

The Role of Short-Video Content as an Educational Content and Digital Portfolio in Shaping Purchase Intention for Wedding Organizer Services in Denpasar, Bali

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Abstract

The development of social media has transformed the way Wedding Organizers (WOs) communicate with potential consumers. Short-video content on TikTok and Instagram Reels serves not only as a promotional medium but also as an educational medium and digital portfolio for delivering information, showcasing work results, and building trust. This study aims to analyze the role of short-video content as an educational medium and digital portfolio in shaping purchase intention for Wedding Organizer services in Denpasar, Bali. This research employed a descriptive qualitative approach involving 14 informants selected through purposive sampling, consisting of WO owners or managers, social media administrators, and consumers or potential consumers. Data were collected through semi-structured interviews, observations, and documentation, and were analyzed using thematic analysis through the stages of data reduction, coding, categorization, theme identification, interpretation, and conclusion drawing. The results show that educational content helps potential consumers understand wedding preparation, while digital portfolios provide visual evidence of the WO's experience, creativity, professionalism, and service quality. These two forms of content complement each other in building potential consumers' understanding, trust, and interest. Educational content tends to play a more prominent role as an initial trigger for interest and information seeking, while digital portfolios strengthen consideration by providing visual evidence of previous work. These findings indicate that combining educational content and digital portfolios can serve as a relevant short-video marketing strategy for Wedding Organizer services.

Keywords:

Short Video Content; Educational Content; Digital portofolio; Building trust; Wedding Organizer.

1. INTRODUCTION

The development of digital technology has brought significant changes to the way consumers obtain information and consider purchasing decisions. Social media is no longer used solely as a means of communication and entertainment but has also developed into a marketing medium that enables businesses to deliver information about products or services quickly, interactively, and widely. These changes have encouraged businesses to adapt their marketing strategies to the characteristics of digital consumers, who are increasingly accustomed to searching for and evaluating information through digital platforms before making a choice. Chaffey and Ellis-Chadwick (2022) explain that digital marketing involves the use of various digital channels to build relationships with consumers, deliver information, and create customer experiences. One form of digital content that has developed in marketing activities is short-video content. The concise and audiovisual format of videos allows information to be delivered quickly while providing users with a visual experience on social media. TikTok and Instagram Reels are examples of platforms widely used to distribute short-video content, including for marketing activities. Research on short videos indicates that content

characteristics, user engagement, relevance, trust, and emotional factors may be associated with consumers' purchase intention (Carolin & Kurniawati, 2025; Styaningrum et al., 2025; Wahyudi et al., 2025). Carolin and Kurniawati (2025), for example, examined the relationships among social system, technical system, engagement, product relevance, and purchase intention in TikTok short videos. Meanwhile, Wahyudi et al. (2025) found that short-video marketing, influencer relatability, and trust signals were positively associated with Generation Z's purchase intention. The use of short-video content has become increasingly relevant to the service industry, including Wedding Organizer (WO) services. Unlike physical products that can be directly observed before purchase, Wedding Organizer services are intangible, requiring potential consumers to obtain information about service quality, creativity, professionalism, experience, and the service provider's previous work. Under these circumstances, social media can serve as a means for service providers to deliver information while providing an overview of the services they offer. Research on social media interaction indicates that content quality and source credibility may be associated with consumers' purchase intention (Onofrei et al., 2022).

In practice, short-video content can be utilized in two main forms, namely educational content and digital portfolios. Educational content provides information that helps prospective couples understand various aspects of wedding preparation, such as event planning, concept selection, budget management, and vendor selection. The delivery of relevant and useful information can provide value to audiences while assisting consumers in the information-search process. Rini (2022) found that social media content marketing was associated with purchase intention, with customer engagement playing a role in this relationship. In addition to serving as an educational medium, short videos can also be used as digital portfolios. Digital portfolios enable Wedding Organizers to showcase decoration results, event documentation, wedding concepts, preparation processes, and their experience in handling various events. The presentation of information through text and visuals can also influence how consumers process information before forming purchase intention. Liu et al. (2024) showed that presenting product information through a combination of text and images in the context of digital content marketing can influence consumers' information-search processes and purchase intention. Purchase intention refers to consumers' tendency to consider or desire to use a particular product or service after obtaining and evaluating the available information. In the context of digital marketing, purchase intention can be formed through various consumer experiences when interacting with content, such as the information received, content quality, relevance, credibility, and experiences while using social media. Gülsoy and Leblebici Koçer (2023) found that digital content marketing was associated with online purchase intention. Shen and Wang (2024) also found that short-video marketing was associated with purchase intention in the context of social commerce. Although the use of short videos has increasingly developed as a marketing medium, different types of content may provide different experiences for consumers. Educational content focuses on providing information and knowledge, whereas digital portfolios emphasize the visualization of previous work and the capabilities of service providers. This distinction is important to examine because potential Wedding Organizer consumers require information that is not only visually appealing but also helps them understand their needs and evaluate the capabilities of service providers.

