

## **Esthetic Wander PH: The Wonder of Epoxy Jewelry**

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### **ABSTRACT**

*This study aimed to endorse, feature, and promote the Esthetic Wander PH: The Wonder of Epoxy Jewelry through multimedia production that will feature those handmade products. The advertising centered on three multimedia productions: a photobook, a website, and a promotional video, with the customers of Esthetic Wander PH aged 15-29 years old. The photo book provides photographs captured by the researcher, information about the local shop, its jewelry, and being a resin artist. The promotional video showcases the jewelry itself. The website contains photographs, videos, and information about the local shop and being a resin artist. The project was also beneficial for other jewelry businesses, product photographers, resin enthusiasts, and future researchers. Results showed that the multimedia outputs were positively assessed and accepted by the respondents. The productions were able to capture their interest and provided aesthetically pleasing jewelry. All three multimedia outputs were rated as outstanding. Overall, the photobook and promotional video were ranked first because they successfully encouraged the target audience to purchase the jewelry and be engaged with Esthetic Wander PH's personalized jewelry. Results also show that the website and photobook's information was helpful to the target audience and can reach a wide variety of people both globally and locally.*

**Keywords:** *Resin, epoxy, jewelry*

### **INTRODUCTION**

Resin has been a big theme lately. It was becoming more widely available and encouraging people to use as a material for jewelry, home decor, paintings, and even sculptures. The common resin used was epoxy resin, which when the two elements: the resin and its hardener combined, a chemical reaction occurs, allowing the liquid resin to harden into a solid plastic. Epoxy resins provide a broad range of material properties such as machinability, low cost, very little leakage during cure, and low toxicity to those fibers as key benefits (Maxineasa, et al., 2018).

Resin was an ideal starting business for people who love arts, handmade craft, and jewelry and want to earn a living from it. It can also be a learning experience to explore and widen the skills of a person. Jewelry was one of the uses of resin. According to Sanchez (2018), the popularity of jewelry is growing with time, as new patterns and styles are introduced to the market. The resin epoxy jewelry industry exploded in popularity in 2020.

Through this, the researcher would like to promote Esthetic Wander PH, a local online shop in Atimonan, that would help the possible clients be on-style at an affordable price. The researcher wants to showcase aesthetic on-the-go accessories on any occasion and to promote the online shop through three multimedia productions such as photobook, website, and promotional video. Esthetic Wander PH offers clothes and jewelry products that cater to every individual because everybody deserves to look and feel beautiful and be aesthetic.

The researcher chose this topic because she has interest in crafts and business. The researcher wanted everyone to be aware how resins can offer various use of design in terms of jewelry. The researcher wanted to encourage everyone to support small businesses and to help the resin community to grow more, boost, and developed by capturing appealing jewelry

photographs, website and promotional video. The photographs and promotional video were used as exclusive selling proposals for the local online shop.

This study is different from the others, not only it would benefit the local shop, but it would help other resin artists to learn about epoxy resin in the form of jewelry. It was different from other studies with jewelry because this study used epoxy resin as the main material and would support further study into digital media methods and media advertising as a critical component of business strategy.

## **Review of Literature**

### *Women and Jewelry*

Jewelry craft is a fascinating realm that has captivated people since the dawn of time. Jewelry craft had a rich history that stretches over worldwide civilization and culture (Rusakova, 2016).

As studied by Ahde-Deal (2013), jewelry mirrors women's self-perceptions. When worn on her person or in her house, jewelry has a significant social influence. It can be worn to charm and impress others, as well as indicate one's socio-economic standing. At the period, such pieces of jewelry were frequently considered fashionable.

Rusakova (2016), in his study, revealed that the need to adorn oneself and stand out from the crowd can still be seen before and contributing to the growth of the jewelry industry. It also has a lot of meaning in terms of individuals. Jewelry is an important component of the most important actions and sectors of one's existence, such as commitment, intimacy, and even army service.

### *Epoxy Resin*

Numerous polymers were invented over the twentieth century. By the end of the twentieth century, the epoxy resin has become a popular affordable substance used in the manufacturing of ornamental things for a variety of reasons, including the mass manufacture of affordable decorations (Ettinger, 2007).

Pierre Castan in Switzerland created the first epoxy resin in 1936. The dental sphere is the first use for the newly created material. American researcher Sylvan Greenlee improves the substance material which results in the epoxy soaring (Gannon, 2012).

