so that solid customers provide an assessment through google maps, from these suggestions the author makes improvements by adding points to make barcodes for customers to review, the addition of material regarding paid promotions related to live streaming or paid promotions, from these suggestions the author makes improvements by adding tips on doing the right live streaming related to time and promotion. In adding material regarding the selection of layouts in the booth arrangement, the author makes improvements by adding the choice of strategic booth layouts.

Media Expert

Data validation is conducted with media experts in the next stage of the research process. This step is crucial as it involves evaluating the digital pocketbook's design, functionality, and user experience. A highly skilled media expert conducts the validation process to ensure that the digital pocketbook is informative, engaging, and user-friendly. The study will be conducted by Asi Tritanti, M. Pd., a lecturer in the Applied Cosmetology and Beauty Undergraduate Program responsible for validating the media. Asi Tritanti's extensive knowledge in cosmetology and multimedia design allows for a thorough evaluation of the digital pocketbook's technical aspects and effectiveness as a learning tool. The assessment results are presented in Table 3, offering a detailed analysis of the media expert's evaluation in numerical terms. This table likely contains a scoring system that evaluates different aspects of the pocketbook, like design quality, functionality, and user experience. This information provides valuable insights for researchers to assess the compatibility of the digital pocketbook with media standards and user expectations. The results from this validation inform the final adjustments before the pocketbook is distributed for wider utilization.

Table 3. Media expert validation test results

No	Aspect	Observation score	Expected score	Percentage (%)	Qualification
1	Digital pocketbook (cover) design aspects	18	24	75	Worthy
2	Design aspects of digital pocketbook contents	19	20	85	Very worthy
3	Aspects of user usefulness	17	20	95	Very worthy
Total		54	64	84.37	Very worthy

Qualitative data, frequently descriptive, is included in expert validation assessment to recommend improvements. These qualitative evaluations supplement quantitative data by revealing opportunities for improvement. Expert validation feedback yielded the following suggestions. According to experts, add a summary or conclusion at the end of each chapter. This addendum is a 'core pointer' summarizing the chapter's main points. A page for conclusions lets readers quickly examine key material without reviewing the chapter. Users may better understand and remember the key concepts in this manner, making the pocketbook more useful. Source citation and bibliography improvement: Experts recommended improving source citation and bibliography. Ensure all references are properly referenced in the text and the bibliography follows a standard format. Proper citation builds credibility and lets readers find more information on specific issues. Academic rigor and attention to detail are crucial to educational material development.

Small-scale test

The digital pocketbook's attractiveness and utility were evaluated by the restricted favorability validation test, which surveyed a subset of customers. Ten students from Yogyakarta State University's cosmetology and beauty programs participated in this evaluation. This evaluation aimed to determine how relevant and engaging the material was to the intended audience. You may get a feel for how well-received the pocketbook is by reading the comments of these ten panelists. With their feedback, we can see where the product shines and where it needs work, giving us ideas for how to improve it for more people.

To summarize the findings of the restricted favorability validation test, Table 4 provides a quantitative overview of the panelists' evaluations. Several factors, including content relevancy, readability, aesthetic appeal, and practicality, could be scored using this table. These findings will help the researchers understand how well-received the pocketbook was and where it might use some tweaking to reach more people.

Table 4. Small-scale test results

No	Aspect	Observation score	Expected score	Percentage (%)	Qualification
1	Aspects of linguistic appropriateness	187	200	93.5	Very worthy
2	Aspects of the contents of the digital pocketbook	180	200	90	Very worthy
3	Aspect of usefulness	192	200	96	Very worthy
Total		559	600	93.16	Very worthy

Disseminate Stage

The digital pocketbook is distributed in the dissemination stage for testing and feedback to evaluate its effectiveness and reach a broader audience. In this research, the dissemination stage is conducted in two key phases: small-scale testing and wide-scale testing. Each phase serves a distinct purpose, allowing researchers to refine the pocketbook based on user feedback and ensure its successful adoption.

Wide-scale test

The produced product is released to a larger audience in the dissemination stage so that real consumers may evaluate its acceptability and usefulness. Testing the product's functionality and how well it satisfies user needs is the main focus of this phase. This phase involves gathering input from people using the product in the real world; their thoughts and experiences will provide important details about how the product will work in practice. A group of knowledgeable and experienced individuals is selected to serve as panelists to facilitate the dissemination. The staff and the owner of a wedding planning company serve as panelists in this study. To provide feedback that is representative of the wedding planning industry as a whole, this varied group is hand-picked to reflect a variety of user experiences.