Previous studies have examined the relationships among digital content marketing, short videos, consumer engagement, trust, and purchase intention (Rini, 2022; Shen & Wang, 2024; Carolin & Kurniawati, 2025; Styaningrum et al., 2025; Wahyudi et al., 2025). However, research that specifically describes how educational content and digital portfolios are perceived by potential consumers of Wedding Organizer services still requires further investigation. Based on this background, this study was conducted to analyze the role of short-video content in the form of educational content and digital portfolios in shaping purchase intention toward Wedding Organizer services. This study is expected to provide an understanding of consumers' experiences and considerations when interacting with these two types of content, as well as provide insights for Wedding Organizer businesses in developing digital marketing strategies that are more relevant to the needs of potential consumers.

Although previous studies have extensively discussed digital content marketing, short videos, trust, and purchase intention, most of these studies have positioned short videos as a general form of marketing. Studies specifically exploring the different functions of educational content and digital portfolios throughout the consumer journey for Wedding Organizer services remain limited. In addition, research describing how these two forms of content are perceived by potential consumers in a local context, particularly in Denpasar, Bali, remains relatively limited. Therefore, this study seeks to address this research gap by exploring consumers' experiences and perceptions of educational content and digital portfolios, as well as their roles in shaping the intention to use Wedding Organizer services.

1.1. Social Media and Digital Marketing

Social media has developed into one of the important channels in digital marketing activities. The development of digital technology enables companies to deliver information, establish communication, and interact with consumers more quickly and extensively. In the context of digital marketing, social media functions not only as a means of disseminating information but also as a medium for building consumer engagement and relationships. Chaffey and Ellis-Chadwick (2022) position social media as an important component of digital marketing strategies that can be used by companies to establish communication and create

customer experiences. The use of social media is also associated with the process through which consumers obtain information and form purchase intentions. Rini (2022) found that social media content marketing was associated with purchase intention, with consumer engagement playing a role in this relationship. Prasetyaningtyas et al. (2022) also showed that certain characteristics of social media content were associated with customer engagement and subsequently related to consumers' purchase intention. One form of content that has developed in digital marketing is short-video content. TikTok and Instagram Reels enable companies to deliver information through concise and easily consumable audiovisual formats. Carolin and Kurniawati (2025) showed that social and technical system characteristics in TikTok short videos, engagement, desire to postpone closure, and product relevance were associated with purchase intention.

1.2. Short-Video Content as a Marketing Strategy

Short-video content is a form of digital communication that utilizes a combination of moving images, sound, text, and other visual elements to deliver messages within a relatively short period. These characteristics enable short videos to convey information while simultaneously creating audience experiences. Shen and Wang (2024) showed that short-video marketing can influence purchase intention through users' perceptions and psychological mechanisms in the context of social commerce. Meanwhile, Wahyudi et al. (2025) found that short-form video marketing, influencer relatability, and trust signals had a positive effect on Generation Z's purchase intention in Indonesia. Styaningrum et al. (2025) also showed that emotional triggers and advertising authenticity were associated with purchase intention through consumers' emotional engagement in the context of short-video marketing in Indonesia. Thus, the effectiveness of short videos is not only related to the presence of visual elements but also to the ability of content to deliver information, build trust, create engagement, and provide relevant experiences for consumers.

1.3. Short Videos as Educational Content

Short videos as educational content is a form of content designed to provide information, knowledge, or solutions to audiences. In digital marketing, educational content can provide value to consumers because it is not solely oriented toward promotion but also helps consumers obtain information related to their needs. In the context of Wedding Organizers, educational content can be used to provide information regarding wedding preparation, event planning, budget management, concept selection, vendor selection, and various needs of prospective couples. Relevant information can assist consumers in the process of searching for and evaluating information before selecting a service. Rini (2022) showed that social media content marketing was associated with purchase intention and consumer engagement. In addition, Liu et al. (2024) showed that the way information is presented in digital content marketing can influence consumers' processes of engaging with and processing information until purchase intention is formed. Therefore, relevant and useful educational content can serve as a means for Wedding Organizers to provide information while simultaneously building potential consumers' interest.

1.4. Digital Portfolio

A digital portfolio refers to the presentation of work documentation through digital media as a representation of a service provider's capabilities and experience. In the Wedding Organizer industry, digital portfolios can be used to showcase decoration results, event documentation, wedding concepts, preparation processes, and various examples of previous work that can demonstrate service quality. Digital portfolios are important because potential consumers cannot fully evaluate service quality before using the service. Therefore, service providers need to provide information that can help consumers understand the capabilities and characteristics of the services offered. Presenting information through visual elements can help consumers form an understanding of the services being offered. Liu et al. (2024) showed that presenting information through a combination of text and images in digital content marketing can influence consumers' information-search processes and purchase intention. In addition, Ng et al. (2024) showed that attributes of short-video content can be associated with flow experience, trust, and purchase intention. These findings further emphasize the importance of presenting portfolios visually to help potential consumers evaluate service providers.