### *Resin Jewelry Making*

Resin jewelry is undeniably one of today's most popular trends, and designers are looking for inspiration everywhere. Thousands of resin jewelry ideas and guides can be found on Instagram and Pinterest, and resin jewelry is particularly popular at craft fairs and art exhibits (Ahde-Deal, 2013).

Ahde-Deal (2013) also concluded that the monetary value of the raw materials used in the product and the labor rate is equivalent to the price of the valuable substances. Labor also covers the cost of equipment and public relations. The amount of the supplies used differs in ways that other products do not depend on industrial trends. The influence of design, manufacturing, brand, desire, and availability of the market value will depend on supply and demand.

### *Marketing Using Multimedia Materials*

Nowadays, the spread of social media is rapid and accurate, reflecting a product. Consumers' opinions and intentions of buying products are usually associated with the quality and copy of the individual model that is using the product (Stewart, 2019).

Stewart (2019) mentioned that examining Digital Video Advertising (DVA) effectiveness, revealed that the role of production gives the individuals who are seeking products and services,

to generate leads and sales for the company. The digital video advertising for aesthetic items resulted in more positive attitudes regarding the ad and product, as well as intention to purchase. In an online article by Sedej (2019) he indicates that in today's business environment, producing styles is a relevant project for the companies. As technology has changed working patterns, many organizations will disappear from thriving firms if they do not grasp the trends. Video is becoming more important in several factors that affect customer behavior, including understanding, beliefs, buying behavior, and comments.

### **Review of Related Project**

In 2020, 97 Projects published a video blog titled “First time using resin! 10 Rookie Mistakes to Avoid” on YouTube. The 97 Projects vlog focuses on the mistakes she makes when using resin and how to avoid it. It also features beginner tips; it tells which exact resin product she uses and shows the process and result. It gives information that will help beginners using resin. Furthermore, the video has loud music and overcomes her voice sometimes. In Lesson 7 which is “No Gloves, No Resin” she took her gloves, though she explained the reason, it is still contradicting what she is telling the audience. In contrast, this study is different from this online video because the researcher will give a promotional video with no loud music and will not overcome the beauty of the jewelry.

Moreover in 2020, Resin Crafts 101 published a video on YouTube titled “How I Started My Own Resin Craft Shop | Initial Capital, Materials, Packaging, and Online Shop” which has reached 365, 249 views. It focuses on where she bought her materials and initial capital, materials, and packaging. The video lacks narration but has a soundtrack. The publisher used charming, smooth, and aesthetically pleasing colors. In contrast, this study is different from this online video because the researcher will use three multimedia outputs that will help the resin artists to indulge in craft and business such as photo book, website, and promotional video.

Miu Thanida published a photobook on anyflip titled “Jewelry” featuring a digital photobook consists of product pictures, landscape, and macro shots captured around a plain background. Photographs of the resin jewelry are not present in the photobook. Thus, the researcher will provide quality photographs of the resin jewelry and give the viewers some information about being a resin artist.

### **Research Framework**

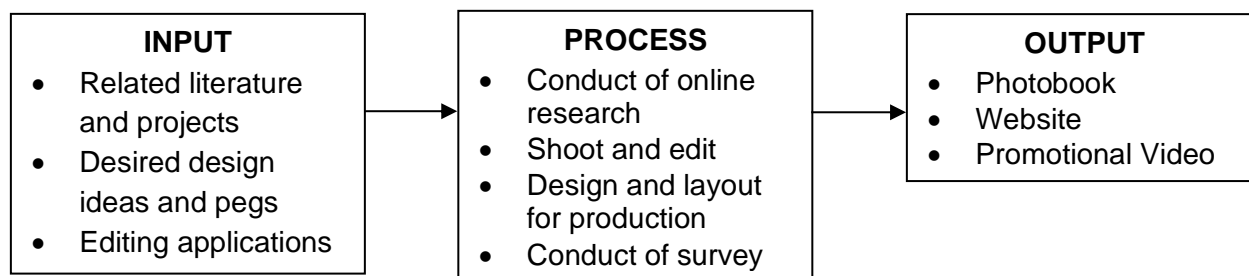


Figure 1. Research framework of the Study

Figure 1 shows the input wherein the researcher did an online search to obtain information on a review of related research and projects, as well as the design elements, ideas, and pegs that are necessary for the multimedia production of the photobook, promotional video, and website. Creating the product, the researcher used various editing applications such as Canva Pro, Adobe After Effects, Adobe Photoshop CC 2019, Adobe Premiere Pro, and Adobe Lightroom.

