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Table of Contents

Journal of Vocational Applied Research and Studies

Developing a Hair Styling Flipbook in the Television Industry for West Jakarta R Hairdressers

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ABSTRACT

The research aimed to 1) develop a hairdressing flipbook in the television industry for hairdressers in the West Jakarta area, and 2) develop a hairdressing flipbook that is appropriate for use by hairdressers in the television industry in the West Jakarta area. The method used was Research and Development (R&D) with the 4D development model: define, design, develop, and disseminate. The product dissemination employed qualitative and quantitative descriptive analysis. The research findings are elaborated as follows. (1) The design used in developing the flipbook shows talent hair styling in the television industry such as hair styling materials and equipment, hair styling for male and female talents, and hair care, the hair styling flipbook which can be accessed via the file link: https://online.flipbuilder.com/xnfly/axem/ (2) know the level of feasibility of developing this flipbook, the user test calculation validation assessment is 91%. The conclusion is that the "development of a Hairdressing Flipbook in the Television Industry for Hairdressers in West Jakarta " is highly feasible.

Tujuan penelitian flipbook penataan rambut: 1) menghasilkan pengembangan flipbook penata rambut di industri pertelevisian bagi hairdresser daerah Jakarta Barat; 2) menghasilkan pengembangan flipbook penata rambut yang layak digunakan oleh hairdresser di industri pertelevisian daerah Jakarta Barat; Metode yang digunakan Research and Development (R&D) dengan model pengembangan 4D, yaitu: tahap define (pendefinisian), design (perancangan), tahap develop (pengembangan), tahap disseminate (penyebaran). Penyebarluasan produk menggunakan analisis deskriptif kualitatif dan kuantitatif. Hasil penelitian flipbook penataan rambut: (1) rancangan design yang digunakan dalam pengembangan flipbook, menampilkan penataan rambut talent yang ada di industri petelevisian seperti: materi dan alat-alat penataan rambut, penataan rambut untuk talent laki-laki dan perempuan dan perawatan rambut, terciptanya hasil flipbook penataan rambut yang dapat diakses melalui file link: https://online.flipbuilder.com/xnfly/axem/ (2) mengetahui tingkat kelayakan terhadap pengembangan flipbook ini, perolehan penilaian validasi perhitungan uji pengguna yaitu 91%. Kesimpulan "Pengembangan Flipbook Penataan Rambut di Industri Pertelevisian untuk Hairdresser di daerah Jakarta Barat" sangat layak.

1. Introduction

In the industrial world, there are company activities, namely the creative industry which focuses on discovery and innovation. A series of economic activities related to the development or utilization of knowledge and information are classified as creative industries. According to Huda, there are many kinds of digital books, such as PDF (Portable Document Format), KF8 (Amazon Kindle Fire Format), and so on [1]. Of the many types of digital books, they are usually written in the form of electronic books.

Siti Shafira Uswatun Hasanah (Developing a Hair Styling Flipbook in the Television Industry for West Jakarta R Hairdressers)

1

Digital books nowadays are increasingly sophisticated with the development of media in the form of 3D-based electronic e-books or what can be called flipbooks. According to Adilia, a flipbook or folding book is a book that contains a series of images that change from page to page, and the pages can be turned quickly, the images look animated with simulated movements or other movements[2]. By using the flipbook application device, the media display will be more varied, not only text, images, and video, but also audio can also be inserted into this media so that the learning process will be more interesting [3].

Today's digital world, especially in the industrial world, relies heavily on all communication media using digital access, including digital use using smartphone communication tools. According to Anwar & Aprillia [4], hair styling combines two types, more or bun shapes in one styling model. The key to being a good hairdresser is not only training in styling techniques but also communication skills and loyal customer service; they must understand the desk the client expects and then provide it. According to Sari, hair styling is the action of tying, bunning, and adding various innovations and hair accessories, either individually or together, to make hair more attractive and beautiful [5]. The definition of a hairdo is the treatment carried out by a professional person providing beauty services who specializes in handling hair creation and care. The person who handles hairdos or hair styling is usually called a hairdresser, while the result of styling hair with various styling results and hairstyles is hairstyle. Basically, the hairstyle process is already widely known by hairdressers who are usually self-taught via social media, but its application is less applicable to the hairdo styling process.

When researchers conducted observations at several backstage make-up artists and hairdressers during the Industrial Practice process at PT Star Media Nusantara and RCTI+ (MNC GROUP), they often saw hairdressers looking for sources on how to make hairdos impromptu and it is less efficient because many hairdressers read descriptions of photoshoots, music videos, television talk shows on MNC Group and RCTI+. Besides, according to the researchers' observations, hairdressers read books in the form of textbooks, which are large and thick, often making hairdressers and beginners idle to read and study them.

This flipbook development innovation was created for hairdressers to do their work and can easily learn about hairdos after or before hairdressing work. Many hairdressing or hairdo books on the market are still rarely used or studied by hairdressers in creating or innovating hair styling, many hairdressers rely more on video tutorials, but video tutorials are difficult to find and difficult to adapt to the theme of the description of the project, making hairdressers and beginner hairdressers have difficulties and waste time learning hair styling. Therefore, the researchers are interested in conducting the research titled "Development of Hairdressing Flipbooks in the West Jakarta Television Industry".

Based on the background, the limitation of identifying the problem is regarding the development of an innovative product "Development of a hairdressing flipbook in the West Jakarta Television Industry" where hairdressers use textbooks as a reference for styling hair in digital form, where the book contains hair styling for talents in the television industry who have become Masters of Ceremonies for talk shows, Miss Indonesia selection events, KDI pop or dangdut singer stage shows, choirs, and they make hair styling for music videos for several Indonesian artists.

The research on making this flipbook is R&D (Research and Development), referring to Abadi, steps: define, design, develop, and disseminate [6]. At the data collection stage, it was used to develop a hair styling flipbook as a learning medium. R&D (Research and Development) is often known as product development, to create new goods through the development process. After validating the learning media by material expert validators and media experts, the researcher will submit a questionnaire to answer questions about hair styling at the end of the research. 1. Research Location. The development research of this flipbook started with a search for data and content

Siti Shafira Uswatun Hasanah (Developing a Hair Styling Flipbook in the Television Industry for West Jakarta R Hairdressers)

2

sources for flipbook materials which was carried out in Wates, Kulonprogo, DIY. 2. Research Time. This research was conducted from February 2023 to July 2023 by starting to look for ideas, problem analysis, reference product analysis, and design creation, and continued with product creation, product validation, product acceptability testing, data processing, and report completion. The materials and tools in the research were divided into two groups, namely materials and tools for the product manufacturing process and materials and tools for the flipbook product manufacturing process. A more detailed explanation is as follows: 1. The application product creation tools used to create flipbooks include Canva, Ms. Word 2019, Photoshop, and Flip PDF Professional. 2. Hair Styling Materials and Tools. The tools used are included in the equipment category, for flipbook trials.

The following are details of the tools used to make the flipbook product. The qualitative and quantitative analysis in developing this hair styling flipbook requires data collection, namely grouping it into qualitative and quantitative data: a. In qualitative research, the main tools and instruments for data collection are observation sheets and questionnaires. The data collection was carried out through observation, distribution of questionnaires, and interviews. The data were collected to create a product through several stages and processes. b. In quantitative research, the tools and instruments used were closed questionnaires and expert validation sheets. Procedure and Methods.

The following is a description and explanation related to the procedure and methods used in developing the hair styling flipbook: a. Analyze and describe the product that will be developed in the form of a hair styling flipbook with advantage values, namely creating a special hair styling book as a reference for hairdressers in learning hair styling easily and usefully for the readers. b. Carry out flipbook analysis or literacy that will be developed from various references. c. Create a design/draft on a hairdressing flipbook that will be developed as material specifically for hairdressers for hairdressing in the television industry in the West Jakarta area. d. Produce photos/images/videos for material in the flipbook such as hair styling steps and hair styling which are often used in the television industry based on the researcher's observations. e. Select, determine, and design presentation techniques according to the product being developed. f. Expert validation and test of acceptability and usefulness of flipbook involving research supervisor, lecturers who teach hair styling courses, and Cosmetology students.

1.1. Dissemination Stage

The product dissemination was carried out to determine the acceptability of the hairdo flipbook product according to the wider community. In the design of the flipbook acceptability test, the distribution stage is the final stage in the research, where the product is subjected to a favorability test to determine whether the research product is accepted or not accepted by the community.

1.1.1 Favourability Test

The favorability test or hedonic test of the product "Developing a Hairdresser flipbook in the West Jakarta Television Industry" was carried out through product try-out and distribution of questionnaires or product assessment instruments directly to 35 panelists who were not trained as hairdressers with the results of product development prototypes. The results of the questionnaire were analyzed and interpreted the feasibility score in the calculation of the Likert scale method:

Table 1. Product Testing Data Source

NO	Category	Score
1	Strongly Agree	4
2	Agree	3
3	Fairly Agree	2
4	Strongly Disagree	1

(Source: Sugiyono, 2009)

Siti Shafira Uswatun Hasanah (Developing a Hair Styling Flipbook in the Television Industry for West Jakarta R Hairdressers)

3

Product Feasibility Calculation
Description:
KP   = Product Feasibility
X   = Obtained Score
x1   = The total number of ideal scores in one item

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

Next, the percentage results are used to provide answers to the feasibility of the aspects studied for feasibility. According to Arikunto, there are four categories of feasibility[8]:

Table 2. Product Testing Data Source

No	Percentage of Average Score	Feasibility Category
1	81% - 100%	Highly Feasible
2	61%-80%	Feasible
3	41%-60%	Fairly Feasible
4	21% - 40%	Not Feasible

(Source: Arikunto, 2009)

2. Results and Discussion

2.1. Results

2.1.1 Define

- Problem analysis is carried out through the author's observation survey. The following are the results of a survey from respondents regarding a questionnaire that was distributed to find out the problems and needs of hairdressers while carrying out hair styling in the television industry in West Jakarta as follows:
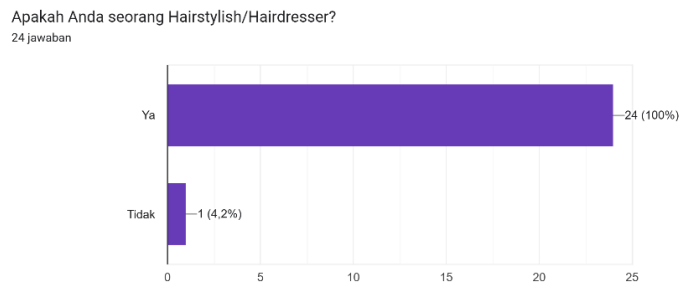
Fig 1. Result of Questionnaire

The interviews were conducted by researchers to look for problems that occur in the television industry experienced by hairdressers in the television industry by looking for existing problems through questionnaires distributed by researchers who do a lot of hair styling work in the television industry in the West Jakarta area.

