Wedding Organizer Ordering Management Information System at Max Entertainment Kudus

Elvira Selvi Magdalena [1], Diana Laily Fithri [2*], R. Rhoedy Setiawan [3],

[1,2,3] Information Systems Program, Faculty of Engineering, Muria Kudus University, Kudus 59327, Indonesia

Corresponding Author Email: 201853112@std.umk.ac.id

ABSTRACT

Rapid technological developments greatly affect various aspects of life, including information processing. In the context of a wedding, event preparation is often an obstacle for people, especially in organizing various needs such as location, catering, decoration, and documentation. Wedding Organizer (WO) is present as a solution to help plan and implement a wedding event in a more organized manner. Max Entertainment, an event organizer engaged in various event fields, still experiences obstacles in the booking and scheduling system which is done manually. The booking process which currently uses Google's web business is still inefficient because the package booking is still done manually. Therefore, a booking management information system is needed that can improve the effectiveness and efficiency of Max Entertainment's operations.

1. INTRODUCTION

The rapid development of information technology has had a significant impact on various aspects of human life, including wedding planning. Technology not only influences the way we communicate, but also changes patterns of social and cultural interaction in society (Putri & Wahyuni, 2021). In the context of wedding planning, technological advances have enabled the development of management information systems that simplify the process of ordering and managing events. Web-based information systems, for example, can help users search for information, determine prices, and conduct wedding organizer service transactions efficiently (Wulandari et al., 2020). Research by Santoso et al. (2022) shows that the use of digital technology in the event organizer industry can increase work efficiency by up to 40% compared to conventional methods.

Max Entertainment, as an event organizer service provider, faces challenges in the ordering and scheduling process which is still done manually. This results in a lack of effectiveness and efficiency in company operations. The implementation of an integrated management information system can be a solution to overcome this problem, enabling a faster and more structured ordering process (Lusti & Masya, 2020). According to research by Ananda & Rahmawati (2021), the implementation of a web-based ordering system in the service business can reduce data recording errors by up to 35% and increase customer satisfaction.

In addition, the use of technology in wedding organizer management can increase the company's competitiveness by providing more responsive services that are in accordance with customer needs. A well-designed information system can accommodate various features, such as online ordering, customer data management, and integration with related vendors (Najiyah & Suharyanto, 2017). A study conducted by Fadilah et al. (2021) states that digitalization in the service industry can increase customer loyalty by 25% through faster and more transparent services.

The implementation of information technology in the wedding organizer industry not only increases operational efficiency but also provides added value to customers through easy access to information and more personalized services. Research by Prasetyo & Handayani (2023) confirms that the use of technology-based systems in wedding planning can help customers manage their budgets and choose services that suit their preferences. Therefore, the development of an integrated booking management information system is a strategic step for Max Entertainment in facing competition and meeting customer expectations in this digital era.

2. RESEARCH METHODOLOGY

A number of studies have been undertaken concerning the development of package delivery management information systems.

According to (Ade Wiwid Taniah, Sri Harjunawati, 2017) in his journal entitled "Design of Information System for Wedding Organizer Rental Transactions at CV. Denis Citra Mandiri Bekasi" said that CV. Denis Citra Mandiri, a company engaged in the field of wedding organizer rentals. The system at CV. Denis Citra Mandiri is still done manually, starting from recording clients who rent wedding organizers, to storing other data related to the rental transaction process to making reports, so that during the process there are errors in recording, inaccurate reports made and delays in searching for the necessary data. really need an information system that supports and provides satisfactory service for customers. By

using this design, it is hoped that a program can solve the problems that exist in this company. In addition, using this design is expected to achieve effective and efficient activities so that the company's profits will increase.

According to (Dwika Permata, Elfi Tasrif, Ika Parma Dewi, 2018) in their journal entitled "Design of Wedding Organizer Booking Information System in Padang City" said that Wedding Organizer is a service that works personally to help prospective brides and grooms in planning a wedding party according to the schedule and budget that has been set. The wedding organizer information system is made based on web information technology, with the aim of expanding the field of promotion and sales of wedding packages and simplifying the ordering process. The wedding organizer information system is very helpful for people who don't want to bother with their wedding planning problems. With the development of current technology, Wedding Organizer has begun to switch from a manual process to an online process based on the organizer's web wedding information system.

