Design and analysis effectiveness photobook as chinese-hokkian marriage medium information culture to batam city Gen-Z

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ARTICLE INFORMATION

ABSTRACT

Indonesia's cultural diversity faces challenges from modernization, which has an impact on traditional Chinese wedding customs in Batam City. To address this, a photobook project has been initiated to document and preserve Chinese-Hokkien wedding traditions. This study focuses on providing a detailed description of the content of photobooks and to assess the effectiveness of using photobooks as a medium of information about Chinese-Hokkien wedding traditions in Batam City. The target population for this study is the Chinese Gen Z community in Batam. The sample size was determined using the Slovin sampling formula, which resulted in 400 respondents. The 4D application model was used to guide the project through the stages of definition, design, development and deployment, incorporating methods such as the Guttman Scale for quantitative analysis used to calculate the effectiveness of using photobooks as an information medium. To collect quantitative data, a closed question model questionnaire was used, consisting of 10 questions related to the content of the photobook, including the type of font used, color theme, layout, and understanding of the book's message. Results from further testing validated the project's success with a positive acceptance rate of 81.6%. This photobook project serves as a valuable tool to educate and engage audiences about the historical and cultural significance of Chinese-Hokkien wedding rituals, contributing to the preservation of Indonesia's rich cultural heritage. Based on the analysis of the questionnaire results and feedback from respondents, it can be concluded that the photobook is effective as a promotional and information medium for Chinese-Hokkien wedding traditions in Batam City.

1. INTRODUCTION

The nation of Indonesia is recognized for the diversity of its cultures, languages, tribes, religions, and customs. Indonesian nationalism is shaped by this diversity which is symbolized in the statement of Bhinneka Tunggal Ika. The strength of Indonesia's unity comes from its diversity [1]. Every province in Indonesia is host to a variety of various ethnic communities. In Indonesia, the Chinese ethnic group has been present for an extensive period, particularly in Batam City.

The Chinese community bases all of its activities heavily on tradition. In the Chinese Ethnic Community, all traditions are acknowledged as being relevant [2],[3],[4]. The way Chinese Indonesians celebrate and carry out their weddings is one of the customs that people can still observe [5]. In many cultures around the world, wedding celebrations are still valued as significant occasions, but many also view marriage as a sacred process that should be approached with great importance. Indonesian wedding celebrations are social rituals that must adhere to local customs, traditions, beliefs, and cultural standards. Nevertheless, people have also modified their previous habits to fit into the modern lifestyles as lives change and influences from other cultures cannot be avoided.

A photobook is a compilation of photographs arranged in a sequential and narrative manner, often accompanied by captions or text. The purpose of a photobook is to visually tell a story, convey emotions, document experiences, or showcase artistic work. The photobook is a method of visual storytelling through the arrangement of photographs sequentially and narratively, often accompanied by captions or text.

Generation Z refers to those individuals born between 1997 and 2012 [6]. This generation has grown up in a world dominated by technology, social media, and the internet. Consequently, some members of Generation Z may develop addictive behaviors towards technology and exhibit anti-social tendencies as a result [7]. The widespread use of technology, especially the internet, has led to a phenomenon known as westernization, which is a key aspect of globalization [8]. As a consequence, young Indonesians are increasingly losing touch with their own cultural heritage and traditional knowledge [9]. One example of this cultural erosion is the diminishing practice of Chinese wedding customs, which are being overshadowed by Western influences. To counteract this trend, there is a need for informational media that can engage young people and reintroduce them to the intricacies of Chinese-Hokkian wedding traditions, thereby enhancing their understanding and appreciation of these cultural practices.

The print media sources are still not widely to disseminate information on Chinese and Hokkian wedding cultures in Batam City, as word-of-mouth is still the primary source of information [10]. Therefore, the author plans to produce educational materials about the marital customs of Chinese-Hokkian. This particular photobook project aims to showcase the historical aspects of wedding culture in Batam, explore the significance of the Chinese-Hokkian wedding ritual, guide permissible actions and restrictions during the ritual, and offer intriguing insights into the ceremonial trinkets that are essential for the wedding ritual. Furthermore, the author shared photobooks with Batam's Generation Z fantasies and subsequently used quantitative questionnaires to analyze whether or not using photobooks as a source of information about Chinese and Hokkian wedding culture would create a positive or negative stigma [11].

