

Creating E-Catalogue Flipbook Based as Advertising Media at PT Vestindo Sukses Indonesia in Malang

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History Article:

Received 09 13, 2025
Accepted 09 23, 2025
Published 09 25, 2025

ABSTRACT

PT Vestindo Sukses Indonesia is a Malang-based manufacturer of ice machines and ice crystals. Observations show that its current digital advertising media—Instagram and the official website—are less effective due to limited information and the absence of interactive visual elements. To address this, a flipbook-based e-catalogue was developed as an interactive and informative digital marketing tool. This study aims to evaluate its effectiveness using action research, with data collected through interviews, observations, and questionnaires involving 16 respondents, including owners, employees, marketing experts, computer experts, and company agents. The design was assessed using the EPIC model (Empathy, Persuasion, Impact, Communication). Results indicate a high effectiveness score, with an average EPIC Rate of 4.7. The highest score in the persuasion indicator shows that the flipbook successfully influenced audience interest. Its attractive visuals, easy access, and comprehensive information make it a viable medium to enhance the company's promotional strategy, increase consumer engagement, and encourage deeper understanding of the products. The final flipbook e-catalogue can be accessed at: <https://heyzine.com/flip-book/ce3411e190.html>.

Keywords: Advertising Media; E-Catalogue; Flipbook; PT Vestindo Sukses Indonesia.

How to Cite:

Ayu Farah Fediasha, Tri Ramadani Arjo, & Fatkhur Rochman. (2025). Creating E-Catalogue Flipbook Based as Advertising Media at PT Vestindo Sukses Indonesia in Malang. Jejak Digital: Jurnal Ilmiah Multidisiplin, 1(5b), 4016-4020. <https://doi.org/10.63822/v2cx1x65>

INTRODUCTION

Technology has reached a high level of sophistication and continues to evolve over time, making a significant impact on various aspects of life, including business and marketing. Marketing trends in the world have shifted from conventional (offline) to digital (online) (Sasongko, 2020). Digital marketing involves the use of digital technology, such as the internet, social media, search engines, and mobile devices, to promote products or services and interact with potential consumers (Haryanto, 2024). The internet and social media allow company to reach potential consumers in various geographical locations, without time and space limitations (Ahmas et al., 2022). From the results of the 2024 Indonesian internet usage survey released by APJII, Indonesia's internet usage rate touched 79.5% the increasing rate of internet usage further strengthens the effectiveness of digital promotion.

Another advantage that digital advertising media has is its ability to target specific audiences. This provides opportunities for company to build closer relationships with consumers, increase loyalty, and develop a strong brand (Ayesha et al., 2022). E-Catalogue is a kind of catalogue or brochure that contains product and company information, but can only be accessed online via the internet (Jasmadi, 2018:5). A flipbook is a book in the form of a digital file containing images, animations, videos, and audio, where readers can open the pages on the flipbook like reading a book or magazine in general (Humairah, 2022).

E-catalogues not only make it easier to present product information in a more attractive format, but also allow company to reach a wider audience through digital platforms because by implementing the right and consistent digital marketing strategy, company can increase visibility and expand their reach (Sugiyanti, 2022). Flipbook is considered to be able to help company as a corporate advertising media, this is supported by the results of research by Saleh & Sudjanarti (2024) which stated that e-catalogue design is very effective as a company advertising media and makes it easier for company to advertise their products.

Previous studies have generally focused on e-catalogs in conventional digital formats without optimizing visual interactivity. This study differs in that it creates e-catalogues in flipbook form that prioritize attractive and interactive designs while still displaying detailed and comprehensive product information. This approach is expected to enhance the user experience and strengthen the effectiveness of promotional strategies. This study aims to create a flipbook-based e-catalogue as an advertising medium for PT Vestindo Sukses Indonesia and to evaluate its effectiveness in supporting the company's promotional strategy.

METHODS OF RESEARCH

The research methods used was Action Research. Based on the model created by Kurt Lewin, it has four processes, namely Plan, Action, Observe and Reflection. In the relationship, the four components indicate a cycle or activity that repeats. The data collection methods used in this study are as follows:

1. Observation, was conducted with the company's deputy director and aimed to find more in-depth information about the company's field conditions.
2. Interview, the data obtained from the interview method are company profiles and product information needed in creating an e-catalogue.
3. Documentation, taking pictures and recording data about promotional media and its obstacles as well as a work program to list products sold which are equipped with price details.
4. Questionnaire, the research respondents totaled 16 people, including owner, employee, computer experts for marketing, marketing experts and company agents.

The e-catalogue design that had been made was then evaluated through the EPIC (Empathy, Persuasion, Impact, Communication). The EPIC Model data arrangement is carried out starting from simple tabulation analysis data and average scores, followed by conversion to the EPIC model scale vulnerability.

