



Community Empowerment Through Bridal Makeup Training for Wedding Center Employees in Koto Tangah District

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Abstract: This community service program aims to enhance the competencies of bridal staff through basic bridal makeup training. The program partnered with Humaira Pelaminan and Rindu Pesta, two bridal service providers located in Koto Tangah District. The training was delivered through hands-on practice, model demonstrations, mentoring, and performance evaluations. Program effectiveness was evaluated using observation sheets and performance assessment rubrics covering three competency domains: basic makeup techniques, proficiency in the use of cosmetic products, and bridal makeup aesthetics. The collected data were analyzed descriptively by comparing participants' performance before and after the training. The results demonstrated substantial improvements in participants' understanding of basic makeup techniques (81%), proficiency in using professional cosmetic products (76%), and application of bridal makeup aesthetics (86%). In addition, participants showed increased confidence in independently performing bridal makeup. Overall, the program effectively strengthened participants' competencies and is expected to improve the quality of bridal services while enhancing the competitiveness of local bridal businesses in the wedding services industry.

Article History:

Received: 23-10-2025

Reviewed: 08-02-2026

Accepted: 12-06-2026

Published: 20-08-2026

Key Words:

Training; Bridal Make Up;
Wedding Center.

How to Cite: Dewi, S. M., Rani, Y. A., & Aulia, F. (2026). Community Empowerment Through Bridal Makeup Training for Wedding Center Employees in Koto Tangah District. *Jurnal Pengabdian UNDIKMA*, 7(3), 935-942. <https://doi.org/10.33394/jpu.v7i3.18138>



<https://doi.org/10.33394/jpu.v7i3.18138>

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Introduction

Tourism and the creative industry in Indonesia have experienced rapid growth over the past decade, including the wedding services sector, such as wedding dais. According to data from the Central Statistics Agency (BPS, 2023), the creative economy sector contributes 7.4% to Indonesia's Gross Domestic Product (GDP), with the fashion and makeup subsector being key drivers (Giriyanto et al., 2025). This trend is driving increasing demand for professional, modern, and responsive wedding dais and bridal makeup services. Locally, Koto Tangah District in Padang City has seen significant growth in the wedding dais business. This is evident in the emergence of various wedding dais service providers, including Humaira Pelaminan and Rindu Pesta, which have been actively operating for various community wedding events.

Based on observations conducted by the UNP Community Service team, Humaira Pelaminan and Rindu Pesta have significant growth potential. The wedding ceremony business is a service business that generally offers makeup, fashion, accessories, decoration, video, and photography services, all packaged into wedding packages (Nasution et al., 2021). However, interviews with the business owners revealed that some employees' bridal makeup skills are still limited to basic techniques and have not fully embraced modern trends, such as contouring and highlighting (Yusuf & Maghfiroh, 2024). These two wedding ceremony



businesses need to increase their competitiveness through service innovation and employee skills, particularly in bridal makeup. Innovation in service is crucial, especially amidst intense competition (Sopes & Dewi, 2023).

A makeup artist is a professional artist who uses the face as a medium to create works of art, utilizing cosmetic products as tools (Ummah, 2019). The makeup process involves the use of various cosmetics such as foundation, blush, eyeshadow, and lipstick, as well as tools such as brushes and beauty blenders. Makeup is created to enhance women's beauty (Rahma Afifah et al., 2024). The purpose of makeup is to highlight facial features and disguise flaws. A makeup artist needs artistic sensitivity, technical skills, and a deep understanding of facial anatomy and aesthetics (Daday, 2011). Without skill development, employees will struggle to compete with certified professional makeup artists who have undergone intensive training. In this situation, bridal makeup skills training becomes a strategic necessity to increase the competitiveness of wedding businesses in Koto Tangah District.

In makeup, employees are expected to be able to apply makeup appropriately according to face shape, skin type and skin tone, and facial condition (Wahyudi & Supiani, 2024). Employees can determine the color of cosmetics that are suitable for customers. Furthermore, employees are expected to be able to perform bridal makeup by applying facial correction and facial features to produce a perfect face shape and makeup results and customers feel happy and satisfied (Jubaedah, 2021). Interviews with business owners also revealed that customers increasingly prefer bridal makeup styles that follow current beauty trends. Several prospective clients compared the makeup services offered by competitors who were more active on social media and demonstrated stronger mastery of modern makeup techniques. As a result, partners experienced difficulties in competing within the local wedding service market. Although customer complaints were not formally documented, business owners acknowledged that demand growth tended to stagnate compared with competitors offering more contemporary bridal makeup services. This situation highlights the urgent need for competency development programs to strengthen service quality and business competitiveness. Makeup skills fall into the category of basic literacy skills, because they are basic skills that are generally possessed by many women. To achieve good makeup skills, it is important to understand the basic techniques of using makeup tools and products, knowledge of colors that suit skin types, and proper makeup application techniques such as blending and layering (Saidatunnisa, 2023).