2. METHOD

4D Models as application model

Figure 1 describes the 4D approach is rooted in four consecutive developmental stages: defining, designing, developing, and disseminating [11]. It represents an expansion of the common methods employed for analyzing, designing, and evaluating.
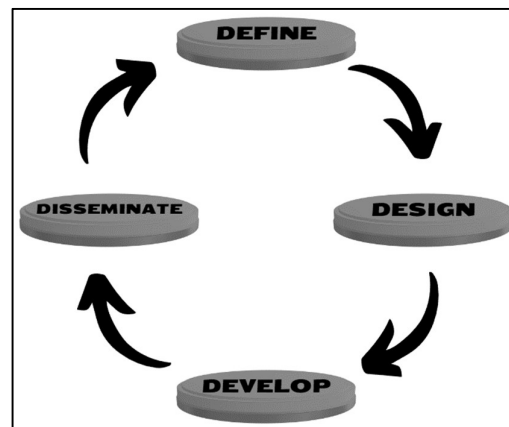

Figure 1. 4D Model [11]

The Define stage is the stage where the research object is determined and defined. This stage involves interviews, observations, and analysis of research needs. After conducting interviews and observations to gather and analyze information obtained from partners, the writer will proceed to design the object and photobook. The Development stage is where the researcher will produce research instruments. The goal of this stage is to disseminate the photobook to the general public. The Disseminate stage is the stage where the research output is produced. This

model has been systematically formulated based on practical experience in the field of designing, developing, and evaluating photobooks.

Define

In define model, writers engage interviews with experts in the field to ascertain the essence of the photobook. These interviews aim to delve into the cultural information requirements of Chinese-Hokkian marriages in Batam City for Generation Z. Subsequently, the insights gained from these interviews serve as valuable reference points for the development of the photobook's design concept. Below is a list of questions that have been compiled by the author based on the previous research questions [11]. In addition, the author has also prepared questions that are considered relevant to this study.

Table 1. Interview question list [11]

No	Interview Question List
1	What is the history of the Chinese-Hokkian wedding tradition?
2	How is the Chinese-Hokkian wedding tradition carried out?
3	What is the significance of the Chinese-Hokkian wedding tradition?

Table 1 will discussing about the interview question list. The author raised this question to gather information from the perspective of an expert. This approach can assist the author in designing an informative photobook that meets the needs of the general public. In addition to conducting interviews, the author will also collect media in the form of photos to be included in the photobook.

Design

The defined model, writers engage interviews with experts in the field to ascertain the essence of the photobook In the realm of design, writers employ various methods to gather data including observation, interviews, and documentation [12]. Table 2 discuss about the storyboard ilustrartion. During this phase, a more comprehensive design is developed by creating a storyboard that effectively communicates the information and content that will presented in the photobook. To bring the storyboard to fruition, designers utilize Adobe Photoshop and Canva software, which facilitates the seamless integration and combining of photographs and typography [7], [13]. In addition, the author has also prepared a storyboard that is considered relevant to this study.

Table 2. Storyboard illustration summary

No	Storyboard Illustration	Description
1		The first part is the cover for the photobook. On this cover there will be a text of "龙凤呈祥" as the title of the book, and "The Auspicious Dream" as the tagline of the book. On this cover, there will a photo of the couples.
2		On the next page there will be one page containing the name of the content designer in the photobook. In this page, there will also be a photo of Chinese-Hokkian wedding properties.
3		This page will contain a tagline and a short narration of this photobook. This page includes some photos of the Chinese-Hokkian wedding activity.
4		On this page, there will be the contents list of the photobook. This page also includes some photos of Chinese-Hokkian wedding rituals.
5		This page will contain the synopsis/ prologue of this photobook. This page also includes some photos of Chinese-Hokkian wedding properties.
6		The next page will present myth facts and the importance of Chinese-Hokkian weddings to educate the public.