The panelists are given a set amount of time to use the product and then asked to rate it based on their impressions. Any problems or suggestions for enhancements, as well as remarks on the parts they found most helpful, might be part of this feedback. The panelists' combined insights are used to develop it further to ensure the product meets both user expectations and industry requirements. Table 5 displays the full roster of panelists taking part in this round. In this table, you can see information like the panelists' names, their positions in the wedding planning company, and their specialty areas. Researchers may ensure the final product is functional, user-friendly, and ready for wider distribution by studying the feedback from these panelists and making informed decisions regarding prospective enhancements.

Table 5. List of broad-scale test panelists

No	Name of wedding organizer	Number of panelists
1	Starpro wedding & event organizer	2 person
2	Djanji soetji wedding organizer	7 person
3	Escala planner	2 person
4	Ospro wedding organizer	3 person
5	Pujangga wedding organizer	3 person
6	Mantenanku wedding organizer	8 person
7	Sinta Hidata wedding organizer	5 person
Total		30 person

Based on the results of the broad-scale acceptance and usefulness test, which was conducted with the owner and team members of a wedding organizer, key insights were gathered regarding the digital pocketbook's effectiveness and utility. This phase evaluated the product's acceptability across a broader user base and its practical value in real-world applications. The feedback from this test provides a comprehensive understanding of how well the product meets the needs of its target audience. The results of this broad-scale acceptance and usefulness test are summarized in Table 6. This table might include various metrics and scores indicating the level of acceptance and usefulness among the panelists. It could also highlight specific feedback or comments pointing out strengths or improvement areas. Analyzing these results helps researchers make informed decisions about any final adjustments needed to enhance the product's effectiveness.

Table 6. Wide-scale test results

No	Aspect	Observation score	Expected score	Percentage (%)	Qualification
1	Aspects of linguistic appropriateness	538	600	89.66	Very worthy
2	Aspects of the contents of the digital pocketbook	517	600	86.16	Very worthy
3	Aspect of usefulness	538	600	89.66	Very worthy
Total		1593	1800	88.50	Very worthy

3.2. Discussion

3.2.1. Define Stage

The 'define' stage covers problem analysis, needs analysis, literature study, and reference product selection. The researchers can design a product that meets specific needs and solves difficulties by laying the groundwork in this phase. For firsthand data, researchers attended wedding expos. The researchers first saw the Pemalang wedding expo in 2022 with Sinta Hidata Wedding Organizer during Industrial Practice. Researchers examined wedding organizers' industry trends, customer interaction initiatives, and advertising tactics. This face-to-face experience revealed shared issues and innovation prospects.

From February 17–19, 2023, the Yogyakarta wedding expo at Jogja City Mall was surveyed. A larger sample of wedding organizers and teams was analyzed to determine their advertising strategy demands. The wedding organizing team and proprietors received Google Forms questionnaires from the researchers. The survey was at <https://forms.gle/MewyWVhG3UDYBQB8A>. This method increased reach and respondent diversity. Survey and questionnaire results yielded significant insights. An impressive 82.4% of wedding organizer proprietors need digital wallet advertising references or resources. In addition, 97.1% of wedding organizer teams and owners supported the researchers' idea of a digital wallet titled 'Promotional Strategies for Wedding Organizer Services Through Wedding Expo'. For the suggestion to create digital pocketbooks to promote wedding organizer services at wedding expo events, 97.1% agreed.

The second stage requires performing a thorough needs analysis. This stage is of utmost importance to identify and comprehend the specific requirements relevant to addressing current issues, ultimately influencing learning outcomes. A thorough analysis can provide a comprehensive understanding of the necessary steps to tackle the existing challenges. This analysis also assists researchers in determining the most crucial actions to meet these needs effectively. Based on [10], conducting a comprehensive needs analysis is crucial for effectively resolving problems and making well-informed decisions. In this context, the researchers sought to understand the requirements of wedding organizers when it comes to promotional strategies. The analysis required gathering insights from different stakeholders in the wedding planning industry to identify shared gaps, challenges, and preferences that could impact the effectiveness of promotional efforts. In this process, the researchers aimed to identify the key elements of promotional strategy that would benefit wedding organizers.