As a process, the researcher conducted online research to support this project through literature, articles, projects, and research of other researchers; shot and edited the three multimedia production using editing software like Adobe Photoshop CC, Canva Pro, Adobe After Effects, Adobe Premiere Pro, and Adobe Lightroom to give aesthetic results, and lastly designed and did a layout the photobook and website through Adobe Photoshop CC and Canva Pro, the website was an interactive site in wix.com.

An online survey was conducted through Google form. It determined the assessment of target audience on the multimedia and marketing materials in terms of attractiveness, comprehensibility, acceptability, self-involvement, and persuasion. The customers and likers of Esthetic Wander PH were the respondents of the survey of this project. The first production was the photobook, which exhibited various jewelry. Each photograph has brief description. The photobook has an aesthetically pleasing design. Earth tone or white background were used to compliment the jewelry. The second production was the website that was promoted on social media sites like Facebook, and Instagram.

This medium was used in the study since it allows the researcher to engage with audiences, globally and locally. The website's content consisted of photos from the photobook, descriptions for each shot, and the promotional video. Lastly, the promotional video consists close-up shots of the jewelry, a medium and wide shot of the models wearing the jewelry. In addition, the video lasts to one minute and thirty seconds. It also features the jewelry that was available for purchase. It was used for marketing purposes and broadcasted on YouTube, Facebook, and Instagram.

### **Objectives of the Study**

The project's intention was to endorse a local online shop, Esthetic Wander PH, through multimedia production that would feature those products. Specifically, this project aims to promote Esthetic Wander PH in the form of photobook, website, and promotional video; introduce a form of jewelry made of Epoxy resin; and determine the assessment of target audience on the multimedia and marketing materials in terms of attractiveness, comprehensibility, acceptability, self-involvement, and persuasion.

### **METHODOLOGY**

First, the researcher came up with the concept after doing some research. Since the researcher was interested in crafts and business; the researcher began writing the topic and conducting research on the project's data and relevant literature on the Internet and other resources. Then, the researcher looked for various literature that was linked to the project. Through the researcher's skills and in accordance with the researcher's target audience, the researcher produced three multimedia materials such as photobook, website, and promotional video to promote Esthetic Wander PH.

Secondly, the researcher collected information through literature, online articles, and thesis about resin. The researcher also used a quantitative method. The content, data, and information acquired for the research was used as the foundation for the project's development. Third, information was obtained through a Google form survey to determine the assessment of the target audience on the multimedia and marketing materials in terms of attractiveness, comprehensibility, acceptability, self-involvement, and persuasion. The respondents of this project's survey are Esthetic Wander PH's customers and likers.

In terms of technical features, the researcher examined the design elements such as concept design, font selection, page layout, color grading, post-processing, and texts in photo book, website, and promotional video. Adobe Photoshop CC 2019 and Canva Pro were used to

construct the website and photobook. Thus, the major editing program used by the researcher was Adobe Photoshop CC 2019, with Adobe Lightroom for picture improvement and coloring, Canva Pro for page layout, Adobe After Effects, and Adobe Premiere for video editing.

## RESULTS AND DISCUSSIONS

Esthetic Wander PH: The Wonder of Epoxy Jewelry was a project with three multimedia outputs that promoted Esthetic Wander PH resin jewelry business. First, a 20-page hardbound photo book featuring handcrafted jewelry. In addition, the photobook included information on becoming a resin artist and information on Esthetic Wander PH. Second, an indirect advertising film demonstrating the elegance of each piece of jewelry when worn. This video provided potential buyers a sense of familiarity, and third, a website with photos of the jewelry, its pricing, and when the models wore the jewelry. As a result, the promotional video and photos were published on the website.

To attain simplicity and a minimalist approach, the researcher utilized these typefaces for the project. Bebas Neue and Jonathan typefaces are perfect for creating a small and contemporary design. Jonathan and Anton are excellent choices for title and header text. As the designer of this font said, Anton was a reimagining of a classic advertising sans serif font. Bebas Neue utilized in the main text. Captions included the Roboto. It is a fine, thin, and unappealing typeface.