7		This page will present about facts Chinese-Hokkian weddings. This page also includes some photos of Chinese-Hokkian wedding activities.
8		This page will present about historical tradition of Chinese-Hokkian weddings in Indonesia, especially in Batam. This page also includes some photo of old Chinese-Hokkian wedding activities.
9		This page will present the activity process of a Chinese-Hokkian wedding. Which Includes 3 processes; before the wedding, the day of the wedding, and after the wedding. This page includes some photos of the Chinese-Hokkian wedding.
10 / 11		This page will present and discussing the detail about before wedding process such as: 议婚 (marriage proposal), 提亲/送礼 (engagement), and 热闹夜 (night before wedding party). This page includes some photos of the Chinese-Hokkian wedding ritual process.
12 / 13		This page will present and discuss the details about the day of the wedding process such as: 行嫁入门 (get married), 讨喜 (Likeable to the bride's family), 拜别父母 (farewell to parents), 迎亲入门 (Welcoming bride), 進新婚房 (Entering the bridal room), 婚姻殿堂 (Holy matrimony), 奉茶 (Tea ceremony), and 婚宴 (Wedding reception). This page includes some photos of the Chinese-Hokkian wedding ritual process.
14 / 15		This page will present about after the day of wedding, the newlyweds return home to meet their seniors and their families. Honeymoon for couples. The newlyweds begin their newlywed life. If the marriage registration is not done before the wedding, the marriage still needs to be completed at the household affairs office after the marriage check-in.
16		The last part is the photobook ending. On this cover, there will be a large text "龙凤呈祥" as the subtitle of the book and "The Auspicious Dream" as the tagline of the book. On this ending part, there is also a photo of couples.

This photobook, the typography utilized calligraphy handwriting fonts for headlines to establish an aesthetic appeal. And also utilized the color scheme employed ranging from brick red to pink. Figure 2 will discuss about the research calligraphy font and color palette. The selection of these hues aims to create a harmonious and balanced visual presentation between the photographs and the accompanying text. Color is a fundamental component of design that serves as a powerful tool for communicating emotions and messages from a designer to their users [14]. In this photobook, the color scheme employed ranges from brick red to pink tones. This particular selection is made achieve a harmonious and well-balanced appearance between the photographs and textual elements [11].
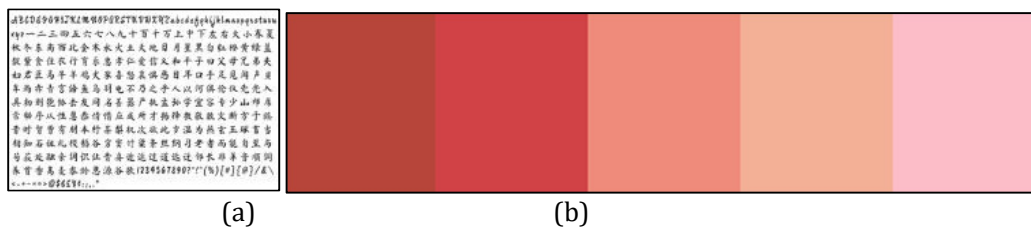

(a)   (b)

Figure 2. (a) Calligraphy font; (b) Color Pallete

Guttman scale as quantitative method

The quantitative method approach, writers focus on using statistical and numerical data to investigate various aspects of photobooks [15]. Writers collect data through surveys or experiments to gather quantitative information about readers' preferences, satisfaction, or

engagement with the photobook. Writers also analyze existing data or use mathematical and econometric modeling to study the impact of different variables on the success of photobooks. On the other hand, aims to provide a detailed overview of the photobook, including its content, and information [16].

Population and sampling

Before the study proceeded, researchers determined the population and sample of the study. The Chinese Gen Z community in Batam is the study's target population. According to information from Batam's Central Bureau of Statistics, 281,181 members of Generation Z called Batam home as of 2024 [17]. The Slovin sampling formula is used to take the sample. According to the Slovin formula, up to 400 respondents are required for the number of samples. Based on previous research, researchers set the margin of error for this sampling research calculation at 5% [6], [18].

$$n = \frac{N}{1+Ne^2} \tag{1}$$

Where: n= Sampling Formula, N= Population, and e= Margin of error 5% (0,05) [19].

