

# Flipbook-Based E-Book Development for Yogya Putri Style Bridal Makeup in the Central Indonesian Bridal Makeup Course

Syanindita Galuh Kirana<sup>1</sup>, Jenny Sista Siregar<sup>2</sup>, Neneng Siti Silfi Ambarwati<sup>3</sup>

<sup>1,2,3</sup> Universitas Negeri Jakarta  
Email : syaninditagaluh@gmail.com

This research is motivated by the limitations of students to learn independently and the unavailability of flipbook-based e-book for Yogya Putri Style Bridal Makeup in traditional and modified forms as learning media in certain courses. This study aims to develop a flipbook-based e-book of Yogya Putri Style Bridal Makeup in the Central Indonesia Bridal Makeup Course as a complement to student learning resources using the Canva and Heyzine applications based on an R&D (Research and Development) approach with the ADDIE development model. Data collection through literature studies, observations, interviews, and questionnaires with samples of students, lecturers, media experts and material experts. Product validation tests are carried out to assess the feasibility of the product by material experts and media experts as well as practicality tests by users. Based on the validation test of material experts stage I, a percentage score of 92.5% was obtained and the validation test of material experts stage II obtained a percentage score of 95% and the validation test of media experts stage I obtained a percentage score of 60% and the validation test of media experts stage II obtained a percentage score of 86% so that it can be categorized as "very feasible". The practicality test was conducted in three stages for undergraduate students of the 2023 intake of Makeup Education, starting with an one to one test, a small group test, and a field trial test, with scores of 92.8%, 92.9%, and 93%, respectively, categorizing it as "very practical." Therefore, it can be concluded that the flipbook-based e-book on Yogya Putri Style Bridal Makeup is feasible and practical for use as a learning medium.

**Keywords:** Learning Media, E-book, Flipbook, ADDIE, Yogya Putri Bridal Makeup

---

This is an open access article under the [CC BY-NC](#) license



**Corresponding Author:**

Syanindita Galuh Kirana  
Universitas Negeri Jakarta  
syaninditagaluh@gmail.com

---

## 1. Introduction

Education is a learning and teaching process aimed at improving a person's knowledge, skills, and attitudes. Jakarta State University (UNJ) is a university with various faculties and several study programs, including the Undergraduate Program in Cosmetology Education, which provides students with opportunities in the beauty field. One of the courses taught in the Undergraduate Program in Cosmetology Education is Bridal Makeup in Central Indonesia.

In this course, students learn about various traditional ceremonies, traditions, and bridal makeup (including makeup, buns, bridal accessories, and clothing) in Central Java, Yogyakarta, West Java, and Jakarta. In Yogyakarta, students learn about Yogya Putri Bridal Makeup. The application of technological developments is needed and utilized in this course as a way to facilitate classroom learning.

An e-book is a digital and electronic representation of a conventional or printed book that combines various multimedia elements, including text, audio, and video, accessible via computer or mobile phone (Awaludin et al., 2020). Many innovations and creations have been made in e-book creation, including flipbooks. The use of interactive learning media such as flipbooks can increase enthusiasm, enliven the atmosphere, and increase student participation in learning activities (Hasanah et al., 2021). Flipbooks are similar to electronic

books (e-books), but with page-by-page capabilities and include animation projects, videos, text, and images that reference the book's content (Khasanah & Nurmawati, 2021).

Based on the needs analysis, 90.9% of student respondents found difficulty understanding the theory of traditional and modified Yogya Putri Bridal Makeup, 100% found difficulty practicing Yogya Putri Bridal Makeup, 86.4% did not sufficiently understand the material from the learning resources provided (modules and PPT), and 100% agreed that a flipbook-based e-book with material on traditional and modified Yogya Putri Bridal Makeup was needed.

Interviews with lecturers teaching the Central Indonesia Bridal Makeup course revealed that most students experienced difficulty styling the bridal headdress (paes), sunggar (headdress), chignon (bun), and details of bridal accessories. Furthermore, students struggle to harmonize the bride's facial features with the bun and bridal makeup, necessitating repeated practice and the use of other learning resources accessible to students regardless of time and place.

Based on this description, the researcher is interested in developing a learning medium in the form of an e-book or flipbook-based e-book to complement the learning materials for Yogya Putri Bridal Makeup. This includes material on facial makeup, bun styling, bridal makeup, accessories, and attire for both grooms and brides, both featuring traditional and modified looks. This e-book is expected to help students supplement and supplement learning resources accessible without time and place constraints, serve as a practical learning guide for the Central Indonesian Bridal Makeup course, and facilitate learning outside of class hours. The e-book's design, modified into a flipbook using the Canva and Heyzine applications, can enhance student engagement due to its attractive appearance.