Fig 2. Result of Questionnaire

Siti Shafira Uswatun Hasanah (Developing a Hair Styling Flipbook in the Television Industry for West Jakarta R Hairdressers)

4

Hairdressers who often do hair styling work in the television industry receive a "deck" or hair styling criteria from the company before doing hair styling for talents, showing 79.2% of the results of the interview data questionnaire distribution.
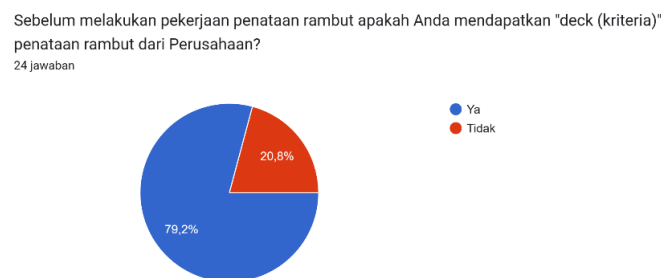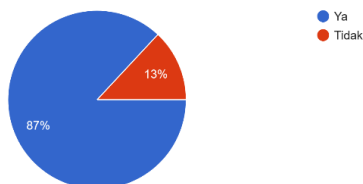

Fig 3. Result of Questionnaire

Of the 24 hairdressers, 87% had a "deck" in preparation for a hairdo, requiring lots of references for styling hair.
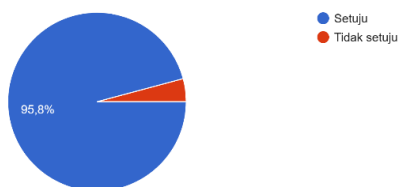
Fig 4. Result of Questionnaire

The hair styling manual was created to be hair styling references, which hairdressers need to shorten the limited time when looking for hair styling references, and the hairdressers agreed that the researchers created a 3D digital hair styling flipbook, providing many conveniences, and making it easier to use to find sources of information. Of the 24 people, 95.8% agreed with the researchers to create a hair styling reference.
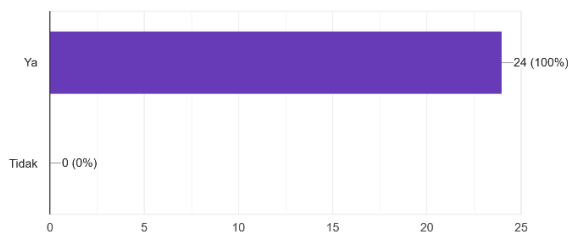
Fig 5. Result of Questionnaire

A Hair Styling Book was developed to help make it easier for hairdressers to learn and look for hair styling references. Of the 24 hairdressers who answered the questionnaire, they support the development of a hair styling book in the form of a flipbook for easy access and this book is approved and supported by hairdressers to make their work easier.

Siti Shafira Uswatun Hasanah (Developing a Hair Styling Flipbook in the Television Industry for West Jakarta R Hairdressers)

5

- The needs analysis of hairdressers in developing hairdressing flipbooks is based on the ease of finding hairdressing resources from textbooks to flipbooks with lots of easy access.
- A literature study was conducted to determine the type, characteristics, and availability of products selected from 3 existing reference products to become 3 designs that would later be selected as 1 reference flipbook cover design.
- The material analysis was obtained to fill out hair styling flipbook research, look for reading literature sources from various hairdo material flipbooks that had been published previously, and information outside of interviews with hairdressers who always used hair styling references using textbooks.

2.1.2 Design

The results of the hair styling cover and layout were used as a reference for the selected hair styling and layout flipbook, the selected layout and cover arrangement has the following reasons:

Storyboard : The presentation presented in each chapter is completed with material, as well as the systematics of bookmaking in general, which are available in this storyboard design.

Cover : The cover attracts the reader's attention to know that the book is a hair-styling material and is attractive in terms of the colour of the cover presented.

Layout : The chosen layout has a reason and aims to make it easier for readers to read with a justified, left, and right layout.

Form : digital flipbook, A5 (21cm x 14.8 cm)

2.1.3 Develop

The development of the hair styling flipbook resulted in a product that was validated by 2 media experts and 1 material expert named Mrs. Asi Tritanti, M. Pd, and the second media expert validation was carried out by validator Mrs. Warda Indadihayati, M. Pd. The following are the results of validation from media expert validators:

Table 3. Media Validator Percentage Results

No	Aspect	Obtained Score	Max. Score	Percentage	Category
1	Display	40	48	83%	Highly Feasible
2	Technical Quality	28	32	88%	Highly Feasible
3	Visual Media Element	14	16	88%	Highly Feasible
	Total	**82**	**96**	**85%**	**Highly Feasible**

The following are the results of the validation of distributing questionnaires to Mrs. Mausa Agrevinna, M.Pd. validation to the supervising lecturer for validation of material experts obtained results from aspects of suitability and accuracy of the material that received a score of 37 with a percentage of 93% with a highly feasible category. The material accuracy aspect obtained a score of 11 with a percentage of 92% in a highly feasible category, and finally, the linguistic aspect obtained a score of 15 with a percentage of 94% in a highly feasible category. Research on the development of flipbooks for hairdressers in the television industry from validation by media experts obtained a highly feasible category measured using a percentage approach according to Arikunto's (2009) category of 81% - 100%.

Siti Shafira Uswatun Hasanah (Developing a Hair Styling Flipbook in the Television Industry for West Jakarta R Hairdressers)

6

Table 4. Material Validator Percentage Results

No	Aspect	Score	Max. Score	Percentage	Category
1	Material Suitability and Appropriateness	37	40	93%	Highly feasible
2	Material Accuracy	11	12	92%	Highly feasible
3	Language	15	16	94%	Highly feasible
	Total	**63**	**68**	**93%**	**Highly feasible**

The following are the results of the validation of distributing questionnaires to Mrs. Mausa Agrevinna, M.Pd. validation to the supervising lecturer for validation of material experts obtained results from aspects of suitability and accuracy of the material that received a score of 37 with a percentage of 93% in a highly feasible category. The material accuracy aspect obtained a score of 11 with a percentage of 92% in a highly feasible category, and finally, the linguistic aspect obtained a score of 15 with a percentage of 94% in a highly feasible category.

The flipbook for hairdressers in the television industry from validation by media experts obtained a highly feasible category measured using a percentage approach according to Arikunto, category 81% - 100%[8].

Table 5. User Panelist Validation Percentage Results

No	Aspect	Score	Max. Score	Percentage	Category
1	Display	637	700	91%	Highly Feasible
2	Visual Media	510	560	91%	Highly Feasible
3	Linguistic element	381	420	91%	Highly Feasible
4	Material Suitability	252	280	90%	Highly Feasible
	Total	**1780**	**1960**	**91%**	**Highly Feasible**

The following are the results of the validation of distributing questionnaires to 35 trained hairdresser panelists who have many jobs in the television industry. In the display aspect, the score was 637 with a percentage of 91% and was categorized as a highly feasible category. The visual media element aspect received a score of 510 with a percentage of 91% and was categorized as a highly feasible category. In the linguistic aspect, they got a score of 381 with a percentage of 91% and were categorized as highly feasible, finally, in the material suitability aspect, they obtained a score of 252 with a percentage of 90% and were categorized as a highly feasible category.

From the percentage calculations in the table above, the total score obtained is 1780 with a feasibility percentage of 91% and obtaining a very feasible qualification, obtaining a category measured in percentages in the 81% - 100% category which is claimed to be highly feasible[8].

2.2. Discussion

2.2.1 Define

The analysis of defining through the stages of several reference books. As many as three reference products to be used as selected flipbook literacy and taking the differences from the 3 reference flipbooks because the product that the author will develop is the one which provides information and learning media for beginner hairdressers or hairdressers in the television industry in the West Jakarta with final design and final flipbook results developed as the final results of validation tests.

2.2.2 Design

Selection of hair styling flipbook media. This selection process is adjusted to prepare applications for making flipbooks, such as Flip PDF Professional flipbook maker, video scribe, FLV

Siti Shafira Uswatun Hasanah (Developing a Hair Styling Flipbook in the Television Industry for West Jakarta R Hairdressers)

7

converter, flash video encoder, and Microsoft Word 2019. This flipbook uses a one-column writing system to make readers easier and understand the content of the material maximally in the reading book. Below are the front and back covers as well as the one-column layout of the hair styling flipbook. According to Tondreau, one column is usually used for long texts, essays, textbooks, or reports[9]. The most appropriate thing is that the structure in the visual narrative is dynamic so that the reader continues to read page after page. Then, it was implemented in the Flip PDF Professional Flipbook maker software.

2.2.3 Develop

After going through the prototype development, the hair styling flipbook underwent validation tests with two 2 media experts and 1 material expert.

- Media Expert Validation

The media expert validation test on technical quality aspects and visual media element composition aspects produced the highest percentage score of 28, a percentage of 88%. This is in line with the technical quality aspect of research by Kartini & Putra (2020) "Student Responses to the Development of Android-Based Interactive Learning Media" which has a technical quality aspect of 88%[10].

The aspect of visual media elements which has a score of 14 percent is 88%. This is in line with aspects of visual media elements in research by Sintya Devi & Wira Bayu (2020) "Critical Thinking and Science Learning Outcomes Through Problem-Based Learning Assisted by Visual Media" which has 88% similarities in aspects of visual media elements[11].

The display aspect has a percentage of 83% and has a score of 40. This is in line with the display aspect in the research by Anjarsari et al., (2020) "Development of Powtoon Audiovisual Media in Mathematics Learning for Elementary School Students" which has a display aspect similarity of 83% and produces the same qualification, namely "very feasible"[12]. The following are the results of the revised validation from media expert validators:

- Media Expert Validation Revision

The material validation assessment with revisions is in the form of suggestions and input. The suggestions and input obtained from the media experts with revision of validator I by Mrs. Asi Tritanti, M.Pd. are elaborated as follows:

There is an overall flipbook display that still looks "dense", it is better to summarize or remove ornaments that are not important and do not support the content of the book, the list of images is updated according to the content, with good and correct writing, and the writing font is changed to be more proportional.