Therefore, from the use of the Slovin formula, the calculation of the sample size in this study can be done as follows:

n $= \frac{281,181}{1+(281,181 \text{ x } (0.05^2))}$

n $= \frac{281,181}{1+(702.95)}$

n $= \frac{281,181}{703.95}$

n $= 399.43$

n $\cong 400$ respondents

Quantitative data collection

This quantitative method approach, writers focus on using statistical and numerical data to investigate various aspects of photobooks [20], [21]. Writers collect data through surveys or experiments to gather quantitative information about readers' preferences, satisfaction, or engagement with the photobook. Writers also analyze existing data or use mathematical and econometric modeling to study the impact of different variables on the success of photobooks. On the other hand, aims to provide a detailed overview of the photobook, including its content, and information.

Quantitative data analysis

Table 3 will discuss about list of questionnaire research. Writers employ the closed question model is a questionnaire method that involves presenting several questions with only two answer choices: yes and no. This format allows respondents to easily select the appropriate answer that aligns with their preference. In this study, the Guttman scale was utilized as the selected questionnaire [18]. The use of this scale is particularly beneficial when researchers aim to obtain definitive and consistent answers related to a specific problem under investigation [4], [20].

Table 3. List of questionnaire research

No	Questionnaire	Yes	No
1	Is this photobook content interesting?		
2	Whether the font used is attractive and appropriate for the story in this book?		
3	Is the font used easy to read?		
4	Does the full-color theme make the photos interesting?		
5	Whether the color of the photo is used to visualize the collective spirit and hustle and bustle of events?		
6	Does the layout make you comfortable to understand this book?		
7	Is it appropriate between the photo and the existing text?		

No	Questionnaire	Yes	No
8	Whether the photos in the book can provide information about collective communities?		
9	Is this photobook easy to understand?		
10	You understand the message conveyed in the narration and photos loaded?		

Therefore, to calculate the effectiveness of using a photobook as a medium for information on Chinese-Hokkian wedding traditions in Batam City, we will use the Guttman Scale formula as follows[15]

$$cc = \left(\frac{\sum Cla}{\sum Po} : n \right) x 100\% \tag{2}$$

Where: cc= Variable assessment result, $\sum CLa$= Total result of variables"yes" or "no", $\sum Po$= Total quantity of questionnaire questions, and N = Total sample.

Table 4 discuss the score average from the calculation. After calculating the percentage of variable assessment, the effectiveness of using photobooks as a medium for information on the Tionghua-Hokkian wedding traditions in Batam City will be evaluated based on the results of the variable assessment percentage, according to the following conditions:

Table 4. Score average

Score Range	Successful Rate
>50%	Qualified
<50%	Unqualified

The photobook is considered successful as a medium of information on Chinese-Hokkien wedding traditions in Batam City if the assessment result for the variable yes exceeds 50%.

3. RESULT AND DISCUSSION

4D Models as application method

Develop

At this stage, the writer carries out the process of sorting and selecting photo assets, which are then organized into a single file Subsequently, basic editing is performed on the photos, including adjustments to temperature, exposure, contrast, highlights, shadows, tone curve, and lens corrections using Adobe Lightroom Classic [12], [13], [22]. In photo editing, exposure is used to adjust the brightness level of the photo Then contrast is applied to alter the darkness or brightness of the image Next, editing is done using the highlights tool and shadows tool. The use of these tools in photo editing can help adjust the brightness and darkness of light within the photo.

After completing the photo editing process, the author then designs a photobook using the Canva application. Figure 3 describes the process of photo editing in Adobe Lightroom and photo design in Canva. The result of the implementation in this study is the creation of a photobook about Tionghua-Hokkian wedding culture in Batam, consisting of 44 pages. The content of the photobook includes information about the history, process, and procedures of Tionghua-Hokkian wedding traditions, as well as the meaning behind these traditions.
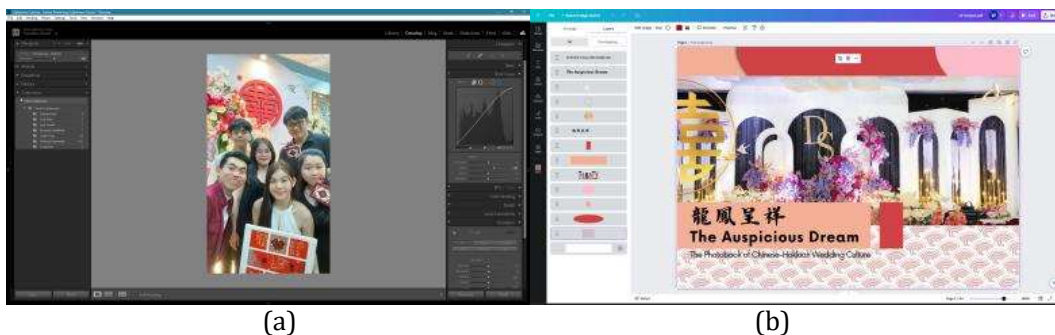