According to (Fitri Ayu, Nel Fitri, 2019) in their journal entitled "Design of Online Wedding Organizer Booking Information System" said that Wedding organizer is a service that helps in the preparation and implementation of wedding events. By using a Wedding organizer, the host does not need to have difficulty in preparing all the needs of the wedding event, this service provides information and services regarding various things related to the wedding event, starting from various wedding packages, make-up, clothing, decoration coordination and entertainment. The creation of an online wedding organizer booking system aims to build an online wedding booking system, which is expected to support and facilitate the booking and promotion of wedding organizers. The result is a Web-based wedding organizer information system that can provide wedding organizer information, online bookings and become a promotional media for wedding organizer owners.

According to (Hilmi Fuad, Agus Budiman, Dessy Kurniasari, 2018) in his journal entitled "Designing a Web-Based Wedding Package Booking Information System Case Study at Wedding Organizer PJ Management" said that a Wedding organizer is a personal service that operates its work to help prospective brides and families plan and supervise the implementation of a series of wedding party events as a schedule and budget that has been set. PJ Management is a package booking service in the field of wedding or event equipment where customers are very important to be present for the progress of the company. The booking information system makes wedding organizers by utilizing web-based technology information, with the aim of expanding the area of promotion and sales of wedding packages and simplifying the booking process. in making wedding organizer bookings. The booking of the wedding organizer information system is very helpful or those who do not want to bother with their wedding planning problems and provide convenience for booking packages operating online. The development of wedding organizer technology has begun to move from manual processes to online processes, namely the wedding organizer web information system

2.1 Methods of data collection

The author collects data sources to obtain data that is truly accurate, relevant, and valid:

a. Observing or direct observing is a technique used to collect data by directly observing the activities that occur. In this case, the author went directly to Joyo Express. In order for the author to be able to dig up information about what data is needed when creating an application.
b. Interview, survey and data collection conducted by conducting face-to-face meetings and also asking questions during the interview process to ask about data and the process of shipping goods at Joyo Express.

2.2 Method of system development

The waterfall model is shown ini figure 1 is one of the classic approaches to software development. It describes a linear, incremental development approach. The model consists of five to seven phases, each of which is defined by different tasks and objectives, and which together describe the software lifecycle up to delivery. After one phase is completed, the next development step follows, and the results of the previous phase flow into the next phase. (Hasanah and Untari 2020)
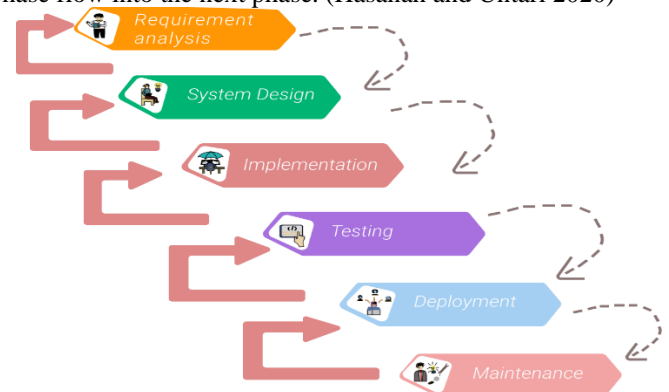

Figure 1. Waterfall Method

2.3 System Analysis

Business Use Case diagram is shown in figure 2 shows the relationships between business actors, business use cases, and business workers in the organization. This diagram provides a complete model of what the organization does, who is in the organization, and outside the organization. Figure 1 illustrates the design of the business process implementation in the Wedding Organizer Booking Management Information System at Max Entertainment Kudus
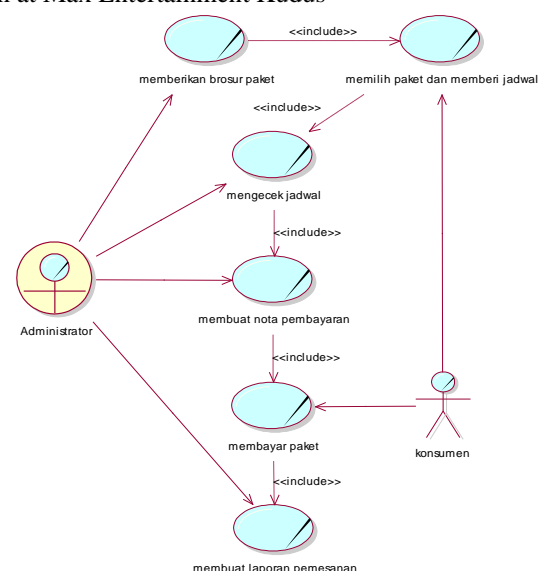