The suggestions and input obtained from the media experts with the revision of validator II by Mrs. Warda Indadihayati, M.Pd. are mentioned below:

"Figures on tables should be enhanced in aesthetics, words with foreign languages should be italics, foreign languages should be minimized and translated into standard Indonesian, book font sizes are adjusted, tables are updated or kept unified, and the video links should be connected to YouTube when clicked."

- Material Expert Validation

The material expert validation test on the linguistic aspect produced the highest percentage score of 15, a percentage of 94%. This is in line with the aspects of suitability and accuracy of the material in the research by Wibowo & Pratiwi, "Development of Teaching Materials Using the *Kvisoft Flipbook Maker Application Material Collection*" which has the same aspect of material suitability and accuracy as 94%[13]. Aspects of suitability and accuracy of the material, namely getting a score of 37 and a percentage result of 93%. This is in line with the aspects of suitability

Siti Shafira Uswatun Hasanah (Developing a Hair Styling Flipbook in the Television Industry for West Jakarta R Hairdressers)

8

and accuracy of the material in research by Hapsari et al., (2018) "Development of Augmented Reality Video as a Supplement to the Sign Language Module" which has the same aspect of suitability and accuracy of the material as 93% [14].

The accuracy aspect of the material has a score of 11 percentages of 92%. This is in line with the aspect of material accuracy in the research Octaviani & Rahmawati (2019) "The Accuracy of Anecdotal Text Material in High School Indonesian Language Textbooks" which has a material accuracy of 93%. After being presented as a percentage, flipbooks are measured using a range of product quality criteria using percentages[8]. Based on the assessment of media experts, flipbook learning media has a highly good category with a percentage of 92% "very feasible" and requires revision. Based on the assessment of material experts, the flipbook learning media has a highly good category with a percentage of 85% and based on the material expert's assessment, the flipbook media has a percentage of 93%.

This flipbook can be used for revisions according to suggestions from the validator. So based on the research above, the material expert research is said to be highly feasible according to the criteria of Likert scale calculation results[8]. The following are the results of the revised validation from the material expert validator:

1) Revision of Material Expert Validation

Material expert validation assessment with revisions in the form of suggestions and input by Mrs. Mausa Agrevinna, M.Pd. is elaborated as follows:

a. Suggestions and input obtained from the material expert with revisions were "for the layout of the figures/hair material, it is better to present the final results first rather than presenting the steps.

- Limited Scale Test Validation

Before the digital-based hair styling flipbook in the television industry was distributed widely, this product was tested for its effectiveness on hairdressers either through a limited-scale test or a small-scale test on a teammate of the 2019 UNY Cosmetology and Beauty writing team. At this stage, the testing was carried out on June 16 2023 to 10 panelists.

Based on the test data, the results of distributing questionnaires to 10 panelists gave an average score of 435 with a percentage result of 91% and obtained a highly feasible category based on measuring feasibility[8]. The results of research on the development of flipbooks are also in line with the research by Muzakkir et al., (2022) "Effectiveness of Smartphone-Based Interactive Multimedia for Limited Face-to-Face Mathematics Learning", testing a limited scale with limited panelists with a qualifying result of 91% which is highly feasible[16].

2.2.4 Disseminate

In the dissemination phase taken place from July 16, 2023, until completion, questionnaires were distributed to hairdressers in the television industrial area of West Jakarta, with 30 panelists. The percentage results are used to provide answers to the feasibility of the aspects studied. The feasibility of hair styling flipbook users is from the percentage of display aspect. The score obtained from hair styling flipbook users is 637 and the percentage of 91% is categorized as highly feasible. The users prefer the design. The hair styling flipbook learning media has an attractive design, and the sound effects that are heard are exactly in line with the movement of the figure. This is in line with the display aspect in research by Suryani et al., (2018) "Multimedia Development in English Vocabulary Learning in Elementary Schools" which has a similarity in display aspects of 91% and produces the same category, namely "highly feasible".

In the aspect of visual media elements, the score obtained was 510 with a percentage result of 91%. The content of the hair styling flipbook learning video uses a clear narrative. Place the figure

Siti Shafira Uswatun Hasanah (Developing a Hair Styling Flipbook in the Television Industry for West Jakarta R Hairdressers)

9

or content correctly so that readers can find it quickly. The flipbook learning media is easy to operate smoothly. This is in line with the appearance aspect of research by Vandayo & Hilmi (2020) "Implementation of the Use of Visual Media for Speaking Skills in Arabic Language Learning" which has 91% similarities in aspects of visual media elements and produces the same category, namely "highly feasible"[17].

In the linguistic aspect, the score obtained was 381 with a percentage of 91% and received a highly feasible category. It is highly feasible for the category of instructions for using hair styling flipbook learning media that are clear and easy to understand. Hair styling flipbook learning media is presented simply and interestingly. The learning media in the hairdressing flipbook has illustrative quality (text, narration, images, videos, and animations). Sound effects in flipbook media can attract attention and do not interrupt the user's concentration. This is in line with the display aspect of research by Septiana et al., (2020) "Linguistic Aspects of Digital Media in Early Childhood Learning during the COVID-19 Pandemic" which has 91% similarity in linguistic aspects and produces the same category, namely "highly feasible"[18].

The aspect of suitability of the score material obtained from the calculation, namely 252 overall displays (typology, color, illustrations, icons, layout) is interesting and the final percentage of the 30 panelists is 90% and the data are qualified as highly feasible. After being calculated, the flipbook is measured using a range of product quality criteria using percentages[8]. This is in line with the display aspect of research by Asri & Dwiningsih (2022) "Validity of Interactive E-Modules as Learning Media for Training Visual-Spatial Intelligence on Covalent Bond Material" which has similarities in the material suitability aspect of 90% and produces the same category, namely "highly feasible"[19].

Based on this, according to user tests on the product, the product "Hair Styling Flipbook in the Television Industry" is highly suitable to be used as a hair styling learning book product in the television industry in digital form, namely "flipbook" with the test results of trained and untrained panelists in West Jakarta area as well as limited favorite panelists from members of the Cosmetology and Beauty department, has an overall percentage of users of 91% who fall into the highly appropriate category according to the modified percentage of Arikunto[8].

This study is in line with research by Rahmah & Susilowibowo (2021) and Wibowo & Pratiwi (2018), this flipbook electronic teaching material can improve learning outcomes in terms of digital media, which is consistent, and the use of electronic teaching materials can improve learning outcomes and visual, oral, listening, writing and emotional activities. Besides, this research confirms research findings of K. W. B. Putra et al., (2017) that school students prefer studying with E-Modules to studying using conventional books[20].

Siti Shafira Uswatun Hasanah (Developing a Hair Styling Flipbook in the Television Industry for West Jakarta R Hairdressers)

10

3. Conclusions

Based on the results of the problem formula, the conclusion of this research is the development process carried out by the authors to produce hair styling flipbook media. The following are the concepts and percentage feasibility results from the experts.

To create a research design for hair styling flipbook media development employed the R&D method with the 4D model, namely (define, design, develop, disseminate), namely: Define, problem analysis process, needs analysis, material analysis and literature study related to hair styling flipbooks carried out by hairdressers. Design, designing the presentation of the display, content, and development materials for the hair styling flipbook. Develop, in the form of a media and material expert validation process, and a small-scale test of the development of a hair styling flipbook. Disseminate, in the form of spreading the product regarding the acceptability and usefulness of the product by the panelists.

Hair styling flipbook helps make it easier for hairdressers to do hairdos, hair styling flipbooks can be accessed via a "link" file which can be downloaded and accessed on computers and cellphones. To determine the acceptability of flipbook development, a validation or feasibility test was carried out on the effectiveness of the hair styling flipbook developed using the method (Research and Development) through validation accuracy seen from the validation results of the feasibility assessment instrument for material experts, media experts, small scale tests and feasibility tests on user "hairdresser". Based on the results of the percentage of questionnaires distributed to media experts, the percentage was 85%, material expert validation was 93%, the limited scale test was 91%, and the user test calculation was 91%. The percentage results obtained are claimed to have the categories to be highly suitable for use and dissemination to the general public.

Suggestions

After researching a hair styling flipbook development in the television industry in the West Jakarta area, the researchers suggested that for further research to develop this hair styling book to contain more hair styling steps and innovate it even better in line with developments in hair styling at that time and current trends.

The flipbook developed still has few supporting figures/photos in the material, so it is hoped that the next writer or developer can come up with more supporting images/photos. If you have optimized the development of the book, it is better to start publishing or selling the flipbook, such as on the Google Playbooks digital book platform.

The limitations experienced by the author are the lack of time to study the many hairstyles that exist in the television industry and to cover a lot of hair styling material in the "development of a hair styling flipbook in the television industry for hairdressers in the West Jakarta area." The next research is expected to be able to add steps in hair styling tutorials in the next flipbook development.

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11

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12

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Siti Shafira Uswatun Hasanah (Developing a Hair Styling Flipbook in the Television Industry for West Jakarta R Hairdressers)

13

Journal of Vocational Applied Research and Studies

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

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ARTICLE INFO	ABSTRACT
	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.
	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).

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.
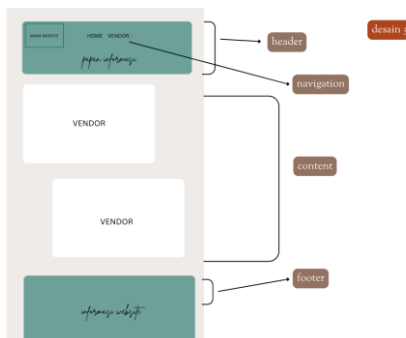
Figure 1. Story Board Homepage Website
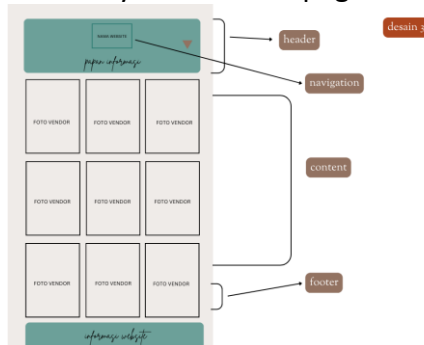
Figure 2. Story Board Sidebar Website
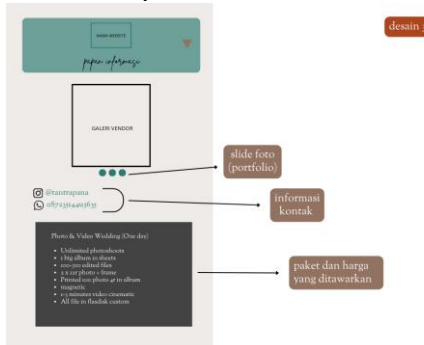
Figure 3. Story Board of the Option Part

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 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:

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

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.