1.5. Purchase Intention

Purchase intention refers to consumers' tendency or desire to take purchasing action after obtaining information and evaluating a product or service. In this study, the concept of purchase intention can be explained through the Theory of Planned Behavior (TPB) developed by Ajzen (1991). The theory explains that an individual's intention to perform a behavior is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of digital marketing, consumers' interactions with social media content can shape their evaluations and perceptions of a particular service, which may subsequently be associated with the formation of an intention to use that service (Ajzen, 1991). Recent research findings also indicate that short-video content characteristics, trust, relevance, and consumer responses to digital content are associated with purchase intention (Shen & Wang, 2024; Ng et al., 2024; Styaningrum et al., 2025; Wahyudi et al., 2025).

1.6. The Relationship between Educational Content, Digital Portfolios, and Purchase Intention

Based on the literature review, educational content and digital portfolios have different but complementary functions in the process of forming an intention to use Wedding Organizer services. Educational content functions to provide information, knowledge, and solutions that help potential consumers identify their needs and seek further information. Meanwhile, digital portfolios provide visual evidence of the service provider's previous work, experience, creativity, and capabilities. These two forms of content can shape consumers' understanding and perceptions, which may subsequently be associated with trust and interest in the service provider. From the perspective of the Theory of Planned Behavior, information and experiences obtained by consumers through interactions with digital content can shape their evaluations and attitudes toward the behavior of using a service. Thus, this study views the formation of purchase intention as a series of consumer experiences, beginning with obtaining information, developing interest, conducting further information searches, evaluating service providers, and ultimately considering the use of the service.

2. RESEARCH METHOD

This study employed a qualitative approach with a descriptive method to understand the utilization of short-video content as an educational medium and digital portfolio in building purchase intention for Wedding Organizer services in Denpasar, Bali. The research focused on digital portfolio content, educational content, and purchase intention. Informants were selected using purposive sampling and consisted of 14 participants, including 2 Wedding Organizer owners/managers, 2 social media administrators, and 10 consumers or potential consumers. Consumers or potential consumers served as the main informants because they had experience viewing Wedding Organizer content through TikTok or Instagram Reels. The criteria for consumers included being 20–40 years old, having viewed Wedding Organizer content through TikTok or Instagram Reels at least three times within the previous six months, and being prospective couples or individuals who were planning a wedding.

The research data were analyzed qualitatively through several stages, namely data reduction, coding, categorization, data presentation, theme identification, and conclusion drawing and verification. During the data reduction stage, the researcher selected and focused on information obtained from interviews, observations, and documentation according to the research focus. Subsequently, coding was conducted by assigning codes to information with similar meanings or themes. The coding results were then grouped into several categories, namely short videos as an educational medium, short videos as digital portfolios, and the formation of purchase intention. After the categories were established, the researcher identified themes that repeatedly emerged from the experiences and perceptions of the informants. Thematic analysis was conducted by identifying recurring patterns of meaning from the results of interviews, observations, and documentation. Coding was applied to informants' statements relevant to the research focus, after which codes with similar meanings were grouped into categories and themes. The themes were then compared across groups of informants to identify similarities and differences in perceptions. The results of the analysis were subsequently interpreted by relating them to the concepts of educational content, digital portfolios, trust, and purchase intention.

The categorized data were then presented in narrative form to identify emerging patterns and tendencies. The final stage involved drawing and verifying conclusions based on the relationships among the themes identified in the data. This analytical process followed the principles of qualitative data analysis, which emphasize the systematic organization, presentation, and conclusion drawing of data (Miles et al., 2020). Since this study employed a qualitative approach, it did not use regression analysis, significance tests, or the coefficient of determination (R^2). Findings regarding the tendency of educational content and digital portfolios to play a role were based on thematic patterns, experiences, and perceptions of informants obtained through interviews, observations, and documentation.

In this study, the researcher served as the primary instrument (human instrument), while interview guidelines, observation guidelines, recording devices, field notes, and documentation served as supporting instruments. The interview guidelines were developed based on the research indicators. Digital portfolio content included visual quality, professionalism, credibility, creativity, and testimonials, while educational content included informativeness, ease of understanding, relevance, knowledge enhancement, and the provision of solutions. Purchase intention was examined based on consumers' responses and tendencies after viewing the content. Data analysis was conducted qualitatively through the stages of data reduction, data presentation, and conclusion drawing. The interview, observation, and documentation data were first reduced and categorized according to the three research focuses, namely digital portfolio content, educational content, and purchase intention. The categorized data were then presented descriptively to identify emerging patterns and themes and subsequently interpreted to obtain the research conclusions. Data validity was established through source triangulation and method triangulation. Source triangulation was conducted by comparing information obtained from Wedding Organizer owners/managers, social media administrators, and consumers or potential consumers, while method triangulation was conducted by comparing the results of interviews, observations, and documentation.