(a)   (b)

Figure 3. (a) Photo editing in adobe lightroom; (b) Photobook design in Canva

During the context of model development, writers engage in the incorporation of expert validation input analyzing test results. Table 5 discussing about the photobook design result. The findings from the initial trials serve as a foundation for further development and refinement of the photo album medium. The outcomes obtained from the initial trials serve as a fundamental basis for enhancing and modifying the photobook.

Table 5. Photobook design

Page	Photobook Design	Description
1		The first part is a cover for a photobook. There will be the text of "*龙凤呈祥(lóng fèng chéng xiáng)*" as the title, "The Auspicious Dream" as the tagline of photobook, and there also be a photo of couples.
2-3		The next page will contain the tagline, title, and name of the *photobook* content designer. On this page, there is also a photo of Chinese-Hokkian wedding properties.
4-5		This page present short narration and photobook contents lists. This page also has a photos of a Chinese-Hokkian weddings activity.
6-7		On this page containing synopsis/prologue of photobook. This page includes some photos of Chinese-Hokkian wedding properties.
8-9		This page contains the historical tradition of Chinese-Hokkian wedding. This page also includes photos of Chinese-Hokkian wedding properties.
10-11		Next page will present the execution of the Chinese-Hokkian wedding to educate the public. This page contains some photos of wedding.
12-13		In this page presents the process of Hokkian-Wedding tradition's. This page also includes some photos of each tradition activities**.**
14-15		
16-17		In this pages discussing about pre-wedding preparation such as marriage proposal (*议婚*), engagement (*提亲/送礼*), and (*热闹夜*).
18-19		
20-21		
22-23		
24-25		
26-27		
28-29		
30-31		This page presents the day of wedding. In this part, there will be discussion: Get Married (行嫁入门), Likeable to the Bride's Family (讨喜), Farewell to Parents (拜别父母), Welcoming Bride (迎亲入门), Entering the Bridal Room (進新婚房), Holy Matrimony (婚姻殿堂), Tea Ceremony/ Tea Pai (奉茶), and Wedding Reception (婚宴).
32-33		
34-35		
36-37		
38-39		

40-41		This page presents the day after the wedding/post-wedding. In this process, the newlyweds must return home to visit their elder and families (拜會長輩及家人), and Honeymoon (度蜜月).
42-43		This page presents an epilogue/summary of this *photobook*. This page discussed the meaning of the Chinese-Hokkian wedding tradition and persuades the readers to preserve and continuation of the Chinese-hokkian wedding tradition culture.
44		The last part is the ending cover of the photobook. On this cover, there will be the text of "*龙凤呈祥(lóng fèng chéng xiáng)*" as the title of the *photobook* and "*The Auspicious Dream*" as the tagline of the *photobook*. On this cover, there will also contains be information about the writer, lecture, and affiliation.

Disseminate

Table 6 discusses the photobook distribution criteria. Throughout the dissemination process, writers thoroughly review the photobook and conduct additional validation tests until it is deemed suitable criteria for distribution among a broader audience. Based on the problem statement set by the author, this photobook will be printed for distribution. The photobook is printed with the following conditions:

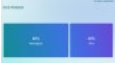Table 6. Photobook distribution criteria

Title	龍鳳呈祥 (*Lóng Fèng Chéng Xiáng*)
Tagline	The Auspicious Dream
Size	A5 (14,8 cm x 21 cm)
Oriented	Horizontal
Number of Pages	44 Pages
Cover Printing Material	Hardcopy artpaper 230 laminate doff
Content Printing Material	Artpaper 230 laminate doff

Three photobooks will be printed. One book will be given to the library where the author attended college, namely the International University of Batam. The author and the supervising lecturer will each have two books as personal portfolios.