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Journal of Vocational Applied Research and Studies

JOURNAL of VOCATIONAL APPLIED RESEARCH and SCIENCES

The Influence of Self-Concept and Work Competence on Work Readiness of Office Administration Students

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ARTICLE INFO

ABSTRACT

This research aimed to determine and investigate the magnitude of the influence of self-concept and work competency on the work readiness of vocational students class of 2019, UNY Office Administration study program. This research employed the quantitative approach with a correlational type of research. The population in this study included vocational students from the class of 2019 of Office Administration study program at UNY, and the sample was taken from 80 students. The data were collected by means of a questionnaire. Then, data analysis techniques are carried out by describing research data, testing prerequisites for analysis, and analysing data in order to answer research questions. The results of the study found that (1) there is a positive and significant influence of self-concept on work readiness (14.3%) (2) there is a positive and significant influence of work competency on work readiness, (10.3%), and (3) there is a positive and significant influence of self-concept and work competency simultaneously on work readiness (24.6%), which means that self-concept and work competence are predictors of work readiness.

Penelitian ini bertujuan untuk mengetahui dan menganalisis besarnya pengaruh konsep diri dan kompetensi kerja terhadap kesiapan kerja mahasiswa vokasi angkatan 2019 program studi Administrasi Perkantoran UNY. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian korelasional. Populasi dalam penelitian ini adalah mahasuswa vokasi angkatan 2019 program studi Administrasi Perkantoran UNY dan mengambil sampel 80 mahasiswa. Teknik pengumpulan data dilakukan dengan menggunakan kuesioner. Teknik analisis data dilakukan dengan deskripsi data penelitian, uji prasyarat analisis dan analisis data dalam rangka menjawab pertanyaan penelitian. Hasil penelitian menemukan bahwa (1) terdapat pengaruh positif dan signifikan, konsep diri terhadap kesiapan kerja dengan ditunjukkan sebesar 14,3%, (2) terdapat pengaruh positif dan signifikan, kompetensi kerja terhadap kesiapan kerja dengan ditunjukkan sebesar 10,3%, (3) terdapat pengaruh positif dan signifikan, konsep diri dan kompetensi kerja secara simultan terhadap kesiapan kerja dengan ditunjukkan sebesar 24,6% yang berarti konsep diri dan kompetensi kerja merupakan prediktor dari kesiapan kerja.

1. Introduction

In the increasingly competitive industrial era, organizations and companies need employees who have strong personalities and high work competence. Competition in the world of work is increasingly fierce and complex, requiring workers to adapt quickly and face future challenges. As prospective workers, vocational students have an important role in meeting the needs of organizations and companies. Vocational students offer a unique combination of practical knowledge and technical skills that can be applied directly in the work environment.

Secondary and tertiary levels of vocational education are intended to generate work-ready graduates. However, the vocational education system in Indonesia is contradictory. Based on data from Statistics Indonesia (BPS) on open unemployment rate, according to the highest level of education completed, the number of unemployed diploma graduates reached 216,024 people in August 2021. Then, in August 2022, the number of unemployed increased to 235,359 people. This fact proves that there is an increase in the number of unemployed diploma graduates in Indonesia. The unemployment rate for diploma graduates shows the lack of readiness of students to compete for work.

Student readiness to get into the world of work is important and is influenced by several factors. These factors are categorized into two, namely internal and external factors. Internal factors include students' motivation, knowledge, skills and mental readiness which reflect their learning achievements, while external factors include support from the environment, such as family, friends and institutions [1]. According to Nugroho [2], there are several aspects of the main problem of work readiness, namely mental readiness, skills, work experience and knowledge. Students who have good work readiness can adapt more easily to the work environment and are able to meet the requirements expected by the company, thereby increasing their chances of achieving success in their chosen career. Therefore, it is important for students to pay attention to and understand these factors in order to prepare themselves before getting into the world of work.

In order to prepare students to face a competitive job market, it is important for universities to train students to have work competencies that suit the needs currect job demands. Universitas Negeri Yogyakarta implements the Fredom to Learn Independent Campus Policy (MBKM) as a solution that is expected to meet these demands. As part of this effort, UNY started to offer a D-IV (Diploma Four) study programs in 2019, and one of the study programs offered is Office Administration. By offering a study program relevant to the needs of the current job market, UNY hopes to produce graduates who are ready to face the challenges of the world of work. However, during the implementation of MBKM programs, several obstacles are faced, especially due to the Covid-19 pandemic. The teaching and learning process at universities is not optimal due to physical restrictions and changes in teaching methods.

Office Administration study program is different from other vocational study programs at UNY. One aspect that stands out in the D-IV Office Administration study program curriculum is the emphasis on internship experience which is more frequent compared to other vocational programs. In the Office Administration study program curriculum, there are internships which are held 4 times, namely Office Administration Internship and Public Relations Internship, Guided Industrial Internship (PIT), and Independent Industrial Internship (PIM).

Table 1. Results of Survey with the Class of 2019 Office Administration Students

NO	Student Response	Number of Responses	Total Students	Percentage	Overall Percentage
1	They are not ready to face the world of work.	30	40	75%	100%
	They are ready to face the world of work.	10		25%	
2	They think that they lack of work competency.	28	40	70%	100%
	They believe that they have good work competencies.	12		30%	
3	They think that they lack of working knowledge.	26	40	65%	100%
	They believe that they have sufficient knowledge the world of work.	14		35%	

4	Students who stated that they faced difficulties in building a strong self-concept and high work competence to get into the world of work.	23	40	58%	100%
	They did not face difficulties in building a strong self-concept and high work competency to get into the world of work.	17		42%	

Based on table 1 above, the results of the survey conducted in February 2023 show that 30 (75%) out of the 40 students from the Office Administration study program at the UNY vocational faculty Class of 2019 stated that they were not ready to face the world of work. There are several reasons why respondents feel unprepared to face the world of work, including; insufficient knowledge to get into the world of work, lack of self-confidence, difficulty in adapting, difficulty adapting to several jobs using office application systems, lack of skills and lack of communication skills. Furthermore, 28 (70%) students stated that they did not have sufficient work competencies to get into the world of work, and 26 (65%) students stated that during college they did not gain sufficient knowledge to get into the world of work. These data show that even though students from the D-IV Office Administration study program carried out more internships compared to students from other vocational programs, their self-concept and work competencies are still not optimal in terms of readiness to face the world of work.

The results of interviews with students of the class of 2019 show that 23 (58%) of them faced difficulties in building a strong self-concept and high work competency to get into the world of work. Interviews were conducted with students who had taken part in industrial practical activities. They revealed that they had difficulty adapting and completing assignments due to lack of work knowledge, work skills, ability to adapt to the work environment and lack of communication skills. The main cause of this condition was the Covid-19 pandemic which forced students to study online. Online learning tends to focus more on theory than practice due to distance limitations. This is a challenge for vocational students who need direct practical experience to prepare themselves as graduates who are ready to work.

Based on the background of this problem, the reseachers are interested in conducting research with the title "The Influence of Self-Concept and Work Competence on Work Readiness of Office Administration Students".

2. Method

This research belongs to the correlational research because it involves measuring two or more variables to determine whether there is a correlation between these variables, and data is collected to identify the extent to which these variables are related. The approach employed in this research is the quantitative approach which was conducted by collecting and analyzing data in the form of numbers and using statistics in the analysis process [3]. This research was conducted at Yogyakarta State University on students from the 2019 class of the Vocational Faculty, Office Administration Study Program. This research was carried out in August 2023. Non-probability sampling using a saturated sampling technique was implemeted in this study. Saturated sampling is a sample determination technique when all members of the population are used as samples (Sugiyono, 2015: 85).

The instrument trial was carried out on students from the 2019 class of the Accounting Study Program, Vocational Faculty. The trial was carried out through validity and reliability tests. The validity test results show that 34 questions consisting the variables of self-concept, work

competency and work readiness were declared valid. Then, based on the reliability test, the values of self-concept variable 0.980, the value of work competency variable is 0.977, and the value of work readiness variable is 0.97. Therefore, the three variables are said to be reliable with a high level of appraisal.

The data analysis techniques for this research include data descriptions which was aimed at describing the framework of the research. Then, the prerequisite tests for research analysis were carried out with the aim of finding out whether the data collected met the requirements for analysis, and hypothesis testing aimed to test the research hypothesis. The conceptual framework of this research is presented in the following figure.
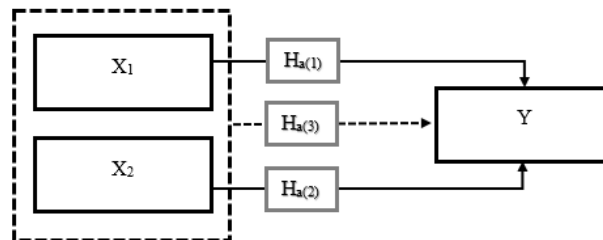

Fig 1. Conceptual Framework

Based on the background of the study and conceptual framework presented, the hypotheses of this study are formulated as follows.

1. H0: Self-Concept (X1) has no and not significant effects on Work Readiness (Y) of students in Office Administration study program at UNY.
    Ha: Self-Concept (X1) has positive and significant effects on Work Readiness (Y) of students in Office Administration study program at UNY.
2. H0: Work competency (X2) has no and not significant effects on Work Readiness (Y) of students in Office Administration study program at UNY.
    Ha: Work competency (X2) has positive and significant effects on Work Readiness (Y) of students in Office Administration study program at UNY.
3. H0: Self-Concept (X1) and Work Competence (X2) simultaneously have no and not significant effects on Work Readiness (Y) of students in Office Administration study program at UNY.
    Ha: Self-Concept (X1) and Work Competence (X2) simultaneously have positive and significant effects on Work Readiness (Y) of students in Office Administration study program at UNY.

3. Results and Discussion

3.1. Results

In this research, three hypothesis tests were carried out using Simple Regression Analysis techniques and Multiple Regression Analysis done using SPSS 26.0 for Windows program. The first and second tests used Simple Regression Analysis to analyze the relationship between the independent variables and the dependent variable separately. Then, in the third test, Multiple Regression Analysis was carried out to evaluate the joint contribution of the two independent variables to variations in the dependent variable. A summary of hypothesis testing in this research is presented in Table 2 below.