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Description of Informants and Data Sources

This study involved 14 informants selected using purposive sampling. The informants consisted of 2 Wedding Organizer owners or managers, 2 social media administrators, and 10 consumers or potential consumers. Consumers or potential consumers served as the main informants because they had experience viewing Wedding Organizer content through TikTok or Instagram Reels. The criteria for consumers in this study included individuals aged 20–40 years, having viewed Wedding Organizer content through TikTok or Instagram Reels at least three times within the previous six months, and being prospective couples or individuals who were planning a wedding.

The research data were obtained through semi-structured interviews, observations, and documentation. Interviews were used to explore informants' experiences and perceptions regarding digital portfolio content, educational content, and purchase intention. Observations were conducted on short-video content published through TikTok and Instagram Reels, while documentation was used as supporting data in the form of screenshots, photographs, videos, and other relevant documentation.

Table 1. Characteristics of Research Informants

Infomant Group	Total	Criteria	Data Source
Wedding Organizer Owner	2	Understand service management and the use of digital content in Wedding Organizer marketing	Interview and observation
Social Media Administrator	2	Understand the management and presentation of Wedding Organizer content through social media	Interview and observation
Consumers	10	Have viewed Wedding Organizer content on TikTok or Instagram Reels and have relevance to wedding service needs	Interview
Total	14		

3.1.2. Data Analysis and Categorization Process

Data obtained from interviews, observations, and documentation were analyzed qualitatively through data reduction, categorization based on research focus, descriptive data presentation, identification of patterns and themes, and drawing conclusions. The collected data were first selected to focus on information related to the use of short-form video as educational media, short-form video as a digital portfolio, and the formation of purchase intention. Subsequently, information sharing similar meanings was grouped to generate themes depicting informants' experiences and perceptions. Data validity was established through source triangulation—comparing information from Wedding Organizer owners or managers, social media administrators, and consumers or prospective consumers—and method triangulation by cross-checking results from interviews, observations, and documentation.

Based on this process, five main themes emerged: (1) Educational content as a source of information, (2) Digital portfolio as visual proof of quality, (3) Short-form video content in building trust, (4) The formation of interest and intention to use services, and (5) The integration of educational content and digital portfolios.

3.1.2.1. Educational Content as a Source of Information

Research findings indicate that short-form video is utilized by Wedding Organizers as educational media to provide information regarding various wedding preparation needs. Delivered information encompasses event planning, concept selection, budget management, vendor selection, and various tips related to wedding preparations. Based on interview results, consumers do not merely use social media to view the Wedding Organizer's work outcomes, but also to gain information that helps them understand previously unknown details. One consumer stated that "content discussing wedding preparation or tips is quite helpful, especially when it covers things I didn't know before." This statement shows that educational content is perceived as an information source offering direct benefits to prospective consumers. Furthermore, educational content in this study is characterized as informative, easy to understand, relevant, knowledge-enhancing, and solution-providing.

Table 2. Data Evidence for the Educational Content Theme

Data Evidence	Findings
Informant Quote	"Content discussing wedding preparation or tips is quite helpful, especially when it covers things I didn't know before."
Observation	Short-form videos are used to convey information regarding event planning, concept selection, budget management, and vendor selection.

Content Characteristic	Informative, easy to understand, relevant, knowledge-enhancing, and solution-oriented.
Interpretation	Educational content functions as an information source helping prospective consumers understand wedding preparation needs and gain knowledge before considering Wedding Organizer services.

Accordingly, educational content in this study serves not only as direct promotion, but also delivers informational value to prospective consumers. Information aligned with consumer needs becomes part of the initial phase when consumers discover and evaluate Wedding Organizer services.

3.1.2.2. Digital Portfolio as Visual Proof of Quality

Findings show that digital portfolios are used to showcase the Wedding Organizer's work results through documentation of decorations, event concepts, preparation processes, and actual wedding executions. Presenting work results via short videos provides prospective consumers with an initial overview of the offered service capability and quality. One consumer stated, "I am more interested if the video clearly shows the decoration results or the event, so I can see what their work looks like." This statement demonstrates that visual representations of work outcomes are key pieces of information consumers pay attention to when learning about Wedding Organizer services. Observational results also show that digital portfolios can present work documentation through a combination of images, video, music, and text.

Table 3. Data Evidence for the Digital Portfolio Theme

Data Evidence	Findings
Informant Quote	"I am more interested if the video clearly shows the decoration results or the event, so I can see what their work looks like."
Observation	The portfolio displays documentation of decorations, event concepts, preparation processes, and wedding execution outcomes.
Content Characteristic	Portfolio content utilizes a combination of images, video, music, and text to showcase work results.
Interpretation	Digital portfolios function as visual proof helping prospective consumers obtain an overview of the Wedding Organizer's quality and capability before considering service utilization.

