

## Wedding Concept Management

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**Abstrak.** The purpose of this research is to explain the management of the wedding sector. The method used descriptive qualitative method with a study case. The results show that the wedding ceremony is a sacred ceremony, which unites two people in a marriage oath by formalizing marriage ties in accordance with religious norms, legal norms, and social norms. In today's digital era, everyone needs service that is easy to do and also easily available, including wedding plan. That is because at this time, people prefer to hold a wedding reception with the help of the organizer because of time and convenience reasons. As a conclusion, this research shown that informants prefer to order wedding planners in an easier way, by first monitoring the wedding organizers through the web they provide.

### 1. Introduction

Commemorating important things throughout human life both individually or in groups related to customs, culture, traditions, and religion which are held for specific purposes and involve the community environment which is held at a certain time [1]. Wedding organizer could also be said to relate to marketing. It is because Wedding Organizer also uses the process of creating, communicating, and giving the value of the product or service to customers and managing a good relationship with customers. the definition of marketing is the overall system of various business activities or businesses aimed at planning, determining the price of goods or services, promoting it, distributing it, and being able to satisfy consumers [2].

According to Soegoto, to become successful entrepreneurs, we must appreciate and hope that readers can gain broader insight and understanding of entrepreneurship in the world [3]. Website-based information system can connect vendors and clients in one place online. The created Website applications can book reception buildings, catering food for guests, entertainment events, bridal, car loan, pre-wedding photoshoot and even post-wedding photoshoot. The method used Object Oriented method. The number of samples used were 15 vendors and 12 Wedding Organizer (WO) services [4]. Wedding Organizer order-based information system web is applied by Java Exist Management which is one of the many wedding organizers.

The purpose of this research is to explain wedding organizer based on Java Exist Management, in hope that the system created can help the company as a medium for corporate promotion, online ordering. Internet relationship usage as a cyber-public relation media with employee cohesivity level [5, 6]. This research focus on

study about how important to know and use the website of wedding planner to make a win – win solution in the meaning of make things goes easier.

## **2. Method**

This study used descriptive qualitative method with case study as its research design. In this study, constructivist paradigm is applied in order to view social conditions as a systematic analysis of “socially meaningful action” through direct and detailed observation of Wedding planner website.

## **3. Results and Discussion**

### *3.1 Wedding Planner*

In this modern era, everyone need effective and instant services

It also happen when it comes to wedding event preparation that’s why the groom & bride choose Wedding Organizer that they trust [7]. Wedding Organizer duty is to arrange the wedding concept. Wedding Organizer also have to prepare the Master of Ceremony, Vendor of the decoration, Catering, as well as the photographer and videographer [8].

At this point, Wedding organizer must be coordinate all the wedding parties including the family of the groom & bride, the commission team, also the rundown and the other vendor (Catering, decoration, photo and video, as well as Makeup team) [9, 10].

### *3.2 Customer*

The Customer of wedding organizer is the groom and bride and their family. They want the Wedding event goes well.

### *3.3 Wedding Organizer Website*

Website of the Wedding Organizer used by the customer to make a registration and at the same time can make things work easier for the owner (Wedding organizer) because it is sorted automatically, there are also several things that wedding organizer must know to make the customer feel comfortable or enjoy using the website:

#### *3.3.1 The Design*

Design of the website is the most important list to focus on, because the first thing a user see is the front page, thus the design should plan the following:

- Position
- Contrast
- Design Elements

#### *3.3.2 The Color of the website*

The color option is another important things to look on in a better way if the website used a color that can make eye catching, here’s some color that eye catching

##### a. Red

Red is a color that had the impression of Love and Passion.

##### b. Orange

The philosophy of orange also mean Passion.

c. Yellow

Yellow is a color that has the meaning of joy, energy, and happiness, it also easy to notice.

d. Green

Green is color that meaning of the Harmony, ambition and can make comfortable to see because of the fresh color.

e. Black & White

Black and White are the most neutral (Basic) color, it create the impression of elegance.

### 3.3.3 The font

The type and size of letters that meet the aspect of Readability so it can make the the potential customers comfortable. Here are some standard of font size and font type:

- The font types such as Arial, Time New Roman, Helvetica, Sans-serif.
- The font size;

Table 1 describes on how to make a reservation at a Wedding planner, it started from searching the Wedding Organizer company and try to look or check the websites.

