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FINANCIAL MANAGEMENT IN WEDDING CONTENT CREATOR BUSINESSES FROM AN ECONOMIC EDUCATION PERSPECTIVE: A LITERATURE REVIEW

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ABSTRACT

The development of social media and the creative economy has encouraged the emergence of the Wedding Content Creator (WCC) profession, which provides short-form, real-time content documentation services for wedding events. Behind these creative activities lies a business operation that requires the management of revenue, operating costs, cash flow, working capital, and risks. This study aims to examine financial management practices and needs in WCC businesses and their relevance to Economic Education. This study employs a qualitative method with a literature review approach. Literature on MSME financial literacy, micro-business financial management behavior, digital finance, and creative-economy entrepreneurship was analyzed thematically. This study is conceptual in nature; it does not measure actual WCC practices through interviews or observation. The literature synthesis identifies five important areas that can serve as a financial management framework for WCC businesses: project-based budget planning, transaction recording and separation of personal and business finances, cost control and service pricing, cash flow and reserve fund management, and prudent use of digital financial services. Financial literacy is a competency that supports business decisions, access to financing, and business resilience.Financial management is an important competency for the sustainability of WCC businesses. In Economic Education, this phenomenon can serve as an authentic learning context for integrating financial literacy, basic accounting, business planning, and digital entrepreneurship. Empirical studies specifically involving WCC practitioners are still needed to test this conceptual framework.

Keywords: *Wedding Content Creator, Financial Management, Financial Literacy, Economic Education, Digital Entrepreneurship.*

A. INTRODUCTION

Digital technology development has changed how individuals and businesses create, market, and offer services. Social media is not only a space for communication and entertainment, but also a means of promotion, portfolio development, customer interaction, and economic transactions. These changes have opened opportunities for various creativity-based occupations, including content creation services for wedding events. One profession emerging within this ecosystem is the Wedding Content Creator (WCC). WCCs are creative service providers who document wedding moments in the form of short photos and videos, generally for rapid digital publication. Their services may include behind-the-scenes footage, preparation activities, the wedding ceremony or blessing, the reception, as well as compiling and delivering content to clients. Service characteristics, packages, work duration, equipment, crew size, and delivery speed may vary between providers. Therefore, WCCs not only perform creative work but also manage service businesses involving costs, revenue, customer obligations, and operational risks.

As creative service businesses, WCCs face interconnected financial decisions. Business owners need to set package prices, calculate transportation and catering costs, account for equipment depreciation or maintenance, pay additional workers, manage deposits and final payments, and allocate revenue for subsequent operational needs. If personal and business funds are not separated, owners will have difficulty determining actual profit. Likewise, irregular transaction records can hinder performance evaluation and business development planning. Literature on micro-enterprises indicates that financial literacy is associated with attitudes, behavior, organizational capabilities, access to financing, and business performance. Graña-Alvarez et al. (2024), in a systematic review, explain that financial literacy among SMEs affects financial attitudes and behavior as well as organizational capabilities and performance. Rekha et al. (2025) also identify knowledge, awareness, and skills as important dimensions of financial literacy among MSME owners or

managers. These findings are relevant to understanding the financial competency needs of creative service businesses, although they do not specifically examine WCCs. Boediman et al. (2025), in their study of micro-businesses in West Java tourism destinations, highlight challenges including limited financial recordkeeping, mixing personal and business finances, and dependence on daily cash flow. These conditions can serve as a conceptual comparison for examining risks that WCC businesses may face. However, WCC characteristics cannot be fully equated with tourism micro-businesses because their cost structures, demand patterns, service forms, and project cycles have distinct characteristics. The digital dimension also deserves attention. Widyastuti and Hermanto (2022) examine the relationship between financial literacy and social media and micro-capital accessed through financial technology in the creative industry sector in East Java. Their study demonstrates the relevance of financial technology in the creative-business ecosystem. Meanwhile, Imjai et al. (2025) position digital financial literacy as an aspect related to financial planning and control in micro-businesses. For WCCs, the use of bank transfers, digital wallets, QRIS, bookkeeping applications, and payment services can facilitate transactions, but still requires understanding of fees, security, reconciliation, and controls.(Arifin et al., 2022).