## 2. Method

The education sector has now entered the digital era, with the shift from conventional textbooks to electronic books, or e-books. E-books are digital representations of conventional or printed books that combine various multimedia elements, including text, audio, and video, accessible via computer or mobile phone (Awaludin et al., 2020). The development of e-book learning media has undergone significant development, including flipbooks. The use of flipbooks is similar to that of electronic books (e-books) (Khasanah & Nurmawati, 2021).

The product planning and development process requires a research and development method as a reference for creating specific products that make learning activities more efficient and effective (Imania & Bariah, 2019). For the product being developed, researchers will use the R&D (Research & Development) method with the ADDIE (Analyze, Design, Development, Implementation, & Evaluation) development model developed by Robert Maribe Branch (2009).

The research was conducted at Jakarta State University and in the homes of each respondent. The target audience for this product were undergraduate students in the Makeup Education program at Jakarta State University taking the "Central Indonesian Bridal Makeup" course.

According to Sugiyono (2017), the first stage, analysis, was to help identify the product to be developed by analyzing the needs for using a flipbook-based e-book learning medium in the "Central Indonesian Bridal Makeup" course. This involved collecting data related to the "Yogya Putri Bridal Makeup" material and identifying the characteristics of students who would use the e-book. The researcher conducted the analysis stage by distributing needs analysis forms and interviewing lecturers teaching the "Central Indonesian Bridal Makeup" course to obtain data on learning challenges, student characteristics, learning objectives, learning processes, and learning outcomes.

The second stage, design, was the stage of designing or creating a product plan based on the needs analysis. This process involved designing the e-book content based on the "Yogya Putri Bridal Makeup" material, determining the layout, interactivity, and features of the flipbook, and selecting the software or platform to be used. In this study, researchers developed an e-book modified into a flipbook with the topic "Traditional Yogya Putri Bridal Makeup" and modified it using Canva as a content design application and Heyzine as an application for converting the e-book into a flipbook.

The third stage of development is the stage of developing or creating the actual product according to the previous plan and beginning product testing. In the development stage, researchers created a flipbook-based e-book design using Canva as an e-book design application, incorporating multimedia elements such as text, images, video tutorials, and more. After the initial product was produced, testing was conducted. The trial included validation tests conducted by subject matter experts and media experts using a validation sheet. The data obtained was then analyzed to improve the product.

The fourth stage of implementation is the stage of implementing or using the product. During the implementation stage, a trial was conducted on an individual basis and was conducted within the learning process for students taking the "Central Indonesia Bridal Makeup" course using a questionnaire.

The evaluation stage is the stage of assessing the product by determining whether or not it meets the established specifications. This stage also evaluates the e-book's strengths and weaknesses based on the trial results and makes revisions for improvements before the e-book can be used and distributed as a final product. Practicality testing was also conducted on Cosmetology Education students from the Class of 2023 as users using a questionnaire.

Data collection methods in research refer to the approach or strategy used to gather the information needed for a study or research (Iba & Wardhana, 2024). The data sources for this study were obtained through purposive sampling, which means the sample is selected based on specific criteria related to the research (Mukti & Aprianti, 2021). The data collection techniques used by the researchers included literature review, observation, interviews, and questionnaires.

This study employed both quantitative and qualitative descriptive data analysis techniques. Quantitative descriptive analysis was used to analyze the results of the questionnaire data collection using validation scores from media experts and material experts, as well as trials with e-book users. Qualitative descriptive data analysis was used to analyze the data from interviews and observations. In the data analysis technique, the researchers calculated and presented the scores from the feasibility and practicality tests using a Likert scale as a tool to measure the assessment results.

**Table 1.** Instrument Assessment Scores

1.	1	Strongly Disagree
2.	2	Disagree
3.	3	Undecided
4.	4	Agree
5.	5	Strongly Agree

Source: Sugiyono, 2017.