Figure 2. Bussiness Use Case

119

3. RESULTS AND DISCUSSION

3.1 System Design

A system use case diagram that illustrates the use case business process is shown in the following figure. This diagram shows who is involved in the system (actors) and what the system can do. what the system can do can be seen in Figure 3.
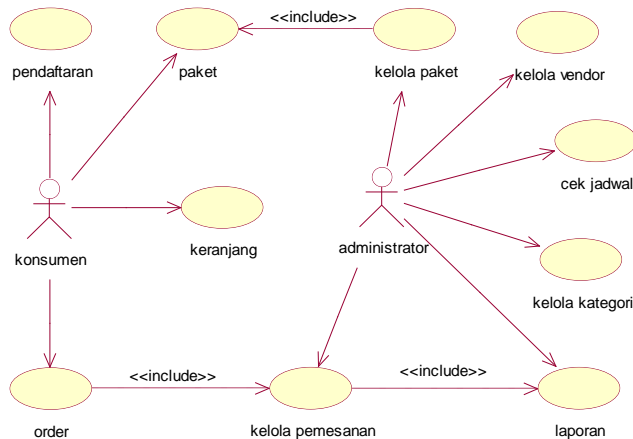

Figure 3. Use Case Diagram

The use case system diagram that was formed can be seen in table 1 below.

Table 1. Process of Business Use Case

No	Business Process	Actor	Business Use Case
1	Consumers register	Konsumen	register
2	Administrator verifies registration	Administrator	Verifikasi pendaftaran
3	Administrator manages consumer data	Administrator	Kelola konsumen
4	Administrator manages package data	Administrator	Kelola paket
5	Consumers make orders	Konsumen	Pemesanan
6	Administrator manages booking data	Administrator	Kelola pemesanan
7	Consumers make payments	Konsumen	Pembayaran
8	Administrator creates report	Administrator	Laporan

3.2 Final result of ERD (Entity Relationship Diagram)

The Entity Relationship Diagram that is formed after going through the previous stages can be seen in figure 4 below.
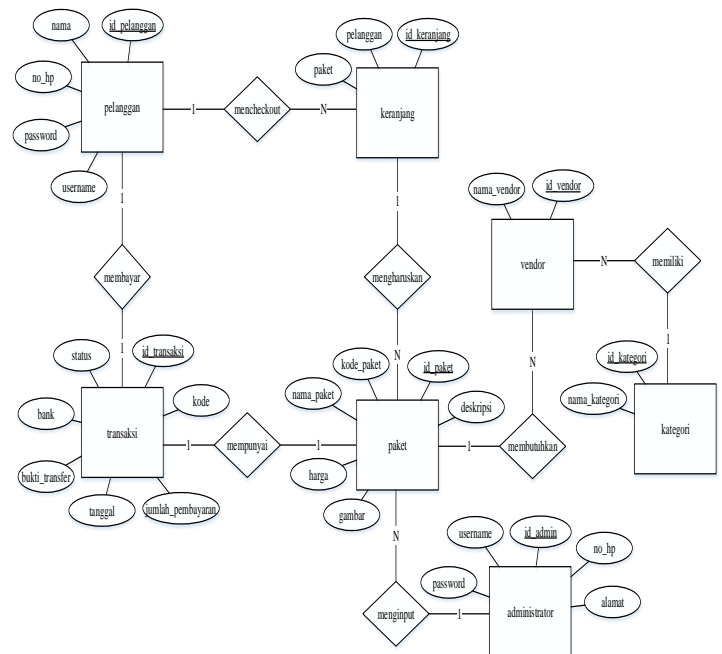

Figure 4. ERD Wedding Organizer Booking Management Information System at Max Entertainment Kudus

3.3 System Results

In the creation of this display, the author is using HTML in the creation of the appearance of the program to be designed. It is also expected that with a minimalist and simple display, users can have access to and use the system more easily. Below is a program display of Wedding Organizer Ordering Management Information System At Max Entertainment Kudus design.