In the third stage, based on the literature study, there were three reference products from the three reference products. One reference product was chosen and used during the product development process, namely the 3rd reference product. The selection of reference products is done by comparing three products. Literature studies function to develop theoretical aspects and practical aspects. The aim is to find a theoretical basis, thinking framework, and research hypotheses [11]. In the fourth stage, reference products are used by researchers as a basis for comparison or a

reference in shaping a product development carried out [12]. Therefore, the researcher compares the products of 3 reference products. The researcher determines one reference product based on discussions with the supervisor and one guidance student, namely the 3rd product entitled "Smart processing of finance." This pocketbook has a capacity of 12 MB, so it does not take up much storage space. Pocketbooks have 141 pages, fonts that are easy to read and good quality, and an attractive appearance with white color shades. Still, this book has a lot of animation so the col, This pocketbook can be accessed for free through the link: <https://ojk.go.id/id/berita-dan-kegiatan/info-terkini/Pages/Buku-Saku-Cerdas-Mengelola-Kuangan.aspx> and can be downloaded so that it can be accessed online when it is downloaded.

Design Stage

The research discussion on the design stage of digital pocketbook development involves the initial phase of product literacy, specifically focusing on creating a digital pocketbook called "promotional strategy for wedding organizer services through wedding expo." The content in the digital pocketbook is organized based on the scientific research principles that are currently in demand. The material is presented in a way that caters to the reader's specific requirements and acknowledges the team responsible for its creation [13]. Hence, the researcher personally crafted the design and material of this digital pocketbook, taking into account the references and requirements of the wedding organizer. The images were merged with images obtained from designs and personal documentation collected by the researcher. The images were created and combined using the Canva application, known for its high quality. The process was carried out on a laptop running Windows 7. PDF format digital books created using the Canva premium application are designed with an A6-sized canvas (10.5cm x 14.8cm) and can be easily uploaded via anyflip.

The second stage, in the form of design design, is the stage of a digital pocketbook design. The pocketbook has a content structure consisting of an opening, content, and closing sections [14]. Meanwhile, the digital pocketbook designed by researchers entitled "Promotional Strategy for Wedding Organizer Services through Wedding Expo" has a structure consisting of an opening section, chapter content section, and closing section. Based on the opinion of [13], The researcher makes a digital pocketbook with a structure of the front cover, inside cover, opening section or initial section consisting of book identity, dedication page, preface, table of contents, table of tables, and list of images, the core section consisting of the introduction chapter, wedding expo registration chapter, booth arrangement chapter, team performance quality chapter, budget and pricelist chapter, promotion chapter on social media, service chapter in the booth, the closing section or the final section consists of a glossary and bibliography.

The size of the pocketbook is easy to pocket, the pocketbook has an unlimited number of pages but has a minimum page of 24 pages, and a small size, from this opinion, the researcher made a digital pocketbook entitled "Promotion Strategy for Wedding Organizer Services Through Wedding Expo" with a total of 82 pages and using A6 canvas [13]. The appearance of pocketbook has an attractive color, is not monotonous. In this study, researchers made a digital pocketbook with blue shades of color and additional animation to avoid being monotonous, according to [4].

Develop Stage

Researchers evaluate and validate material and media experts at the development stage and conduct small-scale tests. Small-scale trials are testing products developed by researchers on a limited scale. The purpose of the small-scale test is to review the results of validation from experts and determine the level of product feasibility of the community before the product is tested on a broad scale. The following are the results of the discussion of expert validation.

Material expert validation

Material expert validation, Digital pocketbook products developed by researchers are tested by material expert validation with Cosmetology and Beauty lecturers. The feasibility of the initial part of the digital pocketbook is based on its appearance, which contains the title page, acknowledgments, preface, table of contents, list of images, and list of tables. According to [15] the initial part of the pocketbook preparation consists of a cover containing the pocketbook's title. This preface includes the contents of the pocketbook and the author's expectations, a table of contents, and a list of figures and tables. The feasibility aspect of the initial part of the pocketbook received a score of 48 from the expected score of 48 and obtained a percentage of 100%.