**Table 1.** Registration

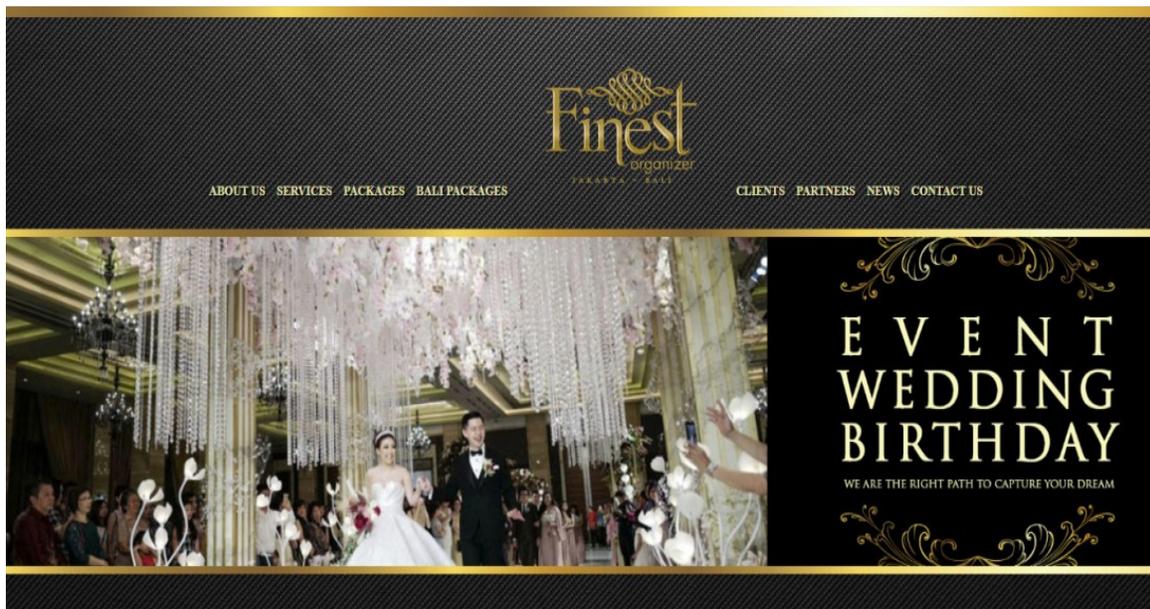
User (Admin & Prospective Customer)	System
Open Page Website →	Display the website page
Go to website Homepage ←	Display the website Homepage
Open the Wedding Plan Menu →	Display the Wedding Plan Menu

Next is the process of registration, the customer have to input the data of the groom and bride also the details accordig to the customer's needs (See Table 2).

**Table 2.** Registration

User (Admin & Prospective Customer)	System
Open the Wedding Plan Menu	Display the Wedding Plan Menu
Open the Registration form	Display the Registration form
Fill the Log in data, the data of groom & bride, and details of the wedding such as the date or theme.	Validation Data check , send the link activation
Open the activation link	Activation Succeed

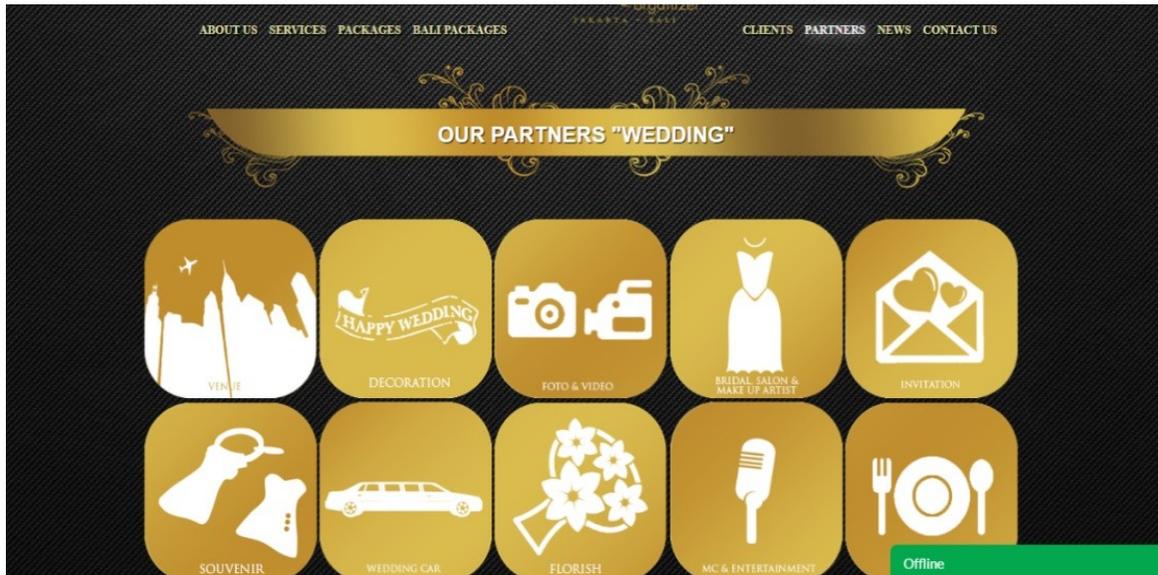
Finest was found in August 2009, started from a \_\_\_\_\_ wish to create an unforgettable event with a lasting beautiful impression, Finest team is committed wholeheartedly to help the bride & groom in fulfilling dreams by creating the best events, Finest team has given professional services and good teamwork to create a concept that suits to bride & groom requirement (See Figure 1).



**Figure 1.** Wedding Organizer Website. This figure was adopted from [https://www.finestorganizer.com/about\\_us](https://www.finestorganizer.com/about_us) on 3 November 2019.

As explained before, wedding organizer must make sure everything goes well on the wedding including the family of groom and bride, the commission team, the rundown, and vendors such as Catering, decoration, photo and video, as well

as ,akeup team. On Finest Wedding Organizer website, they also explained the other vendors (Partners) (See Figure 2).



**Figure 2.** The partners. This figure was adopted from [https://www.finestorganizer.com/our\\_partner](https://www.finestorganizer.com/our_partner) on 3 November 2019.

#### 4. Conclusion

The Website of Wedding Organizer were used to make a registration for wedding event, Wedding organizer website will be useful for customers (Bride and Groom) to facilitate the concept and execution of the wedding between the two parties, both from the Wedding organizer as well as the bride and the groom.

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