Based on this, the community service team implemented a Bridal Makeup Training program for Wedding Hall Employees as an effort to improve competency, as well as a strategy for developing wedding hall businesses at the local level. Humaira Pelaminan and Rindu Pesta are local wedding service providers located in Koto Tangah District, Padang City. Both businesses have been operating for more than five years and provide integrated wedding services, including bridal makeup, wedding decoration, costume rental, and event support services. Their long-standing involvement in the local wedding industry makes them suitable partners for community empowerment programs aimed at strengthening service quality and workforce competency. The objectives of this activity are: (1) to provide a basic understanding of bridal makeup techniques, (2) to train practical makeup skills according to beauty standards, and (3) to improve the quality of wedding hall business services.

Method

This activity involved two main partners, Humaira Pelaminan and Rindu Pesta, with a total of 13 participants, all active employees. The approach used was participatory training,



where participants were actively involved in the learning process through theory, demonstrations, hands-on practice, and evaluation (Mukhlisah et al., 2024). The implementation of this PMKM activity was divided into several stages. These stages include socialization, training, implementation, mentoring, and evaluation (Permana & Muharawati, 2022). A detailed description of each stage can be seen below:

a) Socialization

The initial stage of this PMKM activity is a socialization program aimed at providing participants with an understanding of bridal makeup materials (Lusiana & Arini, 2020). This activity is designed to provide participants with knowledge of bridal makeup before entering the training phase, which consists of bridal makeup practice. The methods used in this phase include lectures, discussions, and question-and-answer sessions led by the PMKM team and resource persons. Through this approach, it is hoped that participants will gain knowledge and understanding of the concept of bridal makeup, including cosmetics and bridal makeup techniques, which can be implemented in efforts to develop wedding stage businesses.

b) Training

The second stage of the program is training for participants to develop their bridal makeup skills. The training method, also known as the "training method," is a good teaching method for instilling certain habits, which are used to acquire dexterity, accuracy, opportunity, and skills (Windrowati et al., 2025). The training is designed using a demonstration method, which is then practiced by the participants. This training begins with a bridal makeup demonstration stage, which will be demonstrated by a resource person and accompanied by the PMKM team.

c) Implementation

The third stage is a hands-on bridal makeup practice conducted by the training participants under the direct supervision of the PMKM team. In this stage, participants apply the concepts they have learned and demonstrate them to the speakers and the PMKM team to develop their wedding stage business.

d) Mentoring and Evaluation

Mentoring is provided to ensure that training participants can optimally apply the concepts they have learned. In addition to mentoring, evaluations are also conducted to assess the effectiveness of the training program and its impact on improving participant competency. This evaluation aims to determine the program's implementation (Ridha et al., 2022). Evaluation was conducted using observation sheets and performance assessment rubrics completed by trainers during practical sessions. The assessment covered three competency indicators: (1) basic makeup techniques, (2) mastery of cosmetic products and tools, and (3) application of bridal makeup aesthetics. Participants were assessed before and after the training program. Data were analyzed using descriptive statistics by comparing pre-training and post-training scores and calculating percentage improvements in each competency aspect. Qualitative observations obtained during mentoring activities were also analyzed to describe changes in participant confidence and practical performance.

Result and Discussion

The planning of the Multidisciplinary Community Partnership Program (PMKM) began with coordination between the PMKM team from Padang State University and wedding venue business partners in the Koto Tengah sub-district, namely Humaira Pelaminan



and Rindu Pesta. During this meeting, the team and partners aligned their perceptions, thus obtaining a clear picture of their needs, which could be aligned with the objectives of the PMKM program. The results of this coordination resulted in an agreement to conduct training for employees to meet the partners' needs. The implementation of training activities goes through several agenda stages which are described as follows:

1) Training Program

The training program was conducted at Rindu Pesta and involved employees from both partner organizations. Activities consisted of theoretical instruction, demonstration of bridal makeup techniques, guided practice sessions, mentoring, and competency evaluation. Participants actively engaged in each stage of the program and received direct feedback from trainers and facilitators.



Figure 1. Opening by the MC from the UNP PMKM Team and Speech by the Head of the UNP PMKM Team

2) Bridal Makeup Training

The training began with a bridal makeup presentation by Syofia Nofrita Utami, an alumna of the Makeup and Beauty Department of the Faculty of Photography, University of North Sumatra, who has successfully become a makeup artist (MUA) and has owned several businesses. The material covered basic bridal makeup techniques.