1) Login Page View
The front page of Joyo Express has a simple and user-The login page is the page displayed when the user will manage this site/web. The figure of the user login page can be seen in the figure 5.
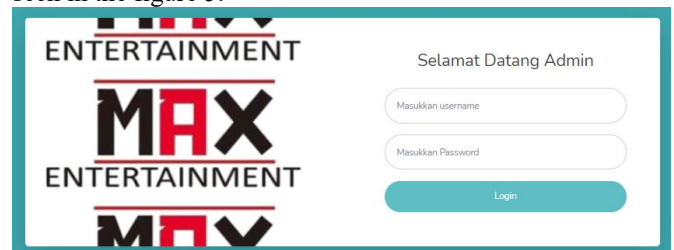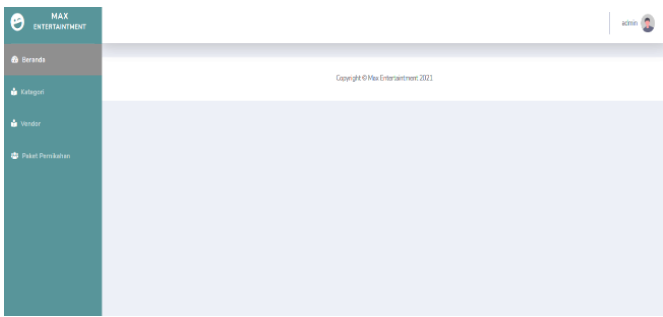

Figure 5. Login Page View

2) Administrator Home Page
The administrator home page is the page that is displayed when the administrator logs in. An figure of the administrator home page can be seen in the figure 6.

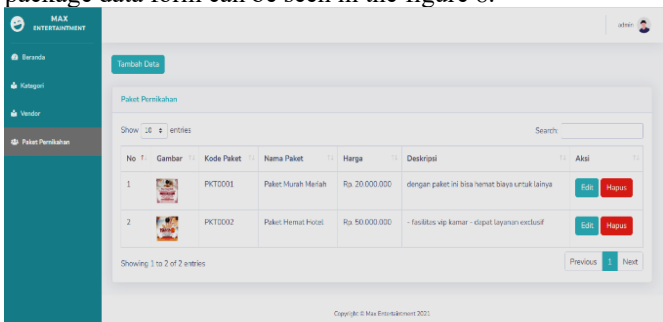**Figure 6.** Administrator Home Page

3) Category Data Form View

The category data form page is used to manage category data by the administrator section such as adding, editing and deleting category data. The add data button is used to add category data. On the action button there are edit and delete actions, the edit action is used to edit category data, while the delete action is used to delete category data. The figure of the category data form can be seen in the figure 7.

**Figure 7.** Category Data Form View

4) Package Data Form View

The package data form page is used to manage package data by the administrator section such as adding, editing and deleting package data. The add data button is used to add package data. On the action button there are edit and delete actions, the edit action is used to edit package data, while the delete action is used to delete package data. The figure of the package data form can be seen in the figure 8.

**Figure 8.** Package Data Form View

5) Vendor Data Form View

The vendor data form page is used to manage vendor data by the administrator section such as adding, editing and deleting vendor data. The add data button is used to add vendor data. On the action button there are edit and delete actions, the edit action is used to edit vendor data, while the delete action is used to delete vendor data. The figure of the vendor data form can be seen in the figure 9.
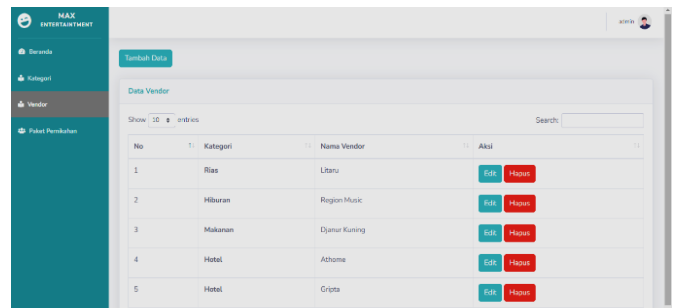