Guttman scale as quantitative and qualitative method

Based on previous research, the author will conduct a small-scale analysis with a sample size of 10 respondents [11]. The data collected from the small-scale analysis will be summarized in tabular form.

Table 7. Results of small-scale test analysis

No	Indicator	Description	Score Yes	Score No
1		After collecting questionnaire data, it was found that 40% were male respondents and 60% were female respondents		
2		Based on the data collected, 100% are respondents from gen-Z (birth year range 1997-2012).		
3		The first question is about the interesting content of the photobook. From the data collected, it shows that 90% of respondents voted Yes and 10% of respondents voted No.	9	1
4		The second question is about the suitability of using fonts in the photobook. It shows that 90% of respondents chose Yes and 10% of respondents voted No.	9	1

No		Description	Yes	No
5		The third question is about whether the use of fonts makes it easier for respondents to read the photobook. From the data collected, it shows that 70% of respondents chose Yes and 30% of respondents voted No.	7	3
6		The fourth question is about the interesting use of color themes in the photobook. From the data collected, it shows that 90% of respondents chose Yes and 10% of respondents voted No.	9	1
7		The fifth question is whether the use of photo color can visualize the collective spirit and hustle and bustle of photobook content events. From the data collected, 80% of respondents chose Yes and 20% of respondents voted No.	8	2
8		The sixth question is about the convenience of the layout display to understand the photobook. From the data collected, 100% of respondents chose Yes.	10	0
9		The seventh question is about the compatibility between photos and text in photobook content. From the data collected, it shows that 90% of respondents chose Yes and 10% of respondents voted No.	9	1
10		The eighth question is whether the use of photos in a photobook is able to convey more precise information. From the data collected, it shows that 80% of respondents chose Yes and 20% of respondents voted No.	8	2
11		The ninth question is about whether the content of the photobook is easy to understand. From the data collected, it shows that 80% of respondents chose Yes and 20% of respondents voted No.	8	2
12		The last question is about whether the reader can understand the content of narrative and photobook photos. From the data collected, 100% of respondents chose Yes.	10	0
Total Score			**87**	**13**
Average			**8.7**	**1.3**
Total Percentage (%)			**87%**	**13%**
Ideal Percentage			**>50%**	**<50%**
Category			**Qualified**	

Table 8 shows the result of the small-scale test analysis. After conducting a questionnaire survey, the author proceeded to calculate the effectiveness of using a photobook as an information medium for the traditional Chinese-Hokkian wedding culture in Batam City, through a small-scale test using the Guttman Scale formula. Based on the recapitulation of the results, it was found that 87% of the respondents stated that the photobook was effective as a medium for conveying information about the traditional Chinese-Hokkian wedding culture in Batam City.

Figure 4. Insight on small-scale test analysis

Figure 4 show the insight on small-scale test analysis. Next, the author collected criticisms/reviews from respondents in a small-scale test. Based on the evaluations gathered from the respondents, the author concludes that the photobook is good as an informational medium in terms of design and content. However, some improvements need to be made in terms of layout, text, and background color. The following are some suggestions and comments from the small-scale test: "The narrative is very straight to the point, not too long, not too convoluted," "Overall good, but there are some pages that, in my opinion, could be improved because the background and font color don't match well, making it a bit difficult to read the text," "Some texts are hard to read due to low contrast with the background color, so changing the font color to a more contrasting one would be beneficial."

After making improvements to the photobook based on the assessment results from the small-scale test, the author distributed questionnaires for a large-scale test. The same type of questionnaire was used in this large-scale test, which included Likert scale questions and essay responses. The only difference between this large-scale questionnaire and the previous one was that the column for criticisms and suggestions was replaced with a question to assess the effectiveness of the photobook. In this large-scale test, the author managed to collect 400 responses. The following are the responses gathered by the author in this large-scale test.