Based on research indicators, digital portfolios encompass visual quality, professionalism, credibility, creativity, and testimonials. Visual quality helps attract audience attention, documentation of work outcomes provides an overview of professionalism and creativity, while documentation alongside testimonials supports the Wedding Organizer's credibility.

3.1.2.3. Short-Form Video Content in Building Trust

Research findings reveal that consumer trust toward Wedding Organizers is established through information and evidence provided in short video content. Digital portfolios offer visual proof of work results, whereas educational content delivers information helping consumers understand the offered capabilities and services. Thus, trust relates not only to attractive video aesthetics, but also to the extent to which the content provides actionable information and evidence for consumer consideration.

This is evidenced by a statement from an informant: "If the documentation is clear and it's obvious they have handled many events; I trust them more compared to just watching their ads." This statement indicates that work experience documentation serves as a factor for consumers when assessing a Wedding Organizer's credibility. Another informant mentioned, "Just having a good video doesn't mean I'll choose them right away. I also want to know how they work and whether they can help according to my needs." This statement emphasizes that appealing visual presentation needs to be supported by information regarding the Wedding Organizer's capabilities and services.

Table 4. Data Evidence for the Trust Theme

Data Evidence	Findings
Informant Quote 1	"If the documentation is clear and it's obvious they have handled many events, I trust them more compared to just watching their ads."
Informant Quote 2	"Just having a good video doesn't mean I'll choose them right away. I also want to know how they work and whether they can help according to my needs."
Observation	Documentation of work outcomes is used to demonstrate the Wedding Organizer's experience and capability.
Interpretation	Consumer trust is formed not only by visual appeal, but also by evidence of work outcomes and information regarding the service provider's capabilities.

These findings show that short-form videos can serve as a medium for building trust when content provides information and proof deemed relevant by consumers.

3.1.2.4. Formation of Interest and Intention to Use Services

Findings indicate that interest and intention to use Wedding Organizer services emerge through several stages: attention toward content, interest, information search, and evaluation/consideration to use services. Consumers do not always make immediate decisions after viewing a single video. Instead, short videos act as an initial stimulus encouraging consumers to discover the service provider, view their profile, seek additional information, and browse other portfolios.

One consumer informant stated, "If the video is interesting, I usually check their profile too, then look at other portfolios before considering contacting them." This statement highlights an active information search process following initial attention to the content.

Table 5. Data Evidence for the Formation of Interest and Intention to Use Services

Stage	Findings
Attention	Consumers pay attention to videos deemed interesting or relevant to their needs.
Interest	Consumers display interest in the presented information or work outcomes.
Information Research	Consumers view profiles and additional content to gain further information.
Consideration	Consumers evaluate the possibility of contacting or utilizing the Wedding Organizer's services.
Informant Quote	"If the video is interesting, I usually check their profile too, then look at other portfolios before considering contacting them."
Interpretation	Short videos can be part of the consumer's information search and consideration process prior to the emergence of service utilization intention.

These findings demonstrate that purchase intention in this study is understood as a tendency and consideration process, rather than proof of actual purchase behavior. This aligns with the nature of qualitative research focusing on informants' experiences and perceptions.

3.1.2.5. Integration of Educational Content and Digital Portfolios

Research findings show that educational content and digital portfolios serve different yet complementary functions. Educational content delivers the information and knowledge consumers need, while digital portfolios provide visual proof of the Wedding Organizer's capabilities and work outcomes. Together, these two content types offer prospective consumers more comprehensive information prior to considering service utilization.

This pattern is illustrated in an informant's statement: "Usually I look at the tips content first; if the information fits, I continue to view their profile and work results. So, from there, I start considering." This statement shows that consumers utilize both content types during their information search before making a choice. Another informant expressed, "Just having a good video doesn't mean I'll choose them right away. I also want to know how they work and whether they can help according to my needs." This indicates that visual aesthetics must be supported by information that helps consumers comprehend the services offered.

Table 6. Data Evidence for the Integration of Educational Content and Digital Portfolios

Data Evidence	Findings
Informant Quote 1	"Usually, I look at the tips content first; if the information fits, I continue to view their profile and work results. So from there, I start considering."
Informant Quote 2	"Just having a good video doesn't mean I'll choose them right away. I also want to know how they work and whether they can help according to my needs."
Observation	Short videos are used to deliver educational information while simultaneously displaying Wedding Organizer work outcomes.
Interpretation	Educational content provides understanding and information, whereas digital portfolios offer visual proof. Both content forms complement each other during the consumer's information search and evaluation process.

Based on the overall findings, educational content and digital portfolios can be understood as two implementations of short-form video serving distinct functions in the consumer journey. Educational content delivers informational value helping consumers understand their needs, whereas portfolios supply evidence regarding the Wedding Organizer's skills and execution. Utilizing both simultaneously provides more complete information to prospective consumers.

