

# DEVELOPMENT OF PIDIH COSMETICS THROUGH THE FORMS PRACTICAL PACKAGING ON BRIDAL MAKEUP INDONESIA COURSES

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## ABSTRACT

The development of Pidih Cosmetics in collaboration with the production house of Ayu Nora Imas Koes with the aim of knowing (1) The concept of innovation for developing Pidih cosmetics through practical packaging (2) The process of developing Pidih through practical packaging (3) Feasibility of developing Pidih cosmetics through practical packaging (4) Supporting factors and inhibiting factors for the development of pidih cosmetics through practical packaging in the Indonesian Bridal Makeup course. The development process with the experimental method uses three treatment formulas based on the reference formula from the informants who have been presented. Conducted at the Makeup and Beauty Laboratory of UNY with 3 months of research time with product testing on experts with experts from practitioners in the field of Traditional Bridal Makeup to compare three product formulations which were then tested by panelists with one product selected from expert testing. The expert test concluded that the selected product was a formulation II product with percentage details, (1) formula I, which was 75% in the aspect of product composition and 92.1% in the aspect of product development; (2) formulation II, namely 88.1% in the aspect of product composition and 91.6% in the aspect of product development; (3) formulation III is 88.1% in the aspect of product composition and 95.8% in the aspect of product development. Furthermore, product testing by users can be interpreted if the percentage of product composition aspects reaches 95.2% in the very feasible category and 97% in the product development aspect in the very feasible category with ten panelists

Kata Kunci: *Pidih Cosmetic, practical packaging, traditional bridal makeup*