Table 1. The Results of Simple Regression Analysis on the Hypotheses

Hypothesis	Relationship	Coefficient of Regression	Coefficient of Determination	Sig.	Conclusion
H1	$X_1 \rightarrow Y$	0.393	0.136	0.001	Accepted
H2	$X_2 \rightarrow Y$	0.272	0.096	0.005	Accepted

(Source: Data Analysis Result, 2023)

Based on Table 2 above, a regression coefficient of 0.393 (positive) and a coefficient of determination of 0.136 or 13.6% were found. The significance probability value is 0.001 for testing the first hypothesis of Self Concept (X1) on Work Readiness (Y). The significance probability value is lower than the previously determined value of 0.05 (0.001 < 0.05) which indicates that self-concept can have a positive and significant effect on work readiness. The results of the second hypothesis test on Work Competence (X2) on Work Readiness (Y) show that the regression coefficient is 0.272 (positive) and the coefficient of determination is 0.096 or 9.6%. The significance probability value is 0.005. This value is lower than the previously determined value of 0.05 (0.005 < 0.05) which indicates that work competency can have a positive and significant effect on work readiness.

Table 2. The Result of Double Regression Analysis on the Hypotheses

Hypothesis	Relationship	Variable	Coefficient of Regression (b)	Coefficient of Determination	F_{count}	F_{table}	Sig.	Conclusion
H3	$X_1, X_2 \rightarrow Y$	Constant	2.671	0.246				
		Self-Concept	0.413		12.594	3.11	0.000	Accepted
		Work Competency	0.292					

(Source: Data Analysis Result, 2023)

Based on Table 3 above, if the significance value is less than 0.05 (sig < 0.05), the regression model is considered statistically significant. The test results show the coefficient of determination is 0.246 or 24.6% and an Fcount value is 12.594. This indicates that both values far exceed the Ftable value of 3.11, with a significance of 0.000. Because Fcount > Ftable (12.594 > 3.11) and the significance value is lower than 0.05 (0.000 < 0.05), self-concept and work competency is considered to have a positive and significant effect on work readiness.

3.2. Discussion

This study aims to answer research questions regarding the influence of self-concept and work competence on the work readiness of Office Administration students at UNY. This part is a more detailed explanation regarding the results of the analysis in answering the research questions.

1. The Influence of Students' Self-Concept on Work Readiness

The results of this research found that self-concept has a positive influence on the work readiness of vocational students class of 2019, UNY Office Administration study program. This finding is proven by the tcount value of 3.511 which is greater than the ttable value at the significance level of 0.05 (1.990); the significance probability value of 0.001 is lower than the previously determined value, namely 0.05 (0.001 < 0.05); and the coefficient of determination value is 0.136 or 13.6%, which shows that self-concept can have a positive and significant effect on work readiness by 13.6%. Thus, the first hypothesis which states that "Self Concept (X1) has positive and significant effects on Work Readiness (Y) of students in Office Administration study program at UNY " is accepted.

Simple Regression Analysis shows that self-concept makes an effective contribution of 14.3% and a relative contribution of 58.2% to work readiness. These findings show that self-concept has a real effect on work readiness. Therefore, self-concept can be considered as a factor that influences work readiness.

These results are in line with Kurniawan's [4] research entitled "The Influence of Self-Concept, Field Work Practices and World of Work Information on the Work Readiness of Accounting Study Program Students". The research found that there is a positive influence of self-concept on the work readiness of accounting study program students. In the context of the present study, the higher self-concept, the higher the work readiness of vocational students class of 2019, UNY Office Administration study program.

In line with [5] the application of a positive self-concept is reflected in how students view the abilities and skills they develop in the field of study they are undertaking. Moreover, the extent of their interest in this field will naturally develop students' readiness to get into the world of work. Therefore, based on the theories and research results described above, it can be seen that there is a positive and significant impact of self-concept on the work readiness of vocational students class of 2019, UNY Office Administration study program. The directly proportional relationship between self-concept and work readiness is shown by a positive correlation coefficient. In simpler terms, a high self-concept score represents a student's high level of work readiness, while a low self-concept score represents a low level of student work readiness.

Based on the results of this research and relevant research findings, in terms of managerial implications for educational institutions, UNY Office Administration Study Program and similar vocational programs should be able to consider integrating self-concept development as part of the curriculum. In this case, students need to be given the opportunity to develop self-understanding, self-confidence, and appreciation for students' abilities and potential. Study programs can improve collaboration with related industries so that students have greater access to the work environment before graduating. The collaboration may be conducted through more structured internships, industry seminars, or mentoring by professionals in the field. Then students should be able to take the opportunity to actively develop themselves. These opportunities can involve experiences outside the classroom, such as projects, student organizations, or social activities that can help students better understand how students' self-concept develops.

2. The Influence of Students' Work Competency on Work Readiness

The results of this research found that work competency has a positive influence on the work readiness of vocational students class of 2019, UNY Office Administration study program. This finding is proven by the tcount value of 2.876 which is greater than the ttable value at level significance 0.050 (1.990). The significance probability value of 0.005 is also lower than the previously determined value of 0.05 (0.005 < 0.05), and the coefficient of determination value is 0.096 or 9.6%, which shows that work competency can have a positive and significant effect on work readiness by 9.6%. Thus, the first hypothesis which states that "Work Competence (X2) has a positive and significant effect on Work Readiness (Y) of students in Office Administration study program at UNY" is accepted.

The Simple Regression Analysis shows that work competence makes an effective contribution of 10.3% and a relative contribution of 41.8% to work readiness. These findings indicate that work competency has a real influence on work readiness. Therefore, work competency can be considered as a factor that influences work readiness.

These results are in line with Ratal's (2022) research [6] entitled "The Influence of Work Competence and Locus of Control on Accounting Students' Job Readiness". The finding of this research shows that there is a positive influence of work competency on Accounting students' work readiness. This also indicated that the higher the work competency, the higher the work readiness of Vocational student class of 2019, UNY Office Administration study program.

Setiawan & Yusnaini [7] provide additional support for the results of this research that the academic skills possessed by students are components that makeup work competence, therefore, work competence comes from academic skills , practical skills, attitudes that have become part of the student and last in the long term. Then, those aspects will naturally shape the student's readiness.

Based on the theories and research results described above, it can be seen that there is a positive and significant impact of work competency on the work readiness of vocational students class of 2019, UNY Office Administration study program. The directly proportional relationship between work competency and work readiness is shown by a positive correlation coefficient. In other words, a high work competency score is corelated to high student work readiness, while a low work competency score is corelated to a low level of student work readiness.

Based on the results of this research and relevant research findings that have important managerial implications for educational institutions, UNY Office Administration Study Program and similar vocational programs should be able to collaborate with industry and certification institutions to provide training and certification to students. This will help students obtain work competencies that are more concrete and relevant to job demands in the field. With the end of the Covid-19 pandemic, it is hoped that the study program can improve the quality of practice to hone and apply students' work competencies in real situations. Then students should be able to improve their academic skills, master relevant technological skills, and be active in attending related workshops, seminars, and conferences related to the field of study. This can help students develop interpersonal work, leadership, and time management competencies. These non-academic activities can also add value to a student's CV.

3. *The Influence of Students' Self-Concept and Work Competency on Work Readiness*

The results of the test conducted found that the Fcount value is 12.594, which is much greater than the Ftable value of 3.11, with a significance level of 0.000. Fcount value is greater than Ftable (12.594>3.11), and the coefficient of determination value is 0.246 or 24.6%, they indicate that self-concept and work competence have positive and significant effects on work readiness by 24.6%. The significance value is lower than 0.05 (0.000 < 0.05), so the results of this research have succeeded in proving the third hypothesis which states that " Self-Concept (X1) and Work Competence (X2) simultaneously have positive and significant effects on Work Readiness (Y) of students in Office Administration study program at UNY" is accepted.

These results are in line with research conducted by Rachmawati & Sulianti [8] which shows that self-concept and work competence have a positive and significant influence on the work readiness of final year students at Wisnuwardhana University Malang. The result of the present study also shows that self-concept and work competence influence students' work readiness. The better the student's self-concept and work competency, the better the work readiness of the 2019 vocational students in the UNY Office Administration study program.

Based on the results of this research and relevant research findings that have important managerial implications for educational institutions, UNY Office Administration Study Program and similar vocational programs should be able to increase student development regarding self-concept and work competency to increase student work readiness. This efforts can be manifested in conducting training in interpersonal skills and self-understanding as well as developing technical work competencies that meet industry demands. By taking these steps, the UNY Office Administration Study Program can ensure that their students are better prepared to face challenges in the world of work.

4. Conclusions

This research aims to determine the influence of self-concept and work competency on work readiness of students class of 2019, Office Administration study program at UNY.

1. The Influence of Self-Concept on Work Readiness

This research found that there is a positive and significant influence of self-concept on work readiness, which was shown to be 5.9%. This is proven by the value of tcount > ttable (2.218>1.664) with a significance value less than 0.05 (0.029<0.05). These results are consistent and support previous research which shows that the higher students' self-concept, the higher their work readiness. Self-concept can be considered as a factor that influences students' work readiness.

2. The Influence of Work Competencies on Work Readiness

This research also found that there is a positive and significant influence of work competency on work readiness, which was shown to be 9.2%. This is proven by the value of tcount> ttable (2.805>1.990) with a significance of less than 0.05 (0.006<0.05). These results are consistent and support previous research which shows that the higher student work competency, the higher their work readiness. Work competency can be considered as a factor that influences student work readiness.

3. Simultaneous Influence of Self-Concept and Work Competence on the Work Readiness

This research succeeded in proving that there is a positive and significant influence, self-concept and work competence simultaneously on work readiness, which was shown to be 13.9%. It is proven by fcount value of 6.209, which far exceeds the ftable value of 3.11 with a significance value of less than 0.05 (0.003<0.05). The values indicate that self-concept and work competence are predictors of work readiness. This shows that both have an important role in shaping students' work readiness.