The feasibility of content includes the appearance of aspects of content feasibility, which include the suitability of the material presented, completeness with a systematic sequence, clarity of the stages of promotional strategies in digital pocketbooks, users easily understand pocketbooks, pocketbooks contain relevant images, pocketbooks contain glossaries and bibliographies, according to [16] the contents in the pocketbook are more concise so that they are easier for readers to understand, besides that the pocketbook design is made more attractive with various colors and images. According to [15], the final part of the pocketbook preparation consists of a glossary and bibliography containing explanations of foreign terms and literature used in developing pocketbooks. In the content aspect, it obtained a score of 45 from the expected score of 48 and a percentage of 93.75%, which was included in the very feasible qualifications. The feasibility of language includes the suitability of language, sentences that do not cause double meaning, sentences that are easy to understand, and the use of efficient and effective pocketbooks.

Media expert validation

Media expert validation was carried out on May 15, 2023 by Mrs. Asi Tritanti, S. Pd., M. Pd, as a lecturer in Cosmetology and Beauty. Aspects of user usefulness include the suitability of the appearance presented in the digital pocketbook entitled *The Development of a Promotional Strategy for Wedding Organizer Services through a Wedding Expo*, including elements of the resulting derivative file in the form of PDF, which can be accessed on smartphone devices, laptops, tablets, iPads, and operating systems (OS) iOS, mac, Linux, android, and windows, digital pocketbooks are easily accessible to anyone, easily accessible anytime easily accessible anywhere, making it easier for wedding organizers to understand the promotional strategies carried out at the wedding expo. Digital books have many advantages because digital books can make it easier for users to access them. Digital book readers can access digital books anytime and anywhere, providing memory on the device [17]. Regarding user usefulness, the user obtained a score of 17 out of the expected total score of 20 and received the highest percentage of 95%, so it was included in the qualification as very feasible.

The percentage of assessment of the content design aspects of digital pocketbooks includes the suitability of the evaluation of several elements of the suitability of the selection of backgrounds, images, and fonts, with the material presented in digital pocketbooks, spaces between lines of arrangement in standard text, spaces between standard letters, the appearance of attractive digital pocketbooks, simple or easy to understand digital pocketbooks. The assessment aspect of pocketbook content design obtained a score of 54 from the expected score of 64, with a percentage of 85%, a feasible category. Aspects of the feasibility of cover design based on the suitability of the assessment of several elements such as the accuracy of color selection and background design, digital pocketbook cover illustrations that illustrate the content or material of the promotional strategy for wedding organizer services at the wedding expo, the typeface used is clear and can be understood by users, the use of letter variations is not excessive, the proportion of font size in the

title, subtitle, and author's name is appropriate, and the appearance of the layout elements on the cover harmoniously has rhythm and unity.

Color can increase the object's realism level so that the images presented on the pocketbook cover can attract readers' interest. In addition, the typeface that looks clear makes it easier for users to read it. Color is a sharp element that can touch vision and stimulate the emergence of positive nuances [18]. This aspect scored 18 from the expected score of 24, obtaining a percentage of 75% in the decent category.

Small-scale test

The small-scale test was conducted on May 16, 2023 to 2019 for cosmetology and beauty students with as many as ten panelists. This validation test includes three aspects, namely the linguistic aspects, aspects of pocketbook content, and aspects of usefulness. The aspects of usefulness include elements of digital pocketbooks making it easier for wedding organizers to understand the promotional strategies carried out at the wedding expo, easily accessible to anyone, digital pocketbooks can be accessed anywhere and anytime, digital pocketbooks increase the interest of wedding organizers to read or study promotional strategies through digital pocketbooks, digital pocketbooks can provide added value regarding promotional strategies when attending a wedding expo. Halim [16] explains that pocketbooks are very practical because they are small, so they are effective when carried everywhere and can be read anywhere and anytime. The usefulness aspect obtained a score of 192 from the total expected score of 200. This aspect obtained a percentage of 96.00% and was included in the very feasible category.