3.1.3. Prominence of Educational Content

Across all interview results, a tendency emerged showing that educational content was more prominent as an initial trigger for consumer interest and information search. This tendency is evident from informants'

statements linking their interest to informational benefits, wedding preparation tips, and solutions to immediate needs. One informant noted, "Portfolios are great for seeing work results, but I'm more often drawn to content that provides information because it usually matches what I currently need." Another informant stated, "If there's a tip I really need, I usually save it or visit their account again. From there, I realize that they actually provide Wedding Organizer services."

These statements suggest that educational content can serve as an entry point for consumers to discover a Wedding Organizer. Consumers become interested first due to valuable information, then proceed to view the account and seek details regarding available services. However, "more prominent" in this study is not interpreted as statistical dominance. The term describes the thematic trend emerging from informants' experiences and perceptions. Digital portfolios retain a critical function by supplying visual evidence of work outcomes, professionalism, creativity, and credibility. Thus, the identified pattern shows that educational content tends to act as a more prominent initial trigger, while digital portfolios reinforce consideration through proof of work.

Based on the pattern of informant experiences, educational content tends to function as an initial trigger in the information search process, whereas digital portfolios tend to strengthen the evaluation stage through visual evidence of work results. These findings do not imply statistical differences in effect, as this study adopts a qualitative approach. The term 'more prominent' describes thematic trends based on informant experiences and statements. Consequently, both content forms should be understood as complementary functions in the consumer journey, rather than competing strategies.

Table 7. Summary of Research Findings

Theme	Main Findings	Role in Consumer Process
Educational Content	Provides information, tips, knowledge, and solutions	Initial trigger for attention and interest
Digital Portfolio	Displays work results, decorations, concepts, and experience	Provides visual proof and reinforces consideration
Trust	Formed through information, documentation, experience, and work evidence	Reduces hesitation toward service provider
Intention to Use Services	Indicated by information search, profile browsing, portfolio viewing, and contact consideration	Advanced stage following information acquisition
Integration of Both Content Types	Education provides information; portfolio provides visual proof	Delivers more comprehensive information
Tendency	Education is more prominent as an initial trigger; portfolio reinforces consideration	Reflects patterns of informant experience, not statistical dominance

3.2. Discussion

In the context of Denpasar, Bali, research findings demonstrate that information relevance and the service provider's ability to showcase work outcomes serve as critical considerations for prospective consumers. Informants do not merely require information regarding wedding preparations, but also demand a clear representation of the Wedding Organizer's capacity to translate those needs into event execution. This indicates that the local context in this study is more appropriately understood through the needs and characteristics of the audience acting as informants, rather than through cultural generalizations. Accordingly, short-form video content targeted at prospective consumers in Denpasar needs to be designed to align with their information needs, utilize authentic work documentation, and provide a transparent overview of the Wedding Organizer's capabilities and experience in Denpasar, Bali. These findings subsequently serve as the foundation for examining the interplay between short-form video content as educational media and digital portfolios in shaping understanding, perceptions of service quality, trust, and prospective consumers' interest in Wedding Organizer services in Denpasar, Bali.

3.2.1. The Role of Educational Content in Shaping Understanding and Interest

The findings indicate that short-form videos functioning as educational content play a vital role in helping prospective consumers acquire information regarding wedding preparation. Information identified in this research includes event planning, concept selection, budget management, vendor selection, and various wedding preparation tips. Informants expressed that content offering preparation advice or wedding tips helped them comprehend previously unfamiliar aspects. This finding demonstrates that the function of educational content lies not merely in delivering promotional messages, but also in its capacity to provide information perceived as beneficial by prospective consumers. This finding aligns with Wahyudi et al. (2025), who demonstrated that short-video marketing relates to consumer purchase intention through content characteristics, audience connectedness, and trust signals. Their research highlights that short video content can form an integral part of the consumer process in acquiring information and shaping considerations toward a product or service.

In the context of this study, educational content possesses characteristics aligned with the needs of prospective Wedding Organizer clients. Consumers preparing for a wedding require practical information because numerous aspects must be evaluated prior to selecting a service provider. Consequently, when short videos deliver information meeting these needs, consumers perceive the content not as mere advertisement, but as a source of knowledge. This finding further illustrates that educational content can act as an initial trigger for consumer interest. Informants stated that upon finding information relevant to their needs, they proceeded to explore the Wedding Organizer's profile and additional content. Thus, educational content in this study tends to function at the early stage of the consumer journey—namely, when consumers acquire information, identify needs, and become interested in learning more about the service provider.

3.2.2. The Role of Digital Portfolios in Shaping Quality Perceptions

The results demonstrate that short-form videos are also utilized as digital portfolios showcasing the Wedding Organizer's work outcomes. These portfolios encompass documentation of decorations, event concepts, preparation processes, actual wedding executions, and various other forms of work records. For prospective consumers, the existence of such documentation provides an overview of the Wedding Organizer's capabilities before making a service commitment. Findings reveal that informants pay close attention to decoration outcomes and event executions displayed in the videos. One informant shared that they were more drawn to videos clearly illustrating decoration or event results, allowing them to gauge the Wedding Organizer's actual output. This indicates that digital portfolios serve as a visual information source used by consumers for initial service quality evaluations. This condition is crucial because Wedding Organizer services are intangible offerings whose outcomes cannot be fully evaluated prior to consumption. Consumers cannot directly gauge service quality, event management capabilities, or decoration execution without information provided by the service provider. Therefore, work documentation serves as a visual representation helping consumers visualize the service experience they will receive.