Figure 9. Vendor Data Form View

6) Report View

The report page is used to print reports by the administrator section. The print button is used to print the report. The figure of the report can be seen in the figure 10.
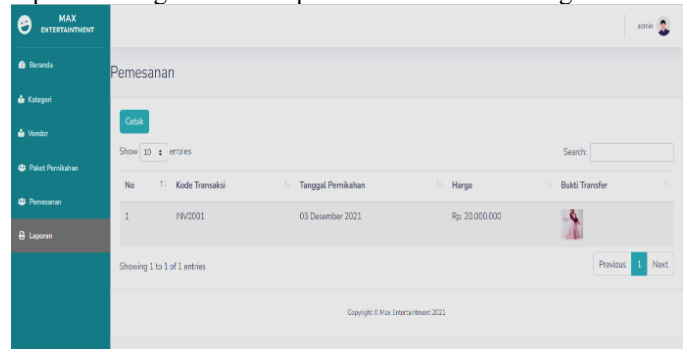
Figure 10. Report View

7) Consumer Home Page

The consumer homepage is the page that is displayed when the consumer logs in. An figure of the consumer homepage can be seen in the figure 11.
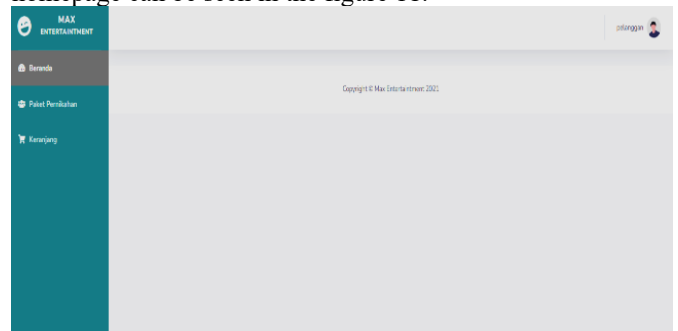
Figure 11. Consumer Home Page

8) Registration Form View

The registration form page is used to register by consumers such as register. The figure of the registration form can be seen in the figure 12.

Figure12. Registration Form View

121

9) Package Data Form View

The package data form page is used to manage package data by consumers such as package messages. The order button is used to make an order. The figure of the package data form can be seen in the figure 13.
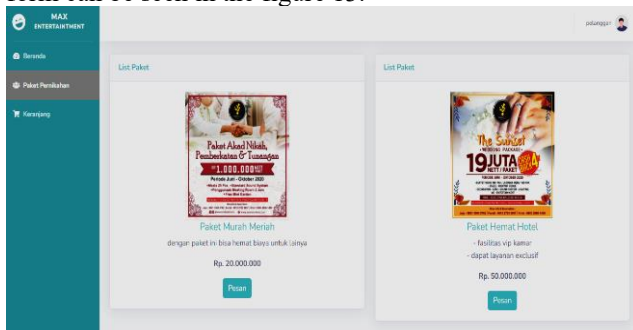

Figure 132. Package Data Form View

10) Cart Form View

The cart form page is used to manage cart data by consumers such as checkout. The checkout button is used to place an order. The figure of the cart form can be seen in the figure 14.
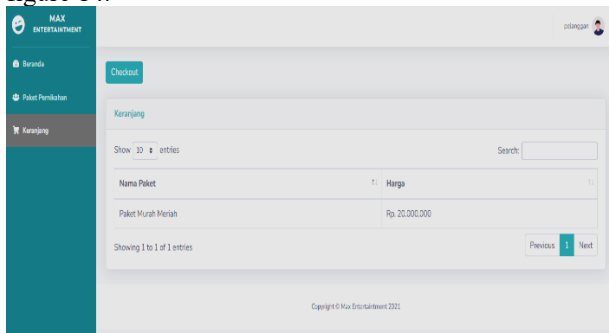

Figure 143. Cart Form View

11) Order Form View

The order form page is used to manage consumer order payment data such as pay. The pay button is used to make payments. The figure of the order form can be seen in the figure 15.
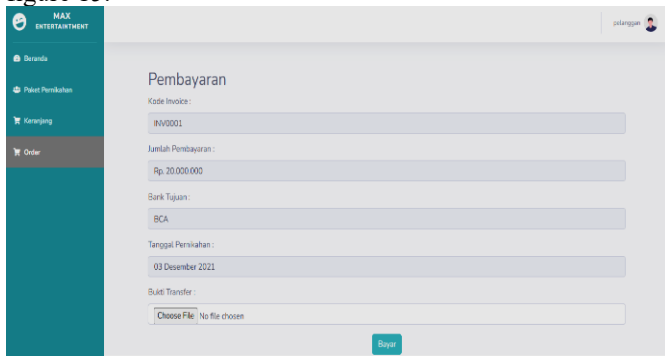