From an Economic Education perspective, the WCC phenomenon can provide a learning context closely connected to developments in the world of work and digital entrepreneurship. Concepts such as financial planning, transaction recording, pricing, cost control, risk management, and profit evaluation can be studied through real-world service business examples. Thus, Economic Education does not merely discuss financial theory and economic activities, but also develops learners' ability to apply these concepts in business decision-making. Several studies have discussed MSME financial literacy, micro-business financial management behavior, and financial technology use in the creative sector (Ulumiyah et al., 2025). However, within the literature reviewed for this article, discussions that specifically integrate financial management in Wedding Content Creator businesses with an Economic Education perspective remain limited. This limitation represents an area for further study, rather than evidence that research on WCCs does not exist at all. Therefore, this article aims to synthesize financial management concepts relevant to WCC businesses and explain their implications for Economic Education learning.

B. RESEARCH METHOD

This study uses a qualitative method with a literature review approach. This approach was selected to examine, compare, and synthesize ideas and findings from previous research related to micro-business financial management, financial literacy, digital finance, entrepreneurship, and the creative economy. The review focuses on the relevance of these concepts to the characteristics of Wedding Content Creator businesses. Literature searches were conducted through Google Scholar and accessible publisher or scientific journal websites, using combinations of Indonesian and English keywords, including "Wedding Content Creator," "Financial Management," "Financial Literacy," "Micro-Business Financial Behavior," "Digital Financial Literacy," "Creative Industry," and "Entrepreneurship Education." Publications from 2021–2025 were prioritized, along with relevant conceptual articles or systematic reviews. Sources were considered if they addressed at least one main theme: business financial literacy, financial management practices, financial recordkeeping and control, financial technology, or entrepreneurship education.

The analysis was conducted in several stages. First, relevant sources were identified based on their titles, abstracts, and discussion focus. Second, key ideas concerning business financial concepts and practices were extracted. Third, findings were grouped into themes of financial planning, transaction recording, cost and pricing control, cash flow and risk, and digital financial literacy. Fourth, thematic synthesis was used to connect these themes with the WCC business context and Economic Education. This article is a narrative-thematic review, not a PRISMA-protocol-based systematic review. Accordingly, it does not claim the total number of documents found or quantitative selection procedures that were not reported. Moreover, because most reviewed sources discuss MSMEs and micro-businesses in general, the synthesis results for WCCs are presented as a conceptual framework and implications that need to be tested through field research.

C. RESEARCH RESULTS AND DISCUSSION

1. Characteristics of Wedding Content Creator Businesses as Creative Service Businesses

WCCs can be understood as project-based service businesses. Revenue is generally earned based on service packages, coverage duration, crew size, event scope, and additional work such as editing or content delivery. This pattern means that revenue is not necessarily received evenly each day. Demand may increase during certain wedding seasons or dates and decrease during other periods. Therefore, financial management needs to account for schedule uncertainty, cancellations, client-request changes, and expenses required before and after an event. Another characteristic is the use of productive assets such as smartphones, cameras, stabilizers, microphones, laptops, storage devices, and software. These equipment items involve purchase, maintenance, repair, and replacement costs. When calculating profit, asset costs should not be viewed solely as one-time expenses at the time of purchase; business owners need to account for usage and depreciation so that service prices reflect actual costs. In addition, internet data, transportation, meals, freelance labor, and digital storage costs should be included in project cost calculations.

2. Budget Planning and Service Pricing

Financial planning begins before a WCC accepts a project. Each service package should have estimates of direct and indirect costs. Direct costs may include transportation to the venue, crew meals, additional staff fees, and special production requirements. Indirect costs may include internet, application subscriptions, equipment maintenance, depreciation, promotion, and administration. These calculations help business owners understand cost limits and determine reasonable prices. Pricing should not simply follow competitors' prices or market trends. It should consider total costs, working time before and after the event, skill level, work risks, service value, and the targeted profit margin. In simple terms, a project's minimum price can be calculated by adding estimated direct costs, allocated indirect costs, and the planned margin. This is not a universal formula for all WCCs, but a tool to make pricing decisions more rational. Planning should also establish arrangements for deposits, installment payments, final payments, cancellation fees, and changes in service scope. A written agreement helps clarify the rights and obligations of both parties. Financially, a deposit can support initial cash needs, but it should not all be considered profit before the service is completed and obligations to the client are fulfilled.