RESULT AND DISCUSSION

In this study, the creation of a flipbook-based e-catalog was carried out using Heyzine in several stages, namely Planning, Action, Observe, and Reflection to evaluate the effectiveness of the design based on the EPIC theory (Empathy, Persuasion, Impact, Communication). The selected respondents included 1 owner, 1 employee, 2 marketing experts, 2 computer experts for marketing, and 10 company agents.

1) Result and Discussion Cycle 1

After distributing the questionnaire to respondents (1 Owner, 1 Employee, 2 Marketing Experts, 2 Computer Experts for Marketing, and 10 Company Agents) as testers of the PT. Vestindo Sukses Indonesia e-catalogue design, the following are the calculation results obtained from the questionnaire, which refer to the measurement of design effectiveness based on the EPIC criteria for each indicator are presented in the following table.

Table 1. Result EPIC Cycle 1

No.	Indicator	Average Score	Categories
1.	Empathy	3.6	Effective
2.	Persuasion	3.7	Effective
3.	Impact	3.7	Effective
4.	Communication	3.9	Effective

Source: Questionnaire Results, 2025

Based on the results of the questionnaire in cycle I that has been distributed to owners, employees, marketing experts, computer experts for marketing, and company agents. It is known that there are several items from the EPIC dimension that need improvement based on the respondents assessments because there are still responses of strongly disagree (SD) and disagree (D).

Based on the suggestions and feedback provided, here are the improvements that need to be made:

1. Aligning the language used.
2. Aligning the font, colors, and paying attention to design neatness.
3. Adding specifications and descriptions of products/services.
4. Ensuring the background color selection does not blend with the product image.

Therefore, the e-catalog design that has been created needs to be revised and improved in the next cycle, namely cycle II, according to the suggestions from the respondents. This aims to ensure that the e-catalog design can become an effective advertising media.

2) Result and Discussion Cycle 2

The results of data collection through questionnaires to all respondents to show the quality and effectiveness of the e-catalogue content after improvements made in cycle 2 using the EPIC Model are presented in the following table.

Table 2. Result EPIC Cycle 2

No.	Indicator	Average Score	Categories
1.	Empathy	4.6	Very Effective
2.	Persuasion	4.7	Very Effective
3.	Impact	4.7	Very Effective
4.	Communication	4.7	Very Effective

Source: Questionnaire Results, 2025

Based on the results of the questionnaire in cycle II that has been distributed to owners, employees, marketing experts, computer experts for marketing, and company agents for the assessment of the EPIC indicators, it has been categorized as very effective. This can be seen from the measurement results of the EPIC Rate, which has reached a value of 4.7, placing it in the very effective category. The conclusion reached is that the flipbook-based e-catalogue design is very effective for use as an advertising media at PT. Vestindo Sukses Indonesia. Based on that conclusion, this research stops at cycle II.

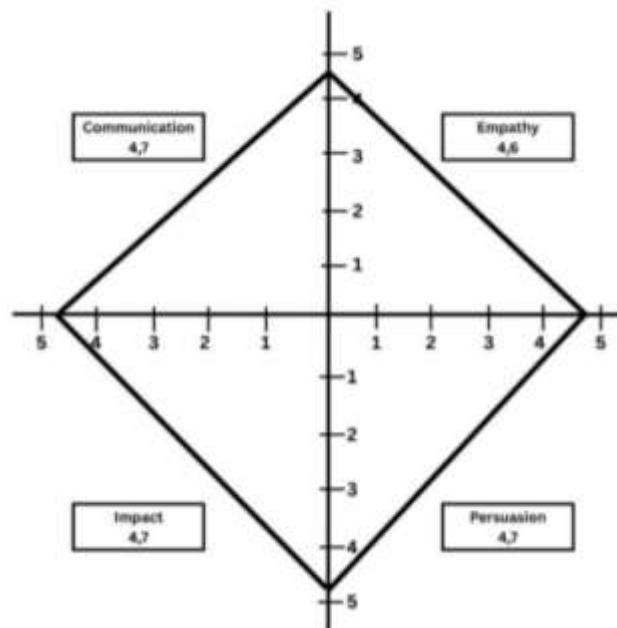


Figure 1. EPIC Rate Cycle II Graphic

Source: EPIC Rate Results, Data Processed (2025)

CONCLUSION

This study produced an advertising medium in the form of a flipbook-based e-catalogue for PT. Vestindo Sukses Indonesia using Heyzine. The e-catalogue created has proven to feature an attractive design, and its effectiveness is not only attributed to its visual appeal but also to its ability to clearly convey information, persuade readers, create a lasting impression, and effectively position the company's brand and products—all of which are essential elements of successful promotional media.

Based on the results of the questionnaire distribution, the average EPIC Rate score obtained was 4.7, which falls into the "very effective" category. Therefore, it can be concluded that the flipbook-based e-catalogue developed is highly effective as an advertising medium for PT. Vestindo Sukses Indonesia.

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