The results of the feasibility test conducted by material experts and media experts will use the following formula:

$$P (\text{percentage}) = \frac{\text{number of scores obtained}}{\text{maximum score}} \times 100\%$$

Source: Riduwan (in Annisa & Darussyamsu, 2023)

**Table 2.** Interpretation of Feasibility Scores

No.	Score	Description
1.	81% - 100%	Very Eligible
2.	61% - 80%	Eligible
3.	41% - 60%	Quite Eligible
4.	21% - 40%	Less Eligible
5.	≤20%	Very Uneligible

Source: Muhsan et al., 2022

The results of practicality tests that have been carried out by students as users will use the following formula:

$$P \text{ (percentage)} = \frac{\text{number of scores obtained}}{\text{maximum score}} \times 100\%$$

Source: Riduwan (in Annisa & Darussyamsu, 2023)

**Table 3.** Practicality Value Interpretation Score

No.	Score	Description
1.	81% - 100%	Very Practical
2.	61% - 80%	Practical
3.	41% - 60%	Quite Practical
4.	21% - 40%	Less Practical
5.	<21%	Very Impractical

Source: Yanto, etc, 2022

### 3. Results and Discussion

The product of this research is a flipbook-based e-book developed using the Canva and Heyzine applications. This e-book contains material covering Yogya Putri Style Bridal Makeup in both traditional and modified versions. The development was carried out following the ADDIE (analyze, design, development, implementation, and evaluation) development model.

The first stage, analysis, was conducted by distributing a Google Form questionnaire to 22 undergraduate students in Makeup Education, class of 2021. The Google Form was used as a form of initial needs analysis, and the results showed that:

- a. 100% were interested in learning about Yogya Putri Bridal Makeup (traditional or modified).
- b. 90.9% had difficulty understanding the theory of Yogya Putri Bridal Makeup (traditional or modified), including makeup, buns, bridal makeup, and clothing.
- c. 72.7% did not understand the requirements for Yogya Putri Bridal Makeup.
- d. 100% had difficulty practicing Yogya Putri Bridal Makeup (practicing makeup, buns, bridal makeup, and clothing).
- e. 86.4% did not feel satisfied with existing learning resources, such as modules, PPTs, or videos.
- f. 100% needed learning resources for Yogya Putri Bridal Makeup (traditional or modified).

Furthermore, another analysis phase, including an interview with the lecturer in charge of Bridal Makeup for Central Indonesia, Ms. Sri Irtawidjajanti, S. Pd., M. Pd., revealed that students struggled with the practical application of bridal makeup (paes) and chignons, often overlooking the details of accessories for the chignons and bridal attire. Therefore, new learning resources were needed for students with comprehensive content and engaging visuals.

The second phase was product design, which involved creating designs based on the needs analysis. At this stage, the material was compiled based on the Semester Learning Plan (RPS) for the Central Indonesian Bridal Makeup course, specifically Yogya Putri Style Bridal Makeup. This includes facial makeup, bridal paes patterns, bun styling, bun accessories, and bridal attire for women and men in traditional and modified bridal styles. The format and storyboard were created to determine the structure, sequence, and visuals of the e-book, depicting each page before its final production based on the Yogya Putri Style Bridal Makeup material, including designing the introduction, bridal makeup concept, and implementation steps, as well as a summative test evaluation. The product design was based on the initial format and storyboard using the Canva application, utilizing the principles of visual balance, color competence, and typography. This design will serve as an example of the final design.

The third stage, development, involved implementing the design stages developed according to the format and storyboard. This process began with taking photos of the steps, which were then processed into interactive displays using the Canva application. Then, they were converted into a flipbook using the Heyzine application, followed by validation testing by material experts and media experts. The fourth stage, the actual implementation of the e-book product, was conducted through a trial run with undergraduate students in Makeup Education, class of 2023, Faculty of Engineering, Jakarta State University. The trial run included individual trials, limited trials, and field trials. This stage determined the product's feasibility in terms of material, presentation, or product appeal, and user-friendliness, as well as received comments, suggestions, and feedback on the e-book from students and lecturers.

The fifth stage, the evaluation, was conducted based on the results of the validation and practicality tests. The evaluation assessed the product's content, appearance, ease of use, and effectiveness in supporting learning. This stage confirmed that the developed flipbook-based e-book was feasible and practical for use in the Central Indonesia Bridal Makeup course, specifically the Yogya Putri Style Bridal Makeup course.

### Results of the Material Expert Validation Test:

In this study, the material expert validator was Ms. Silvia John, S.Pd., a MUA and owner of the Vonny Wedding Gallery studio. The material expert validation test was conducted twice, namely the first stage trial on July 24, 2025 and the second stage trial on October 7, 2025. The trial obtained the following results:

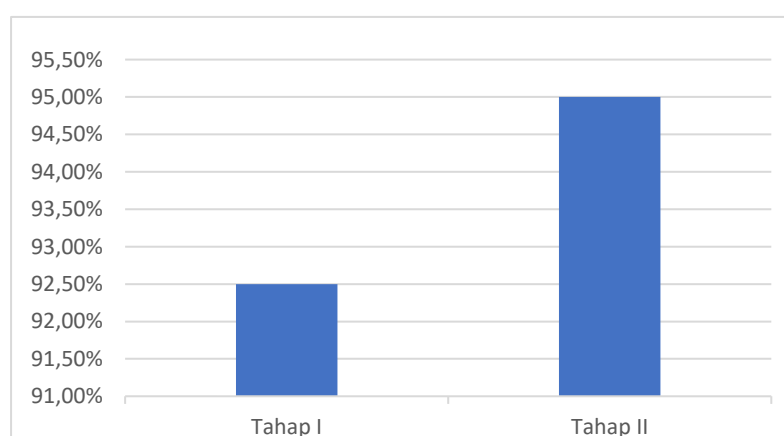


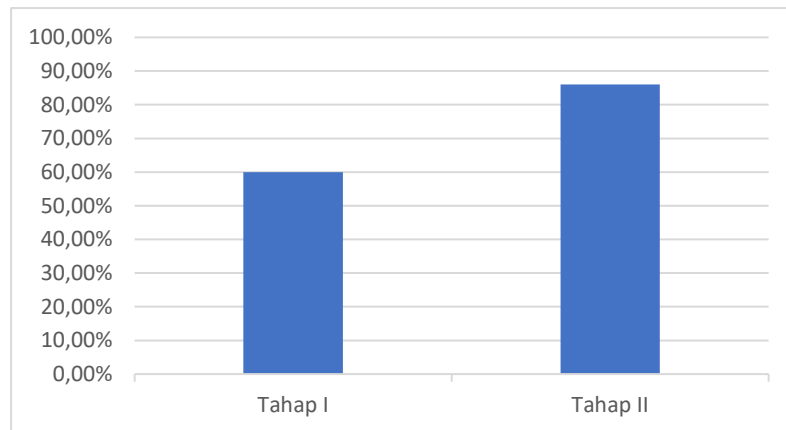
Figure 1. Material Expert Validation Test Results

In the validation test, the e-book product received a score of 92.5% in the first phase of the validation test and a score of 95% in the second phase of the validation test, categorized as "very suitable" according to the feasibility score interpretation table. It can be concluded that the total score has increased, making the e-book product suitable for use as a learning medium.

### Media Expert Validation Test Results:

Flipbook-Based E-Book Development for Yogya Putri Style Bridal Makeup in the Central Indonesian Bridal Makeup Course. Syanindita Galuh Kirana et.al

In this study, the media expert validator was Mr. Diat Nurhidayat, S.Pd., M.TI, a lecturer in the Informatics and Computer Engineering Education Study Program, Faculty of Engineering, Jakarta State University. The media expert validation test was conducted twice: on July 22, 2025, and the second phase of the trial on October 7, 2025. The trial yielded the following results:



**Figure 2.** Media Expert Validation Test Results

In the validation test, the e-book product received a score of 60%, categorized as "fairly suitable" in the first phase of the validation test, and a score of 86%, categorized as "very suitable" in the second phase of the validation test, according to the feasibility score interpretation table. It can be concluded that the total score has increased, making the e-book product suitable for use as a learning medium.

**Individual Trial Results:**

An individual trial was conducted with three undergraduate students in Makeup Education, class of 2023, taking the Bridal Makeup course in Central Indonesia, using a questionnaire via Google Forms. The trial yielded the following results:

**Table 4.** Individual Trial Results

No.	Respondents	Total Scores
1.	R1	63
2.	R2	74
3.	R3	72
Total Scores		209
Scores Percentage		92,8%
Category		Very Practical

In the trial, the e-book received a score of 92.8%, categorized as "very practical" according to the practicality score interpretation table. Students found the e-book interesting, easy to understand, and comprehensive.

**Limited Trial Results**

A limited trial was conducted with seven undergraduate students in Makeup Education, class of 2023, taking the Bridal Makeup course in Central Indonesia, using a questionnaire via Google Forms. The trial yielded the following results:

**Table 5.** Limited Trial Results

No.	Respondents	Total Score
1.	R1	67
2.	R2	72
3.	R3	74

No.	Respondents	Total Score
4.	R4	70
5.	R5	70
6.	R6	72
7.	R7	63
Total Scores		489
Scores Percentage		92,9%
Category		Very Practical

In the trial, the e-book received a score of 92.9%, categorized as "very practical" according to the practicality score interpretation table. Most students found the e-book helpful in their learning process, with some suggestions for adjusting the font size.