The linguistic aspects include elements of language suitability with excellent and correct Indonesian language rules, the sentences used do not cause double meaning, the sentences used to explain the promotion strategy are easy for wedding organizers to understand, the language used is easy for wedding organizers to understand, the use of language effectively and efficiently. According to [19], explaining the selection of language media is considered because of its relevance to conveying the message to the reader. The accuracy of the components assessed in the linguistic aspect is evaluated by using language following refined spelling. In the linguistic aspect, it gets an observation score of 187 from the total expected score of 200. It produces a percentage of 93.50%, so it is included in the qualification as it is very feasible.

Aspects of the feasibility of digital pocketbook content include elements of simplicity (material in digital pocketbooks is easy to understand), containing material about promotional strategies that make it easy for wedding expo, clarity of promotional strategy stages in digital pocketbooks, strategy stages in digital pocketbooks can be understood by users or wedding organizers, digital pocketbooks contain relevant images to support promotional strategy material. According to [15], the advantages of pocketbooks are that they are small, so they can be carried anywhere, have more concise material or content, and are easy to understand because the reading is relatively small. The feasibility aspect of the content obtained a score of 180 from the expected score of 200 and received a percentage of 90.00%, which was included in the very feasible qualification.

The total score of the user data is 559 (91.16%) of the expected score of 600 (100%). Based on the criteria in the feasibility table, the total score is included in the very feasible category. The results of the presentation of the results of the limited scale test and the material on product development in the form of a digital pocketbook can be qualified as very feasible to use so that the digital pocketbook can be continued to the community acceptance test stage (broad scale).

Disseminate Stage

The dissemination took place from 16 to 30 May 2023 at the dissemination stage. Questionnaires were distributed to the owner and wedding organizer team in Pemalang and Yogyakarta, with 30 panelists. Digital pocketbook products are distributed to panelists via the link: <https://anyflip.com/ycecb/iinc/> or via barcode as in Figure 1.



The questionnaire results that have been assessed then the researchers consider and recalculate the total number and percentage of product feasibility. The linguistic aspect produces the highest presentation of 89.66% from the linguistic feasibility aspect and the user-friendliness aspect, which consists of the suitability of the language presented in the digital pocketbook, including elements of language suitability with good and correct Indonesian language rules, the sentences used do not cause double meaning, the sentences used to explain promotional strategies are easily understood by wedding organizers, wedding organizers easily understand the language used, the use of language effectively and efficiently. According to Rahayu [20], communication is conveying a message to someone. To respond well, the language must be well-structured and easy to understand. One way for communication to be well established is by using standardized language varieties with fixed rules and rules. In the linguistic aspect, it obtained a score of 538 from the expected score of 600 and a percentage of 89.66% with very decent qualifications.

The aspects of usefulness presented include elements of digital pocketbooks making it easier for wedding organizers to understand the promotional strategies carried out at the wedding expo, easily accessible to anyone, digital pocketbooks can be accessed anywhere and anytime, digital pocketbooks increase the interest of wedding organizers to read or study promotional strategies through digital pocketbooks, digital pocketbooks can provide added value regarding promotional strategies when attending a wedding expo. The characteristics of a small pocketbook are that it can be carried everywhere and read at any time. The pocketbook has concise content so that readers can understand the essence of the information contained in the pocketbook [21]. The aspect of user usefulness obtained a score of 538 from the expected score of 600, obtaining a percentage of 89.66%, which is included in the very feasible qualification.

The aspect of content feasibility in this digital book regarding the material presented based on the suitability of the assessment of several simple elements (the material in the digital pocketbook is easy to understand), contains material about promotional strategies that make it easy for wedding expo, clarity of the stages of promotional strategies in digital pocketbooks, users or wedding organizers can understand the stages of strategies in digital pocketbooks, digital pocketbooks contain relevant images to support promotional strategy material. According to [22], the material in the pocketbook must also be adapted to the current development of science and adapted to each problem so that readers are interested in reading it. In content feasibility, it gets a score of 517 from the total expected score of 600 and gets a percentage of 86.16%, so this aspect is included in the qualification as very feasible.

4. Conclusions

The conclusion section contains a summary of the research findings, which correlate with the research objectives written in the introduction. Then state the main points of the discussion. A conclusion generally concludes with a statement about how the research work contributes to the field of study as a whole (shows how progress from the latest knowledge). A common mistake in

this section is to repeat the results of an experiment, abstract, or be presented with a very list. The concluding section must provide clear scientific truths. In addition, the conclusions can also provide suggestions for future experiments.

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.

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