Figure 154. Order Form View

4. CONCLUSIONS

4.1 Conclusion

From the results of observations, analysis and system design processes when the author conducted the Work Practice of this research, it can be concluded that:

a. This research produces a Wedding Organizer Booking Management Information System at Max Entertainment Kudus

b. Booking focuses on bookings according to the packages provided.

c. The processes carried out in the system include event bookings, payments and package selection.

d. The output produced is a booking report which will later appear on the screen as a review and can be printed

4.2 Advice

Based on the conclusions outlined above, the author provides suggestions that can help to complement some of the deficiencies in this system, namely:

a. System maintenance must be carried out continuously so that this system can function properly.

b. There needs to be an increase in the capabilities of human resources who will operate and facilitate the system.

BIBLIOGRAPHY

[1] Ade Wiwid Taniah, Sri Harjunawati. 2017. Perancangan Sistem Informasi Transaksi Penyewaan Wedding Organizer Pada Cv.Denis Citra Mandiri Bekasi. E-ISSN: 2527-4864: Vol. 3. No. 1 Agustus 2017.

[2] Dwika Permata, Elfi Tasrif, Ika Parma Dewi. 2018. Perancangan Sistem Informasi Pemesanan Wedding Organizer Di Kota Padang. ISSN: 2302-3295: Vol. 6, No. 1, Januari – Juni 2018.

[3] Fitri Ayu, Nel Fitri. 2019. Perancangan Sistem Informasi Pemesanan Wedding Organizer Online. ISSN. 2549-0222: Volume 3, No.2 Oktober 2019.

[4] Hilmi Fuad, Agus Budiman, Dessy Kurniasari, 2018. Perancangan Sistem Informasi Pemesanan Paket Pernikahan Berbasis Web Study Kasus Di Wedding Organizer PJ Management. SSN : 2088 – 1762 Vol. 8 No. 2, September 2018.

[5] Lajdamudin, Al-Bahra Bin. 2005. Analisis dan Desain Sistem Informasi. Yogyakarta: Graha Ilmu.

[6] Sugiyono. (2009). MetodePenelitianKuantitatif, Kualitatifdan R&D. Bandung: Alfabeta.

[7] Lusti, H., & Masya, F. (2020). Analisa perancangan sistem informasi pemesanan pada wedding organizer berbasis web. CESS (Journal of Computer Engineering, System and Science), 5(1), 162-165.

[8] Najiyah, I., & Suharyanto, S. (2017). Sistem informasi wedding planner berbasis web. JITK (Jurnal Ilmu Pengetahuan dan Teknologi Komputer), 3(1), 79-86.

[9] Putri, A. D., & Wahyuni, S. (2021). Pengaruh perkembangan teknologi terhadap kehidupan dan interaksi sosial masyarakat Indonesia. Jurnal Ilmu Sosial dan Humaniora, 10(2), 45-56.

[10] Umam, M. N., Solahudin, D., & Rinaldi, A. R. (2021). Pengembangan aplikasi perencanaan pernikahan berbasis mobile. Jurnal Teknologi Informasi dan Komunikasi, 2(1), 1-10.

[11] Wulandari, R., Setiawan, R., & Mulyani, A. (2020). Perancangan sistem informasi manajemen wedding organizer online menggunakan Scrum. Jurnal Algoritma, 16(2), 139-150.

[12] Yulianto, A., & Prasetyo, D. (2022). Portal wedding organizer untuk inovasi teknologi sebagai solusi perencanaan pernikahan. INTECOM: Jurnal Teknologi Informasi dan Komunikasi, 11(1), 15-25

[13] Santoso et al. (2022) - Efisiensi digitalisasi dalam industri event organizer.

[14] Ananda & Rahmawati (2021) - Pengurangan kesalahan pencatatan data melalui sistem berbasis web.

[15] Fadilah et al. (2021) - Peningkatan loyalitas pelanggan melalui digitalisasi layanan.

[16] Prasetyo & Handayani (2023) - Manfaat teknologi dalam perencanaan anggaran pernikahan.

[17] Penelitian lainnya yang relevan dengan efektivitas sistem informasi dalam industri jasa.