In this study, digital portfolios are also linked to the Wedding Organizer's professionalism, creativity, and credibility. Clearly presented work documentation offers prospective consumers the opportunity to benchmark work outcomes against their desired wedding concepts. Thus, portfolios serve not only to capture attention but also to facilitate the consumer's evaluation and consideration process. This finding can be understood alongside literature on short-video marketing emphasizing the importance of content characteristics and trust in shaping purchase intentions. Recent 2025 research on short-video content found that characteristics such as usefulness, ease of use, and entertainment are associated with consumer trust and purchase intentions. In the context of Wedding Organizers, visual evidence of work outcomes serves as information assisting consumers in evaluating service providers prior to decision-making.

3.2.3. The Role of Short-Form Videos in Building Trust

Research findings show that consumer trust toward Wedding Organizers is not solely driven by visually appealing videos. Informants also consider the clarity of documentation, the Wedding Organizer's event handling experience, service delivery capability, and the alignment of services with consumer needs. One informant noted that clear documentation showing that the Wedding Organizer has handled numerous events fostered greater trust than conventional advertisements. This finding reveals that documented work experience serves as a cornerstone for consumers in building trust. Another informant expressed that an attractive video alone was insufficient for an immediate decision, as they still sought to understand how the provider works and whether the services could address their specific needs. This highlights that trust is constructed through a combination of visual appeal, informational clarity, and proof of capability.

These findings concur with Wahyudi et al. (2025), who identified trust signals as a key dimension associated with purchase intention in short-video marketing. Their research also emphasizes the necessity of audience-content connectedness in shaping consumer responses. Furthermore, the findings align with Styaningrum et al. (2025), who discovered that ad authenticity and message relevance play critical roles in shaping consumer responses to short-video marketing, which subsequently relate to purchase intention. In the Wedding Organizer context, authenticity is reflected through real documentation of work, preparation processes, and actual event outcomes displayed in videos. Thus, short videos build trust when presented content is not only visually appealing, but also provides credible evidence, relevant information, and a realistic overview of provider capabilities.

3.2.4. Integration of Educational Content and Digital Portfolios

The results indicate that educational content and digital portfolios serve distinct yet complementary functions within the consumer information search process. Educational content helps consumers understand various wedding preparation requirements, whereas digital portfolios supply visual proof of work execution. This pattern is reflected in informants' experiences, where they typically engaged with tip-based content first before proceeding to view the profile and portfolio prior to considering direct contact. This sequence shows that consumers utilize both content types sequentially during information seeking. Educational content answers the question "What do I need?", while the portfolio answers "Who is capable of fulfilling these needs?". Consequently, both content formats perform distinct informational functions within consumer evaluation.

Integrating both formats further helps mitigate consumer uncertainty. Educational information provides understanding of needs and solutions, while portfolios provide proof of capability. In short-video content literature, trust has been shown to positively relate to purchase intention, serving as an underlying mechanism linking content characteristics to purchase intent.

Therefore, based on these findings, short-video strategies need not focus exclusively on a single content type. Educational content and digital portfolios should be deployed in tandem so prospective consumers gain both information and visual proof before evaluating Wedding Organizer services.

In the Denpasar, Bali context, information relevance and the provider's ability to demonstrate work execution remain central to consumer consideration. Informants demand both wedding preparation insights and visual proof of how the Wedding Organizer translates those concepts into practice. This demonstrates that local context is best understood through informant needs and experiences rather than cultural generalizations. Thus, short video content aimed at prospective consumers in Denpasar must be crafted to match information needs, utilize authentic work records, and present clear evidence of provider capability and experience.

3.2.5. Prominence of Educational Content in the Early Stage

Across all interview results, the study identified a qualitative trend wherein educational content was more prominent as an initial trigger for consumer interest, whereas digital portfolios played a stronger role in reinforcing consideration through visual proof. This pattern was evident in informants' accounts, stating that relevant tips or information prompted them to save content, revisit the account, and subsequently inquire about available services. In essence, educational content serves as a gateway for consumers to discover a Wedding Organizer. Once initial interest is established, digital portfolios become paramount as consumers require proof of capability. Consumers seek not only guidance on wedding preparation, but also verification that the Wedding Organizer can deliver outcomes aligned with their expectations.

Thus, the trend observed in this study can be mapped as follows: Educational Content → Information Acquisition → Emergence of Interest → Profile Viewing → Portfolio Browsing → Quality Evaluation → Consideration of Service Utilization.