#### Field Trial Results:

A field trial was conducted with 21 undergraduate students in Makeup Education, class of 2023, taking the Bridal Makeup course in Central Indonesia, using a questionnaire via Google Forms. The trial yielded the following results:

No.	Respondents	Total Score
1.	R1	65
2.	R2	67
3.	R3	74
4.	R4	71
5.	R5	73
6.	R6	63
7.	R7	74
8.	R8	66
9.	R9	67
10.	R10	75
11.	R11	72
12.	R12	75
13.	R13	74
14.	R14	70
15.	R15	75
16.	R16	69
17.	R17	67
18.	R18	75
19.	R19	55
20.	R20	63
21.	R21	75
Total Score		1.465
Score Percentage		93%
Category		Very Practical

In the trial, the e-book received a score of 93%, categorized as "very practical" according to the practicality score interpretation table. Students stated that the e-book was easy to use, informative, and helpful in understanding makeup steps. It can be concluded that the e-book is suitable for use as a learning tool..

#### 4. Conclusion

This research and development resulted in a flipbook-based e-book for Yogya Putri Style Bridal Makeup, using the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) development model. This learning medium aims to complement the learning resources for students in the Central Indonesian Bridal Makeup course. The e-book was designed using Canva and converted into a flipbook using Heyzine. This product has undergone five stages and three trials: material expert validation, media expert validation, and practicality testing. The first stage of the material expert validation achieved a score of 92.5%, and the second stage achieved a score of 95%. The first stage of the media expert validation achieved a score of 60%, and the second stage achieved a score of 86%. Based on these two validation tests, the flipbook-based e-book can be categorized as "very feasible." Following expert validation, a three-stage practicality test was conducted, including individual testing, limited testing, and field testing on students in the 2023 intake of the Makeup Education Study Program. The individual testing achieved a score of 92.8%, the limited testing achieved a score of 92.9%, and the field testing achieved a score of 93%, categorizing it as "very practical." Therefore, the flipbook-based e-book "Yogya Putri Style Bridal Makeup" developed can be considered feasible and practical for use as a learning tool for students in the Central Indonesia Bridal Makeup course.

#### 5. Reference

- Annisa, N., & Darussyamsu, R. (2023). *Validitas dan Praktikalitas Pengembangan Multimedia Interaktif pada Materi Sistem Koordinasi untuk Kelas XI SMA/MA*. 10, 49–57. <https://ojs.unpkediri.ac.id/index.php/biologi>
- Awaludin, Wibawa, B., & Winarsih, M. (2020). *The Development of Hypermedia Based E-Book for Integral Calculus Subject*. <https://doi.org/10.3991/ijoe.v16i04.13393>
- Hasanah, S. N., Cholily, Y. M., Effendi, Moh. M., & Putri, O. R. U. (2021). Literasi Digital Siswa Dalam Pembelajaran Matematika Berbantuan Media Space Geometry Flipbook (SGF). *AKSIOMA: Jurnal Program Studi Pendidikan Matematika*, 10(3), 1736. <https://doi.org/10.24127/ajpm.v10i3.3898>
- Iba, Z., & Wardhana, A. (2024). *Metode Penelitian*.
- Imania, K. A. N., & Bariah, S. K. (2019). *Rancangan Pengembangan Instrumen Penilaian Pembelajaran Berbasis Daring*. 5.
- Khasanah, I., & Nurawati, I. (2021). Pengembangan modul digital sebagai bahan ajar biologi untuk siswa kelas XI IPA. *Indonesian Journal of Mathematics and Natural Science Education*, 2(1), 34–44.
- Muhsan, R., Hanim, N., & Zuraidah. (2022). Analisis Kelayakan Media Pembelajaran Interaktif Prezi Berbasis Metode Problem Solving Pada Materi Perubahan Lingkungan. *Prosiding Seminar Nasional Biotik*, 2022. <https://jurnal.ar-raniry.ac.id/index.php/PBiotik/index>
- Mukti, A., & Aprianti, K. (2021). *Pengaruh Kualitas Pelayanan dan Harga Terhadap Keputusan Pembelian pada Kedai Kirani Coffee* (Vol. 10, Issue 1).
- Sugiyono. (2017). *Metode Penelitian dan Pengembangan (Research and Development)*. Alfabeta.
- Yanto, D. T. P., Candra, O., Dewi, C., Hastuti, H., & Zaszita, H. (2022). Electric Drive Training Kit Sebagai Produk Inovasi Media Pembelajaran Praktikum Mahasiswa Pendidikan Vokasi: Analisis Uji Praktikalitas. *JINoP (Jurnal Inovasi Pembelajaran)*, 8(1). <https://doi.org/10.22219/jinop.v8i1.19676>