Figure 3. Presentation of Bridal Makeup Material

The training materials focused on several essential bridal makeup competencies. Participants were introduced to skin preparation procedures, foundation selection and mixing techniques for long-lasting makeup, corrective makeup techniques for



concealing facial imperfections, contouring and highlighting methods for different face shapes, eyebrow shaping, eye makeup application, and bridal makeup finishing techniques. Before the training, most participants relied on conventional makeup practices and had limited understanding of corrective makeup and contouring methods. Following the training, participants demonstrated improved ability to adapt makeup applications according to facial characteristics and contemporary bridal beauty standards. After delivering the basic material, the session continued with a bridal makeup demonstration, led by the trainees. The presenter demonstrated the bridal makeup process step by step, and the trainees practiced on a model's face.



Figure 4. Bridal Makeup Demo



Figure 5. Bridal Makeup Practice

During the practical sessions, participants were accompanied by speakers and students from the Department of Makeup and Beauty who are members of the UNP Community Service Program (PMKM) team. The event concluded with a group photo of the PMKM team, speakers, and training participants, along with bridal makeup models dressed in their wedding attire.



Figure 6. Mentoring of Resource Persons



Figure 7. Mentoring of Make-up Students

The training program demonstrated a significant improvement in several key areas, including understanding of basic makeup techniques (81%), mastery of professional cosmetic products (76%), and application of bridal makeup aesthetics (86%). Participants also showed increased confidence in independently handling bridal makeup services. Following the training, it is expected that all employees of Humaira Pelaminan and Rindu Pesta who



participated in this community service program will be able to perform bridal makeup effectively, contributing to the growth and development of their bridal service businesses.

Table 1. Gain Score

Competency Aspect	Before (%)	After (%)	N-Gain (%)
Basic Makeup Techniques	60	81	21
Cosmetic Product Mastery	49	76	27
Bridal Makeup Aesthetics	58	86	28

The findings indicate that the training program effectively improved participant competencies across all assessed aspects. The highest achievement was observed in bridal makeup aesthetics (86%), suggesting that demonstration and hands-on practice methods were particularly effective in developing practical artistic skills. Meanwhile, mastery of cosmetic products obtained the lowest score (76%). This result may be attributed to the wide variety of cosmetic products introduced during the training and participants' limited prior exposure to professional makeup brands and tools. These findings are consistent with previous studies reporting that demonstration-based vocational training significantly enhances practical competencies and learning outcomes (Ridha et al., 2022; Mukhlisah et al., 2024). Similarly, Lusiana and Arini (2020) found that hands-on beauty training improved both participant knowledge and technical skills. The participatory approach adopted in this program enabled participants to directly apply newly acquired knowledge, thereby accelerating skill development. From a business perspective, improved bridal makeup competency has the potential to increase customer satisfaction, strengthen business reputation, and improve competitiveness within the local wedding service market. The ability to provide makeup services aligned with current beauty trends may also contribute to increased customer demand and business income in the future.

Conclusion

The implementation of the PMKM program successfully enhanced the bridal makeup competencies of employees from Humaira Pelaminan and Rindu Pesta. The training improved participants' mastery of bridal makeup techniques, cosmetic product utilization, and aesthetic application, with the highest achievement observed in bridal makeup aesthetics (86%). The acquisition of corrective makeup and contouring skills enabled participants to perform makeup services that align with current beauty trends. These competency improvements are expected to strengthen service quality, increase customer satisfaction, and enhance the competitiveness of partner businesses within the wedding services industry.

Recommendation

Based on the outcomes of the community service program, several recommendations can be proposed as a foundation for future program development. First, advanced training sessions with more comprehensive materials are recommended to further enhance the knowledge and skills of wedding ceremony staff, enabling them to meet the increasingly diverse demands of the market. Furthermore, it is advisable to conduct periodic post-training mentoring programs to maintain service quality standards and strengthen digital marketing strategies. Well-trained staff members can play a vital role in promoting professional makeup services through social media, digital catalogs, and online marketing platforms. For partner businesses, regular internal practice sessions and continuous skill development activities are recommended to maintain service quality and adapt to evolving beauty trends. Partners are also encouraged to strengthen digital marketing strategies through social media promotion



and online portfolios. For local government agencies, particularly those responsible for MSME development and workforce training, collaborative programs focusing on vocational skill enhancement and business digitalization should be expanded to support the growth and sustainability of local wedding service enterprises.

Acknowledgements

The PKM team sincerely extends its gratitude to the Institute for Research and Community Service of Universitas Negeri Padang for funding this community service program under contract number 353/UN35/PM12025. Deep appreciation is also conveyed to our partner organizations, Humaira Pelaminan and Rindu Pesta, for their willingness to collaborate and actively participate in this project. Special thanks are further directed to all individuals and parties who have provided support and contributed to the successful implementation of this activity.

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