Table 8. Results of big-scale test analysis

No	Indicator	Description	Score Yes	Score No
1		After collecting questionnaire data, it was found that 40% were male respondents and 60% were female respondents		
2		Based on the data collected, 100% are respondents from gen-Z (birth year range 1997-2012).		
3		The first question is the interesting content of the photobook. From the data collected, it shows that 79% of respondents voted Yes and 21% of respondents voted No.	316	84
4		The second question is the suitability of using fonts in photobook. It shows that 84% of respondents voted Yes and 16% of respondents voted No.	333	67
5		The third question is whether the use of fonts makes it easier for respondents to read the photobook. It shows that 82% of respondents voted Yes and 18% of respondents voted No.	328	72
6		The fourth question is the interesting use of color themes in photobook. it shows 80% of respondents voted Yes and 20% of respondents voted No.	322	78
7		The fifth question is whether the use of color can visualize the collective spirit and hustle and bustle of photobook content events. It shows that 80% of respondents voted Yes and 20% of respondents voted no.	319	81
8		The sixth question is about the convenience of the layout display to understand photobooks. It shows 84% of respondents voted Yes and 16% of respondents voted no.	335	65
9		The seventh question is the compatibility between photos and text in a photobook. It shows that 80% of respondents voted Yes and 20% of respondents voted No.	323	77
10		The eighth question is the use of photos in a photobook whether it can convey information more precisely. It shows that 82% of respondents voted Yes and 18% of respondents voted No.	327	73

11		The ninth question is whether the content of the photobook is easy to understand. It shows that 80% of respondents voted Yes and 20% of respondents voted No	316	84
12		The tenth question is about what is the reader's understanding of the content of the narrative and photobook. It shows that 85% of respondents chose Yes and 15% of respondents voted no.	340	60
Total Score			**3259**	**741**
Average			**0.816**	**0.184**
Total Percentage (%)			**81.6**	**18.4**
Ideal Percentage			**>50%**	**<50%**
Category			**Qualified**	

Table 8 shows the result of big-scale test analysis. After doing a recapitulation, the author then calculated the effectiveness of using photobooks as a medium of cultural information for Chinese and Hokkian wedding traditions in Batam City using the Guttman Scale formula calculation. From the results of the recapitulation that has been done, it was found that 10 points of large-scale test questions received an assessment of 81.6%, which means that the assessment for the large-scale photobook test was declared very effective as a medium of cultural information for the Chinese-Hokkian wedding tradition in the city of Batam. After that, the author has chosen 5 statements from the 400 answers to represent the statements of respondents and it is considered from this response that photobooks are effective as a medium of promotion and information.
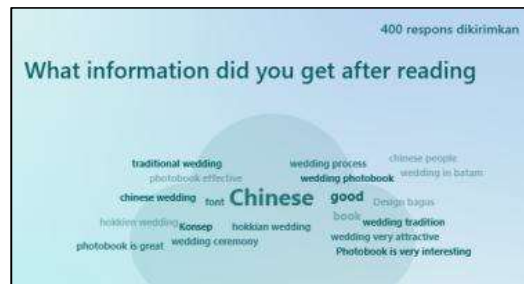

Figure 5. Insight on big-scale test analysis

The first answer was, "I got so much information and increased my understanding of Chinese-Hokkian marriage culture. I came to know the history, meaning, and procedures for conducting Chinese-Hokkian marriages and I think this information is very useful. I also know how the Chinese-Hokkian marriage process in Indonesia, especially in Batam. In addition, the presentation of the author and the appearance made me very happy to read it. This book is also very practical and can be anywhere. Thank you to the author because this book is very useful and worthy of distribution".

The second response reveals that the Chinese-Hokkian wedding process is very detailed, but usually, this information can only be obtained from stories passed down by parents or through word of mouth. There has never been any media or books that discuss this topic. With the existence of this photobook, we can learn more detailed and accurate information about the Chinese-Hokkian wedding tradition. By reading this, we can also understand the meaning behind each step of the Chinese-Hokkian wedding process. This photobook is very unique and interesting, and it can enhance our knowledge.

The third response states that after reading this photobook, it is discovered that the Chinese-Hokkian wedding culture is still preserved until now. It is also learned that in Batam, the Chinese-Hokkian wedding culture is still strong, considering the rapid advancement of technology and the prevalence of online platforms. The knowledge presented in this photobook provides the idea that there is currently no written or visual media in Batam that discusses the Chinese-Hokkian wedding culture. In my opinion, the information presented in this photobook is concise, compact,

and clear from beginning to end. The use of color tones in the photobook is also not flashy or extravagant, but rather simple, as the main focus is the information contained within it".