This finding illustrates that educational content and portfolios should not be positioned as competing strategies. Instead, they fulfill distinct functions along the consumer journey. Educational content is more prominent during the awareness and information search stages, whereas portfolios excel during quality evaluation and consideration. It must be reiterated that "more prominent" does not denote statistical dominance. Given the qualitative approach, this tendency reflects patterns of informant experiences and narratives identified during data analysis.

3.2.6. Practical Implications

Based on these findings, Wedding Organizers can develop short-form video strategies that combine educational content and digital portfolios. Educational content should focus on information genuinely needed by prospective consumers, such as wedding preparation checklists, budget management advice, concept selection guides, vendor selection tips, and other practical insights. Meanwhile, portfolio content should be utilized to showcase decoration setups, event concepts, preparation workflows, before-and-after transformations, event execution documentation, behind-the-scenes clips, and client testimonials. This presentation helps prospective consumers gain a realistic perspective on the provider's capabilities and experience. This strategy aligns with literature showing that relevant, authentic, and trust-building content is vital in short-video marketing. Styaningrum et al. (2025) underscored the importance of message relevance and authenticity, while Wahyudi et al. (2025) highlighted the role of trust signals and audience connectedness in driving purchase intention.

Consequently, Wedding Organizers should look beyond post volume or posting frequency and focus on the functional role of each content piece along the consumer journey. Educational content can be leveraged to capture attention through relevant insights, while portfolios serve to reinforce trust and consideration through visual proof. This dual strategy fosters a comprehensive communication flow: providing information, generating interest, proving quality, and ultimately encouraging service consideration.

4. CONCLUSION

This study demonstrates that short-form video content on TikTok and Instagram Reels can be effectively utilized by Wedding Organizers as both educational media and digital portfolios to foster purchase intention among prospective consumers in Denpasar, Bali. Educational content serves to deliver wedding preparation information—such as event planning, concept selection, budget management, and vendor selection—where relevant and useful insights act as initial triggers for attention, interest, and further information search. Meanwhile, digital portfolios provide visual proof of work execution, experience, creativity, professionalism, and service quality.

The findings further reveal that both content formats function complementarily. Prospective consumers obtain knowledge through educational content, then navigate to profiles and portfolios to evaluate provider capabilities prior to initiating contact or considering service adoption. Within the local research context, information relevance, documentation authenticity, and service alignment with consumer needs emerged as critical factors. Thus, a short-video strategy integrating educational content and digital portfolios represents a highly relevant marketing communication approach for Wedding Organizers. The tendency of educational content to act as an initial trigger and portfolios as a consideration enhancer reflects a qualitative pattern based on informant experiences, rather than statistical dominance or effect.

Several limitations should be taken into account when interpreting the findings of this study:

- a. First, the study focused specifically on short-form video utilization in marketing Wedding Organizer services in Denpasar, Bali. Consequently, the findings reflect the experiences and perspectives of informants within this specific context and are not intended for statistical generalization to all consumers or Wedding Organizers in other regions.
- b. Second, informants were selected via purposive sampling based on predetermined criteria. Thus, retrieved insights rely heavily on the personal experiences, knowledge, and perceptions of participating informants. Variations in individual experience may yield differing perspectives on short-form video content as either educational media or digital portfolios.
- c. Third, this study concentrated on short-form video as educational content and digital portfolios, particularly on TikTok and Instagram Reels. Other potential factors influencing consumer decisions—such as pricing, service quality, brand reputation, electronic word-of-mouth (e-WOM), brand image, and past customer experience—were not the primary focus of this investigation.
- d. Fourth, findings are dependent on the depth of information gathered through interviews, observations, and documentation during the research period. Informant engagement with social media may evolve alongside changing digital content trends and platform algorithms. Therefore, the findings represent the conditions and experiences of informants during the specific context and timeframe of the study.

Based on the findings and limitations, several recommendations are proposed:

- a. For Wedding Organizers: Short-video utilization should extend beyond direct hard-selling promotions by strategically integrating educational content and digital portfolios. Educational content should deliver practical value—such as preparation checklists, budgeting advice, concept selection, and vendor tips. Concurrently, digital portfolios should showcase decoration setups, event highlights, preparation processes, behind-the-scenes footage, and customer testimonials to provide concrete proof of service quality and experience.
- b. For Future Research: Scholars are encouraged to expand the geographical scope and informant diversity to capture broader perspectives on short-video marketing in the wedding industry. Future studies could also compare different short-video platforms and investigate additional dimensions such as trust, engagement, electronic word-of-mouth (e-WOM), service quality, reputation, and brand image. Furthermore, future researchers may adopt a quantitative approach to empirically test statistical relationships or causal effects between short video content, educational content, digital portfolios, trust, and purchase intention. Such quantitative insights would complement these qualitative findings by offering numeric verification of variable relationships, thereby enriching the understanding of short-form video as an informational, trust-building, and visual evaluation tool in consumer decision-making.

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