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Development of Party Makeup Tutorial Video

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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 perencanaan 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
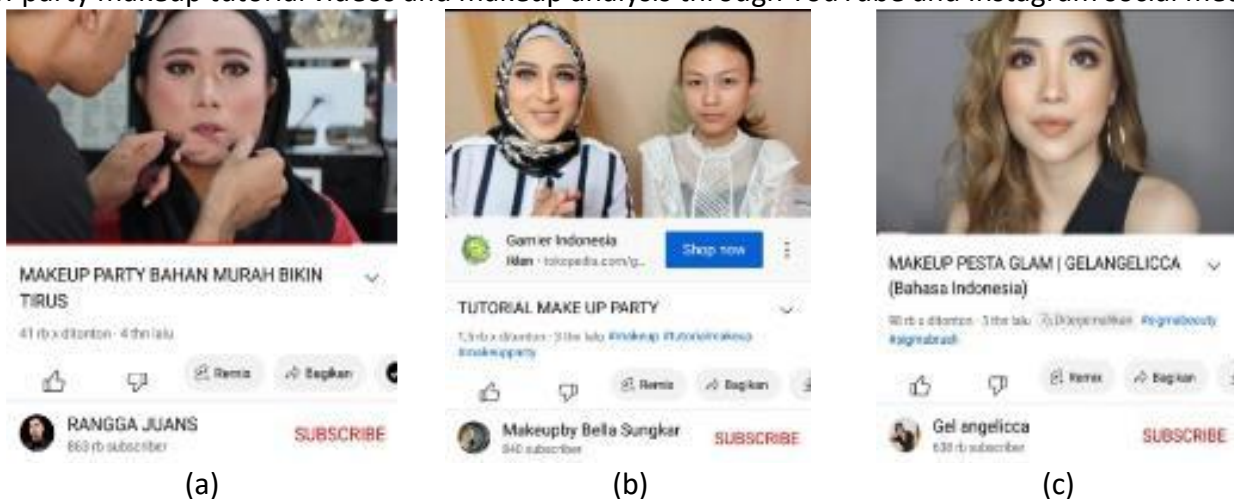
The reference product in Figure 1a is a video tutorial that explains the steps of party makeup with a duration of 10 minutes and 32 seconds. This video begins with the opening, the makeup procedure, and the final result. The advantages of reference product 1 are stability in shooting from the front, 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:

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

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.

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The Effects of Work Shift and Work Environment on Employee Performance in the Printing Production Department at PT She Jong Suskes Abadi

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ARTICLE INFO

ABSTRACT

This study aimed to determine the effects of working shifts and the working environment on employee performance. The population in this study included 50 employees of PT She Jong Sukses Abadi. This is causal associative research that employed the quantitative approach. Data were collected using a questionnaire. General analysis tests including the normality test, linearity test, multicollinearity test, beta-scedasticity test, and autocorrelation test were carried out in this research. The linear regression test consists of a simple linear, multiple linear regression, and determination tests. Hypothesis testing was done through t test and f test. The results of this research show that (1) work shift has a negative effect and significant effect on employee performance, (2) work environment has a positive and significant effect on employee performance, and (3) work shift and work environment simultaneously have effects on employee performance.

Penelitian ini bertujuan untuk mengetahui pengaruh shift kerja dan lingkungan kerja terhadap kinerja karyawan. Populasi dalam penelitian ini adalah 50 karyawan bagian printing di PT She Jong Sukses Abadi. Penelitian ini merupakan penelitian asosiatif kausal dengan menggunakan pendekatan kuantitatif. Teknik pengumpulan data dalam penelitian ini menggunakan angket atau kuesioner. Uji prasyarat analisis meliputi uji normalitas, uji linearitas, uji multikolinearitas, uji heteroskedastisitas dan uji autokorelasi. Uji regresi linier terdiri dari uji regresi linier sederhana, uji regresi linier berganda dan uji determinasi. Uji hipotesis terdiri dari uji t dan uji f. Hasil penelitian ini menunjukkan bahwa: (1) Shift kerja berpengaruh negatif dan signifikan terhadap kinerja karyawan (2) Lingkungan kerja berpengaruh positif dan signifikan terhadap kinerja karyawan (3) Shift kerja dan lingkungan kerja memiliki pengaruh secara simultan terhadap kinerja karyawan.

1. Introduction

Employee performance is the results achieved by employees in carrying out duties in accordance with their responsibilities. Organizational performance is something complex as it consists of several interrelated variables. One of them is the individual performance of each member of the organization [1]. Employee work results depend on the personal qualities of the employees and the implementation of a good work system in the company. Performance is a form of work outcomes of an employee according to his or her abilities. Vosloban [2] explains that employee performance

Dina Anggraini Puspita Sari (The Effects of Work Shift and Work Environment on Employee Performance in the Printing Production Department at PT She Jong Suskes Abadi)

41

in a company makes a very significant contribution to the company's performance. Through employee performance results, the company can find out the successes and limitations that exist within the company. In this case, companies must prioritize good performance to improve the performance of their employees. The higher the employee's performance, the greater the profits generated and conversely, if the performance decreases, the profits will be smaller.

The performance of PT She Jong Sukses Abadi employees is decreasing every year. This somehow has a negative impact on the company's sustainability. The decreasing performance has a negative impact on both the company and employees. Annual data from the HR department shows a decreasing performance every year. The results of the employee performance assessment in the printing production department at PT She Jong Sukses Abadi in the 2019-2022 period are illustrated in the following picture:
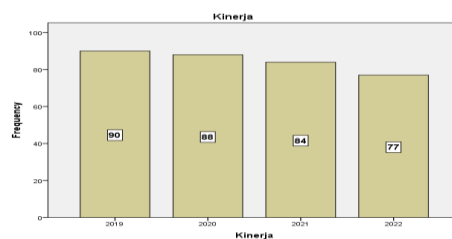
Fig 1. Employee Performance at Printing Department of PT. She Jong Sukses Abadi from 2019 to 2022

Data on employee performance results in the printing production section at PT She Jong Sukses Abadi from 2019 to 2022 are very fluctuating. In 2019-2022, the performance conditions of employees in the printing production department at PT She Jong Sukses Abadi are unstable or changing. The data above show that the quality of employee performance is decreasing every year. The performance of employees in the printing department is decreasing from year to year. In 2019, employee performance reached a percentage of 90%, which means that employee performance in 2019 was very good. From employee performance data from 2019 to 2022, there has been a significant decline to reach a percentage of 77% in 2022.

As part of a preliminary study, the researchers observed the condition and distributed questionnaires to 50 respondents to see the declining performance of printing production employees at PT She Jong Sukses Abadi in 2019-2022. The purpose of the study was to obtain information about aspects that can cause poor employee performance. The researchers chose 5 aspects influencing employee performance in a pre-research questionnaire distributed to 50 printing production employees of PT She Jong Sukses Abadi. The results of the survey were then used to determine the aspects that influence the decline in employee performance. The factors influencing the employees work are presented in the chart below.
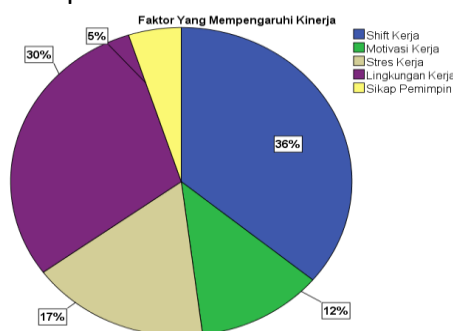
Fig 2. Results of the Preliminary Survey

Based on the data on the aspects that influence the decline in employee performance above, the work shift aspect obtained the highest results (36%). The second highest aspect is work environment (30%). Therefore, it can be concluded that the factors that influence the performance

Dina Anggraini Puspita Sari (The Effects of Work Shift and Work Environment on Employee Performance in the Printing Production Department at PT She Jong Suskes Abadi)

42

of employees in the printing department of PT She Jong Sukses Abadi are work shifts and work environment. The work shift system used by companies has different characteristics. Factors that influence performance are work shifts, which include the rotation of working time implemented by the company once every 24 hours to optimize its operational activities. The shifts implemented by the company should be in accordance with the company's needs in order to result in effectiveness and efficiency [3].

The company monitors its work shifts every 24 hours to optimize production operations. The implementation of work shifts has been widely applied in various industrial sectors. Shift work has advantages in both social and economic terms. However, it also has disadvantages that can impact other things, thus needing special attention [4]. The level of fatigue when working in the morning, afternoon, or evening shifts is varied. The real challenges felt by employees who work at night will be more pronounced because they must endure sleepiness and have to continue working when other people are resting at that time. Night shifts are one aspect that makes production results not optimal [5].

In 2019 PT She Jong Sukses Abadi implemented 2 short work shifts with a duration of 7 hours of work and 1 hour of rest. The work shift system is implemented at 07.00-15.00 and 15.00-23.00 WIB. The implementation of this work shift system has a positive influence on employee performance because they could have normal working hours, maintained body condition, sufficient rest time, normal levels of fatigue, and the opportunity to do other work after working hours. However, the increase in consumer demand requires companies to implement extended working hours. In 2020-2022, PT She Jong Sukses Abadi implemented 2 long work shifts with a working duration of 10 hours 30 minutes and a break of 1 hour 30 minutes. The work shift system was implemented at 07.00-19.00 and 19.00-07.00 WIB. The implementation of long work shifts results in disruption of the rest hours of employees who work night shifts, reduced rest time, and increased workload due to inappropriate sleep patterns which lead to fatigue and decreased concentration.

Physical and mental fatigue due to working too long can reduce work efficiency. In addition, decreased productivity that occurs due to long work shifts can have a negative impact on work quality, team performance and achievement of company goals. Therefore, companies need to consider strategies to manage balanced working hours and provide appropriate support to employees in the work shift system such as regular rest schedules, wise shift rotation and a work environment that supports well-being. Work environment is one of the factors that can influence employee performance. It is a set of tools and materials found and the environment in which a person works including his work methods and work arrangements both individually and as a group. In a larger scope, both physical and non-physical, good working environment conditions will make employees feel comfortable at work. This comfort will certainly have an impact on improving employee performance. On the other hand, the unpleasant work environment experienced by employees can cause a decrease in the employee's own performance.

PT She Jong Sukses Abadi has rest facilities, for example, a canteen. The canteen is used by employees to drop down with the fatigue and order food and drinks to increase energy. Canteen facilities are very beneficial for the welfare of employees in the company environment. The canteen aims to provide physical support to employees so they can restore stamina when working and improve performance. At the beginning of 2020, the canteen stopped operating because of the Covid 19 virus. This caused work performance to decline because many employees bought food that was not guaranteed in terms of quality and hygiene. This condition could harm their health and result in many employees falling ill. Moreover, the long distances of the canteen from the company resulted in many employees being late to return according to schedule. PT She Jong Sukses Abadi

Dina Anggraini Puspita Sari (The Effects of Work Shift and Work Environment on Employee Performance in the Printing Production Department at PT She Jong Suskes Abadi)

43

has a closed room with poor air circulation, poor lighting, and layout thus making the environment look dirty and uncomfortable.