The fourth response states that the information obtained from this book mainly revolves around the world of Chinese-Hokkian marriage, which can be said to be rarely sought after by the current generation. However, with the existence of this photobook, I learned about the implementation process of Chinese-Hokkian wedding traditions in Batam and the significance of each process in Chinese-Hokkian weddings. Additionally, the well-packaged delivery captures the interest of readers when viewing this book. Overall, this photobook is effective for me to learn about the Chinese-Hokkian wedding culture, the concept of photobook arrangement, photography colors, writing fonts, and photo composition. The most important aspect is the balance between text and photo composition, which is very engaging.

The fifth response states that upon reading this book, I acquired information about the traditional Tionghua-Hokkian wedding ceremony. This photobook highlights the importance of this topic, especially for Generation Z, as there is currently a scarcity or even absence of media covering or conveying cultural wedding information in such detail. Furthermore, the images and texts in this photobook are very elegant and beautiful, which not only captivates me but also helps me understand traditional weddings very well. I believe this photobook can also serve as a guide for anyone who wishes to get married to learn about and follow the Tionghua-Hokkian traditional wedding ceremony.

Figure 5 is show the insight on big-scale test analysis. Based on the 5 statements obtained from the respondents, the author concludes that this photobook is effective as a promotional and informational medium regarding the Tionghua-Hokkian wedding culture. Through this photobook, users obtain information about the origins of the Tionghua-Hokkian wedding history in Indonesia, as well as information on what to be cautious of/how to conduct a Tionghua-Hokkian wedding before the ceremony takes place. Additionally, information on the procedures and meanings behind the implementation of the Tionghua-Hokkian wedding ceremony is also obtained. However, due to the lack of information, users are less aware of these aspects, and after reading this book, users gain knowledge on how and why Tionghua-Hokkian weddings are highly sacred, as well as the stages of conducting a Tionghua-Hokkian wedding. From this photobook, users also learn that there are indeed families in Batam City who still adhere to this wedding tradition. This has a positive effect on users, encouraging them to preserve traditional culture and participate in maintaining the Tionghua-Hokkian wedding culture.

4. CONCLUSION

In this study, the author concludes that the photobook product created by the author has a positive impact on its readers. Through this photobook, readers obtain information about the Tionghua-Hokkian wedding culture in Batam. Readers also gain additional information such as the procedures and meanings of Tionghua-Hokkian weddings. It is hoped that with the presence of this photobook, the campus library can enhance the knowledge of students or library visitors about the Tionghua-Hokkian wedding culture in Batam. Researchers assessed the effectiveness of using a photobook by distributing a closed questionnaire using a purposive sampling technique from non-probability sampling. The research design and questionnaire analysis utilized the Guttman Scale. Subsequently, the author conducted a small-scale test analysis on 10 respondents and a large-scale test analysis on 400 respondents. The testing criteria for determining the effectiveness of a photobook as a medium for conveying information about Tionghua-Hokkian wedding culture is based on the value of cc (variable "yes"). If cc > 50%, the photobook is considered effective. Conversely, if cc < 50%, the photobook is deemed ineffective and unsuccessful in conveying information about Tionghua-Hokkian wedding culture. The final result of the questionnaire analysis from distributing questionnaires to 400 respondents using Microsoft Form and Guttman scale formula, it was found that the cc assessment (variable "yes") reached 81.6%. Therefore, the photobook is indicated effective in conveying information about the Tionghua-Hokkian wedding culture in the city of Batam. This is because users can directly obtain

information about Tionghua-Hokkian wedding traditions from the printed media. In the applied method approach, writers use the 4D model as a framework for their research on photobooks. writers start describing the photobook in detail, analyzing its content, structure, and layout. Then, writers diagnose the strengths, weaknesses, opportunities, and threats associated with the photobook through quantitative questionnaire. Based on the findings from the diagnosis phase, writers design strategies and interventions to improve the photobook, such as layout adjustments or content revisions. These design interventions are then implemented and deployed in the photobook to evaluate their effectiveness.

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