3. Transaction Recording and Separation of Personal and Business Finances

Financial recordkeeping is the foundation for understanding a business's financial position. WCC business owners should at least record the transaction date, project name, type of revenue, expenses, payment method, and payment settlement status. Records can be maintained using a cash book, digital spreadsheet, or simple bookkeeping application. This information can be used to compile revenue and expense summaries by project or month. Separating personal and business bank accounts or digital wallets helps reduce the mixing of funds. Owners can plan personal withdrawals (owner's draw) rather than taking business cash whenever household needs arise. This practice aligns with Boediman et al. (2025), who identify the mixing of personal and business finances and weak recordkeeping as problems in some micro-businesses. Although their research context differs, their findings underscore the importance of disciplined recordkeeping for creative service businesses. Simple financial information can be developed into cash-in-and-out reports, profit-and-loss summaries, and lists of assets and liabilities. These reports help WCC owners evaluate which projects provide adequate margins, which costs are largest, and whether revenue is sufficient to finance equipment investments.

4. Cost Control, Cash Flow, and Business Risk

Cost control is achieved by comparing project budgets with actual expenditure. If actual costs exceed the budget, business owners need to identify the cause, such as venue changes, additional crew, longer working hours, or unexpected production requirements. Post-project evaluation can be used to improve cost estimates and package terms for subsequent projects. Cash flow is a key concern because expenses may arise before revenue is fully received. For example, business owners may need to pay for transportation, meals, or additional staff before clients make their final

payment. Therefore, payment schedules and the availability of operating cash need to be carefully planned. Reserve funds can be prepared for equipment repairs, project cancellations, declining demand, or other urgent needs. Literature on MSME financial literacy indicates that financial knowledge and skills are associated with financial behavior, access to financing, and business performance (Graña-Alvarez et al., 2024; Rekha et al., 2025). In the WCC context, the ability to interpret cash flow, understand borrowing costs, and assess installment repayment capacity can reduce financing decisions that are inconsistent with business capacity. Decisions to purchase new equipment, for example, need to consider equipment utilization, potential additional revenue, maintenance costs, and cash capacity.

5. Use of Financial Technology and Digital Financial Literacy

Financial technology can support WCC transactions and administration through bank transfers, digital wallets, QRIS, electronic invoices, and bookkeeping applications. Digital tools can facilitate payment confirmation and transaction documentation. However, this convenience needs to be accompanied by reconciliation of account movements with sales records, account security, authentication, and understanding of service fees. Widyastuti and Hermanto (2022) examine the role of financial literacy and social media in micro-capital through financial technology in the creative industry sector in East Java. Meanwhile, Imjai et al. (2025) discuss the relationship between digital financial literacy and financial planning and control among micro-business owners. Both studies support the view that technology use should be accompanied by the ability to understand financial products, risks, and information. For WCCs, digital platforms can support marketing and payments, but they do not automatically guarantee sound financial management.(Taruna et al., 2025)

6. Relevance of WCC Financial Management from an Economic Education Perspective

Economic Education can connect financial concepts with creative-business phenomena emerging in society. WCCs can be used as case studies for teaching budget planning, cost classification, transaction recording, service cost calculation, pricing, profit analysis, cash flow management, and investment decision-making. Through this context, learners do not merely memorize definitions but practice using financial information to solve business problems. Learning activities can be designed through wedding-project simulations. Learners can be asked to develop service packages, list equipment and crew requirements, calculate direct and indirect costs, set deposits and final payments, prepare cash records, and evaluate project profit. Simulations can also include scenarios involving schedule changes, cancellations, equipment damage, or additional client requests so learners understand risks and the importance of reserve funds. This integration develops financial literacy and digital entrepreneurship competencies. Learners can be trained to distinguish revenue from profit, separate personal and business funds, assess the feasibility of asset purchases, and use bookkeeping applications responsibly. Thus, Economic Education can help prepare individuals to manage creative business opportunities productively, measurably, and sustainably. (Fidain & Arifin, 2023)

D. CONCLUSION

Based on the literature synthesis, financial management is an important aspect of the sustainability of Wedding Content Creator businesses. Their project-based nature, use of productive assets, and fluctuating revenue patterns require business owners to prepare budgets, calculate service costs, record transactions, separate personal and business finances, control expenses, and manage cash flow and risks. Financial technology can support transactions and recordkeeping, but it must be accompanied by adequate digital financial literacy and controls. From an Economic Education perspective, WCC businesses can provide an authentic learning context for integrating financial literacy, basic accounting, business planning, and digital entrepreneurship. Case-based or project-simulation learning can train learners to make financial decisions based on cost, revenue, and risk information. This study is limited because it is a literature review and most sources discuss MSMEs or micro-businesses in general rather than WCCs specifically. Therefore, the framework developed needs to be tested through field research, such as interviews with WCC practitioners to understand recordkeeping practices, pricing, deposit management, fund separation, and financial

technology use. Future research could also compare individual WCC businesses with team-based businesses.

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