Increasing consumer demand for products results in an increase in the intensity of use of production equipment which results in a decline in the quality of the equipment's function. This results in the quality and quantity decreasing every day. Furthermore, the decline in tool function also affects employee performance because tools often experience problems or are damaged, resulting in many employees being unable to complete their work on time. Based on the problems occurring at PT She Jong Sukses Abadi, the researcher conducted research entitled "The Effects of Working Shifts and Work Environment on Employee Performance in Printing Production at PT She Jong Suskes Abadi". This research aims to determine the effect of work shifts and the environment on employee performance partially and simultaneously.

2. Method

2.1. Research Design

This causal associative research employed the quantitative approach. Causal associative research aims to determine the relationship between two or more variables.

2.2. Research Time and Setting

This research was conducted at PT She Jong Sukses Abadi which is located at Jalan Wedi Wonosari, Ngepeh RW. 05, Pasung Village, Wedi District, Klaten Regency, Central Java.

2.3. Population

The population in this research involved employees of the printing department at PT She Jong Sukses Abadi with a total of 50 employees.

2.4. Types of Data and Data Collection Techniques

Quantitative and qualitative data were used in this research. Data collection techniques in this research are observation and surveys. Observations were carried out by going directly into the field to find out the conditions that occurred in the company. The questionnaire in this study used a Likert scale to measure a range of scores from Very Good to Very Poor.

2.5. Data Analysis Technique

The data analysis technique used in this research is descriptive testing. The classical assumption test in this research used the normality test, linearity test, multicollinearity test, heteroscedasticity test, and autocorrelation test. Linear regression test was conducted using simple linear regression tests, multiple linear regression tests, and coefficient of determination tests. Hypothesis testing was performed using t-tests and f-tests.

3. Results and Discussion

3.1. Results

3.1.1. Description of the Research Setting

PT She Jong Sukses Abadi is a company engaged in the industry of various kinds of gloves made from leather and/or synthetics. The company aspires to become a leading company in its field. PT She Jong Sukses Abadi is located on Jalan Wedi-Wonosari, Ngepeh RW.05, Pasung Village, Wedi District, Klaten Regency.

3.1.2. Description of the Research Participants

The participants of this research were 50 employees of the printing department of PT. She Jong Sukses Abadi. Saturated sampling technique was used in this research so that the entire population was sampled.

Dina Anggraini Puspita Sari (The Effects of Work Shift and Work Environment on Employee Performance in the Printing Production Department at PT She Jong Suskes Abadi)

44

3.1.3. Description of Research Variables

To get an overview of the data for each variable, namely X1 (Work Shift), X2 (Work Environment) and Y (Employee Performance) as a whole, a descriptive analysis test was carried out. The results of descriptive statistical research testing are presented in the table below.

Table 1 Result of Descriptive Statistics

Variable	Minimum Score	Medium	Mean	Std Deviation
Work Shift	25	44	36.62	4.218
Work Environment	39	54	45.20	3.631
Performance	44	69	51.52	4.117

Source: Spss Output, Primary Data 2023

Based on the Descriptive Statistics Results above, the interpretation is presented below.

a. Work Shift

From the data in Table 1, it shows that the minimum value is 25 while the maximum value reaches 44, the average value is 36.62 and the standard deviation is 4.218.

b. Work Environment

From the data in Table 1, it shows that the minimum value is 39 while the maximum value reaches 54, the average value is 45.20 and the standard deviation is 3.631.

c. Work Culture

The data above shows that the minimum value is 44 while the maximum value reaches 60, the average value is 51.52 and the standard deviation is 4.117.

3.1.4. Prerequisite Test

a. Normality Test

The normality test aims to determine data with normally distributed regression. This method is implemented by testing whether the distribution is normal using the variable average. If significance value > alpha 5%. Data distribution can be said to be normal if the Asymp value. Sig. result is more than or equal to 0.05. Then, if the data distribution can be said to be abnormal if the value of Asymp. Sig. result is less than 0.05. The normality test can be done by examining the existing probability plot. The following are the results of the p-plot normality test:
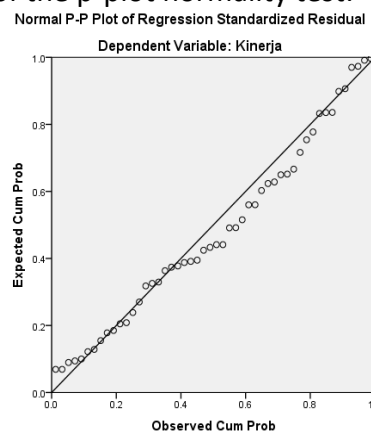
Fig 3. P-Plot of Normality Test Result

Source: Spss Output, Primary Data 2023

The results of the p-plot normality test show that the points are distributed close to a diagonal line, which proves that this regression model meets the assumptions of normality. In addition to the p-plot normality test, to assess the data normality, Kolmogorov Sminorv-Test is used. Whether the data are normally distributed or not is determined by comparing the p-value with a significance level (a) of 0.05. If the p-value > 0.05, the data are normally distributed. The following are the results of the Kolmogorov Smirnov normality test:

Table 2. Result of Normality Test

Dina Anggraini Puspita Sari (The Effects of Work Shift and Work Environment on Employee Performance in the Printing Production Department at PT She Jong Suskes Abadi)

45

Variable	Asymp. Sig.	Sig.	Description
Work Performance	0.698	0.005	Normal

Source: Spss Output, Primary Data 2023

b. Linearity Test

The linearity test aims to find out whether the relationship between variables is linear or not. The relationship between variables is said to be linear if the F test results provide results in the Deviation from linearity section with the criteria for a sig F value of more than or equal to 0.05, so it indicated that the relationship between variables is linear.

Table 3. Result of Linearity Test of Work Shift

Free Variable	F	Sig.	Description
Work Shift	0.784	0.679	Linear

Source: Spss Output, Primary Data 2023

Based on the results of the linearity test above, it is known that the significance value of the work shift variable is greater than 0.05 (sig. 0.679 > 0.05), meaning that the relationship between work shifts and performance is linear.

Table 4. Result of Linearity Test of Work Environment

Free	F	Sig.	Description
Work Environment	0.858	0.601	Linear

Source: Spss Output, Primary Data 2023

Based on the results of the linearity test above, the significance value of the work environment variable is greater than 0.05 (sig. 0.601 > 0.05). It means that the relationship between work environment and performance is linear.

c. Multicollinearity Test

The multicollinearity test was carried out by assessing the tolerance value and variance inflation factor (VIF). The multicollinearity assumption states that the independent variable will not show symptoms of multicollinearity under the condition. If the tolerance value is > 0.1 (10%) and the VIF value is <10, multicollinearity will not occur. If the tolerance value is <0.1 (10%) and the VIF value is >10, multicollinearity occurs. The calculation results obtained are presented in the table below.

Table 5 Results of the Multicollinearity Test

Variable	*Tolerance*	VIF	Description
Work Shift (X_1)	0.998	1.002	There is multicollinearity
Work Environment (X_2)	0.998	1.002	There is no multicollinearity

Source: Spss Output, Primary Data 2023

The multicollinearity test results show the variable tolerance values X1 = 0.998 and X2 = 0.998, meaning that there is no multicollinearity phenomenon in the data tested. The calculation results show that the independent variable values VIF 1.002 and 1.002 are less than 10 (<10). Thus, it can be concluded that there are no symptoms of multicollinearity in the regression model used.

d. Heteroscedasticity Test

The heteroscedasticity test is used to test the regression model whether there is inequality of residual variance among examinations. A good regression model is a model that does not cause heteroscedasticity. If a sig value > 0.05, heteroscedasticity does not occur. Then, if sig < 0.05, there is heteroscedasticity occurs.

Table 6 Results of the Heteroscedasticity Test

Variable	*t*	Sig.	Description
Work Shift (X_1)	1.794	0.079	Heteroscedasticity does not occur
Work Environment (X_2)	-0.514	0.610	Heteroscedasticity does not occur

Dina Anggraini Puspita Sari (The Effects of Work Shift and Work Environment on Employee Performance in the Printing Production Department at PT She Jong Suskes Abadi)

46

Source: Spss Output, Primary Data 2023

The results of the heteroscedasticity test using the Glejser test show that the output does not have a significant relationship between all independent variables and the residual absolute value aimed at sig. 0.975 and 0.79 > 0.05. It means that this model is free from heteroscedasticity.

e. Autocorrelation Test

The autocorrelation test was carried out to determine whether there is a correlation between variables. Data DU < DW < 4 - DU means that there is no autocorrelation. This test is based on the results of Durbin Watson.

Table 7 Result of Autocorrelation Test

Variable	Durbin Watson	Description
Performance	1.631	There is no autocorrelation

Source: Spss Output, Primary Data 2023

From the table above it is indicated that DW is 1.631, DU in the Durbin Watson table with N 50 and 2 variables is 1.628, while 4-DU is 2.372. From these data it can be concluded that DU 1.628 < DW 1.631 < 4-DU 2.372 which means there is no correlation.

3.1.5. Linear Regression Test

a. Simple Linear Regression Test

Testing the regression equation aims to determine the trend of changes in the dependent variable (performance) if the independent variables (work shifts and work environment) change. The following are the calculation results.

Table 8 Result of Simple Linear Regression Test

Variable	B	Sig.
Work Shift (X_1)	-0,604	0.000
Work Environment (X_2)	0.393	0.000

Source: Spss Output, Primary Data 2023

The simple regression coefficient value of the work shift variable (X1) is negative (-0.604), meaning that if the number of working hours increases, performance will also decrease. The simple regression coefficient value of the work environment variable (X2) is positive, namely 0.393. It means that if work environment is improved, the performance will also increase.

b. Multiple Linear Regression Test

In order to examine the influence of the independent variable work shift (X1), work environment (X2), and the dependent variable performance (Y), a multiple linear regression test was carried out with a specific purpose in line with the research carried out. The result of Multiple Linear Test from questionnaire data that has been distributed to 50 employee respondents of PT She Jong Sukses Abadi is presented in the table below.

Table 9 Result Multiple Linear Regression Test

Variable	B	Sig.
(Constant)	55.000	0.000
Work Shift (X_1)	-0.620	0.000
Work Environment (X_2)	0.425	0.001

Source: Spss Output, Primary Data 2023

The simple regression coefficient value of the work shift variable (X1) has a negative value of -0.620, which means that if the work shift increases, performance will decrease. The simple regression coefficient value of the work environment variable (X2) is positive (0.425), which means that if the work environment gets better, performance will also increase.

c. Test of Determination

Dina Anggraini Puspita Sari (The Effects of Work Shift and Work Environment on Employee Performance in the Printing Production Department at PT She Jong Suskes Abadi)

47

The coefficient of determination test was carried out to determine the effect of the independent variable on the dependent variable, then calculations from SPSS were used and then processed as follows.