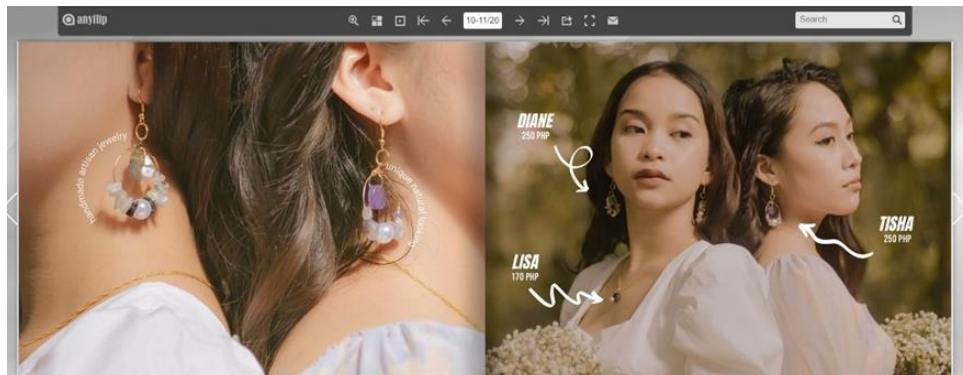


Figure 2. Screenshot of Photobook (Available at <https://anyflip.com/phmyi/fnoj/>)

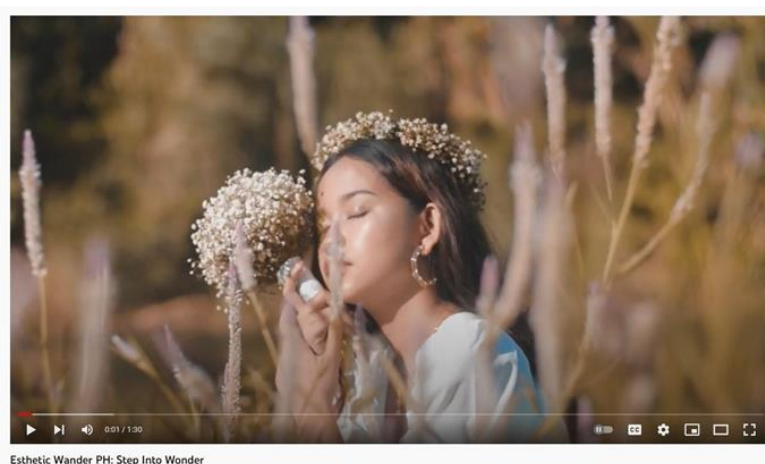


Figure 3. Screenshot of Promotional Video (Available at <https://www.youtube.com/watch?v=jzDLIzaJUmk&t=19s>)

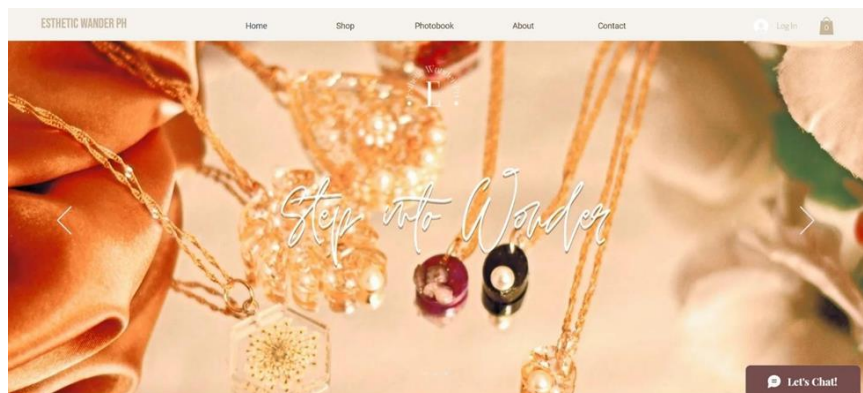


Figure 4. Screenshot of Website (Available at <https://estheticwanderph.wixsite.com/home>)

Table 1 shows the overall assessment of the photobook. Results show that all the components of the photobook namely attractiveness (3.96), self-involvement (3.96), acceptability (3.95), persuasion (3.90) and comprehensibility (3.90), received an outstanding assessment. As seen in the table, the photobook was an effective multimedia output for Esthetic Wander PH since it shows the content and the valued photographs of handmade jewelry products that they can purchase.

Table 1. Overall assessment of photobook

	Weighted Mean	Interpretation
Attractiveness	3.96	Outstanding
Self-involvement	3.96	Outstanding
Acceptability	3.95	Outstanding
Persuasion	3.90	Outstanding
Comprehensibility	3.90	Outstanding
Overall Weighted Mean	3.93	Outstanding

*Interpretation: 3.26 - 4.00 – Outstanding (O); 2.51 - 3.25 – Satisfactory (S); 1.76 - 2.50 – Fair (F); 1.00 - 1.75 – Needs Improvement (NI)*

Table 2 reveals that the overall assessment of the website in terms of acceptability, attractiveness, self-involvement, persuasion, and comprehensibility is excellent. The highest weighted mean was persuasion and self-involvement (3.93), while attractiveness was (3.92), comprehensibility (3.90), and the lowest weighted mean was acceptability with a (3.87). To sum up, Esthetic Wander PH may sell online with the use of a website, considering it aids in the establishment of the business credibility, and also contributes to the favorable impression of the business to be known and more successful.