Table 10 Results of Determination Test

R	R Square	Adjusted R Square
0.723	0.523	0.502

Source: Spss Output, Primary Data 2023

The R Square value of 0.523 is generated from the SPSS Output in the table above. Thus, the contribution of work shifts and work environment to performance is 52.3%, while the remaining 47.7% is influenced by other factors not examined in this research.

3.1.6. Hypothesis Test

a. T test

T test is used to individually test the influence of the independent variable on the dependent variable. The T test was carried out using a two-sided test with a significance level of 5%. Test criteria are: 1) if t count > t table or sig value < 0.05 then Ho is rejected and Ha is accepted or there is a significant influence between the independent variable on the dependent variable, and 2) if t count < t table or sig value > 0.05 then Ho is accepted and Ha is rejected or the independent variable does not have a significant influence on the dependent variable. The t test results are presented in the SPSS output table below:

Table 10 Results of T-test

Variable	T	Sig.
Work Shift (X_1)	-6.297	0.000
Work Performance *(X_2)*	3.719	0.001

Source: Spss Output, Primary Data 2023

Based on the calculation results above, the calculated t value is 6.297. While the t table has a value of a = 5% or 0.05 and df (n-k) = 48, the t table value is 2.010. Thus, t count is 6.297 > t table 2.010. This means that H0 is rejected, and Ha is accepted, so it can be concluded that work shift (X) has a significant effect on performance (Y). Based on the calculation results above, the calculated t value is 3.719. While the t table has a value of a = 5% or 0.05 and df (n-k) = 48, the t table value is 2.010. Thus, t count is 3.719 > t table 2.010. This means that H0 is rejected, and Ha is accepted, so it can be concluded that the work environment (X) has a significant effect on performance (Y).

b. T test

F test is used to determine whether variables X1 (work shift) and X2 (work environment) together (simultaneously) influence variable Y (employee performance) with the following provision.

H0: Variables X1 and X2 simultaneously do not influence variable Y.

Ha: Variables X1 and X2 simultaneously influence variable Y.

If calculated f > f table or probability value (p) < 0.05, then H0 is rejected, and Ha is accepted or there is a significant simultaneous influence of the independent variable on the dependent variable. If f count < f table or probability value (p) > 0.05, then H0 is accepted, and Ha is rejected or (there is a significant simultaneous influence of the independent variable on the dependent variable).

Table 11 Results of F test

Variable	F	Sig.
Regression	25.741	0.000

Source: Spss Output, Primary Data 2023

The results of the calculation above obtained a calculated f value of 25.741. Meanwhile, f table with level a = 5%, df1 (k-1) = 1 and df2 (n-k-1) = 47 has a value of 3.20. The calculated f value is 25.741 > f table 3.20 and the significance value is 0.000 < 0.05. This means that H0 is rejected, and

Dina Anggraini Puspita Sari (The Effects of Work Shift and Work Environment on Employee Performance in the Printing Production Department at PT She Jong Suskes Abadi)

48

Ha is accepted so that it can be concluded that work shift (X1) and work environment (X2) together (simultaneously) have a significant influence on performance (Y).

3.2. Discussion

3.2.1 Work shift affects employee performance in the printing production department at PT She Jong Sukses Abadi

The results of the research show that there is a negative influence resulting from poor implementation of work shifts. Poor work shifts can cause many losses for employees and the company. For example, the long work shifts cause work fatigue, thereby reducing productivity. The implementation of long work shifts which are implemented from 07.00-19.00 WIB and from 19.00-07.00 WIB causes employees to become physically tired either because of the long working hours or the body adapting to rest time. By implementing a long shift system, companies must also provide adequate rest time for employees, such as dividing rest time into 2 times with equal intensity, giving time off and changing shifts scheduled with a slow intensity. The sudden implementation of periodic work shifts can also make it difficult for employees to adapt to working hours. Body conditions that should be in a night rest condition work for 2nd shift. Thus, it is necessary to pay attention to the scheduling of regular work time changes taking into account health and condition of employee physique.

The implementation of poor work shifts has many negative impacts on both the company and the employees themselves. Meanwhile, by implementing good work shifts, such as dividing work shifts into 3 short shifts, normal working hours, having special rest periods for night shifts and providing allowances to employees can make it easier for employees to adapt and be able to complete their work effectively and efficiently. This research shows that work shifts have a significant negative effect on the performance of PT She Jong Sukses Abadi's printing production employees by -0.604, which means that when the work shift variable increases by one unit, performance decreases by 0.604. The value of the contribution of work shifts to performance is 38.2%, while the remaining 61.8% is influenced by other factors not examined in this research. In this case, it is supported by the implementation of the work shift system at PT She Jong Sukses Abadi which has a long work shift system with a duration of 12 working hours and a rest period of only 1 hour 30 minutes in each shift carried out and the intensity of the shift rotation, which is carried out quickly, namely 1 once a week. This causes many workers to experience fatigue, poor adjustment to sleep time, decreased concentration, high risk of work accidents, and decreased employee performance.

3.2.2 The work environment influences employee performance in the printing production department at PT She Jong Sukses Abadi

The research results show that building a good work environment has a positive impact. A good work environment can improve employee performance. Physical environmental conditions that make employees comfortable working so that production activities can be carried out well. A good non-physical environment is also very helpful in completing employee tasks. Good cooperation will create a mutually beneficial relationship. A good work environment such as clean environmental conditions, good air circulation, sufficient lighting, adequate work tools, standard personal safety equipment, comfortable supporting facilities, harmonious relations among employees, good cooperation among employees, good leadership qualities, and good leadership.

Having a good work environment can make employees more comfortable and feel safe in completing their work so that productivity and performance increase. Meanwhile, a bad working environment may take the forms of a dirty environment, inappropriate waste disposal, insufficient lighting, poor air circulation, inadequate work equipment and facilities, bad relations among

Dina Anggraini Puspita Sari (The Effects of Work Shift and Work Environment on Employee Performance in the Printing Production Department at PT She Jong Suskes Abadi)

49

employees, gaps among employees, gaps among employees and bad leadership. The work environment has a significant positive influence on the performance of PT She Jong Sukses Abadi's printing production employees by 0.425, which means that when the work environment variable increases by one unit, then performance increases by 0.425. The magnitude of the contribution of the influence of the work environment on performance is 12%, while the remaining 88% is influenced by other factors not examined in this research.

Supported by the environmental conditions at PT She Jong Sukses Abadi, including conditions where the room temperature is quite hot, work tools are starting to break down or experience a decrease in work, a dirty work environment, no canteen facilities. Meanwhile, the non-physical environmental conditions experienced include the attitude of leaders do not welcome complaints, no follow-up on problems that occur, and poor relationships with employees. There are various problems in relationships between employees, such as the tendency for each other to complete their work. If one party does not maintain cooperation, this will result in employees in other departments waiting for the results of their work to continue their work.

3.2.3 Work shifts and work environment have a simultaneous influence on employee performance in the printing production department at PT She Jong Sukses Abadi

Based on the findings explained above, there is a relationship between work shifts and work environment on employee performance in the printing production department at PT She Jong Sukses Abadi. This is proven by the contribution value of the influence of work shifts and work environment on performance of 52.3%, while the remaining 47.7% is influenced by other factors not examined in this research. Based on the research results described above, it can be concluded that work shifts and work environment simultaneously make a significant contribution to the performance of PT She Jong Sukses Abadi's printing production employees. Slow work shift changes with a good working environment will improve the performance of PT She Jong Sukses Abadi Printing Production employees.

4. Conclusions

Based on the results of the research and discussion previously described, the following conclusions are drawn.

1) Work shift has a significant negative effect on employees' performance in the printing production department at PT She Jong Sukses Abadi.
2) Work environment has a significant positive effect on employees' performance in the printing production department at PT She Jong Sukses Abadi.
3) Work shifts and work environment simultaneously influence the performance of PT She Jong Sukses Abadi employees.

Dina Anggraini Puspita Sari (The Effects of Work Shift and Work Environment on Employee Performance in the Printing Production Department at PT She Jong Suskes Abadi)

50

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Dina Anggraini Puspita Sari (The Effects of Work Shift and Work Environment on Employee Performance in the Printing Production Department at PT She Jong Suskes Abadi)

51

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

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ARTICLE INFO	ABSTRACT
	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.
	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, develope, 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.

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

52

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

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

53

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 develope 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.

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

54

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:

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

Description:

KP = Product feasibility

x = Number of scores obtained

$x1$ = 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

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

55

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

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

56

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
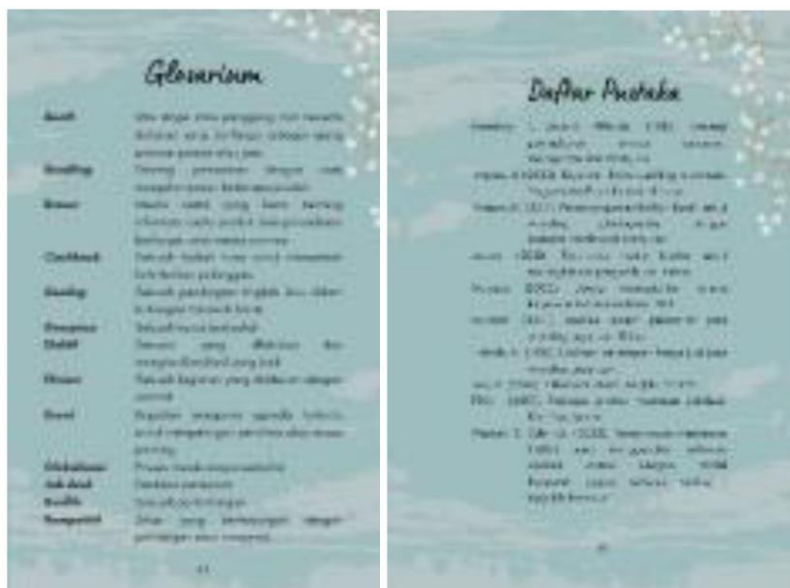

Figure 2. Design of the content section

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

57

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 Indadihayati, 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

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

58

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.

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

59

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

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

60

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

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

61

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

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

62

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-Keuangan.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.

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

63

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

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

64

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

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

65

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

Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

66

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.

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67

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Helen Angga Septianti (Development of a Digital Pocketbook of Promotional Strategies for Wedding Organizer Services Through Wedding Expo)

68