Table 2. Overall assessment of website

	Weighted Mean	Interpretation
Self-involvement	3.93	Outstanding
Persuasion	3.93	Outstanding
Attractiveness	3.92	Outstanding
Comprehensibility	3.90	Outstanding
Acceptability	3.87	Outstanding
Overall Weighted Mean	3.91	Outstanding

*Interpretation: 3.26 - 4.00 – Outstanding (O); 2.51 - 3.25 – Satisfactory (S); 1.76 - 2.50 – Fair (F); 1.00 - 1.75 – Needs Improvement (NI)*

Table 3 shows the overall assessment of the promotional video. Results show that the video was attractive as assessed by the respondents with the highest weighted mean of 4.00; followed by comprehensibility with 3.93; self-involvement with 3.92; acceptability with 3.92 and persuasion with 3.87. It reveals that the video had an outstanding assessment of 3.93 total weighted mean. Thus, the promotional video can reach and distribute high-quality video content more easily.

Table 3. Overall assessment of promotional video

	Weighted Mean	Interpretation
<b>Attractiveness</b>	4.00	Outstanding
<b>Comprehensibility</b>	3.93	Outstanding
<b>Acceptability</b>	3.92	Outstanding
<b>Self-involvement</b>	3.92	Outstanding
<b>Persuasion</b>	3.87	Outstanding
Overall Weighted Mean	3.93	Outstanding

*Interpretation: 3.26 - 4.00 – Outstanding (O); 2.51 - 3.25 – Satisfactory (S); 1.76 - 2.50 – Fair (F); 1.00 - 1.75 – Needs Improvement (NI)*

## CONCLUSIONS

The researcher was able to conceptualize and produce three multimedia outputs for this research project in the form of a photobook, website, and promotional video. The three multimedia outputs all got an outstanding assessment from the respondents. Among the three outputs, the photobook and promotional video got the highest rating. The photobook is outstanding in terms of its attractiveness, persuasiveness, self-involvement, acceptability and comprehensibility.

Among its components, attractiveness and self-involvement got the highest assessment from the respondents. Therefore, it can be concluded that the photobook has an attractive overall design that respondents have self-involvement to. The promotional video also received an outstanding assessment from the respondents. Attractiveness got the highest rating among the components, which means that the respondents considered the promotional video as visually exciting and attractive.

Furthermore, the respondents considered the website as outstanding in terms of attractiveness, comprehensibility, acceptability, self-involvement, and persuasion. Persuasion and self-involvement got the highest assessment. It can be concluded that the respondents find the website persuasive and convinced them to purchase Esthetic Wander PH Jewelry items through the said platform. Moreover, Esthetic Wander PH's Facebook page and Youtube channel were utilized as marketing platforms that allowed the project to reach its target audience. Though it has low engagement, respondents gave an outstanding assessment to the materials posted on these two platforms.

The photobook got 306 people reach with 51 engagements and 34 shares; while the promotional video got 232 people reach, 68 engagements and 33 shares in Facebook post. Youtube video has 89 views, with 67 impressions and 64 unique viewers. Furthermore, the website got 314 people reach, 39 engagements and 8 shares.

## Recommendations

The following are the suggestions based on the study's findings: The photobook could be enhanced even further by including a seasonal theme photo book that the target audience can consult to find out what is the latest trend in terms of jewelry design.

In terms of jewelry, future projects might include new innovative designs that appeal to the target audience. A new marketing advertisement is also recommended to have a fresher take and look. Future researchers may develop more multimedia outputs that are not limited to photobook, website and promotional video.

It is a good idea to look into various types of multimedia outputs that may help advertise handcrafted jewelry. Since the project is limited to three outputs, future projects should focus on other marketing materials that will encourage the target audience to become more aware of the brand and engage with it. The project may be demonstrated and uploaded to the Resin Community group as an example of resin handcrafted jewelry. It is also recommended to produce output that can be appealing to other demographics and not just to the current target audience of the project. Earrings and necklaces are the only pieces of jewelry available. As a response, future multimedia researchers can explore producing other types of jewelry, such as bracelets and rings, to expand options for the target audience.

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