Event Organizer for Wedding Business

R Febrianti[1*], P S Kurniati [2]
[1]Departemen Ilmu Komunikasi, Universitas Komputer Indonesia, Indonesia
[2]Departemen Ilmu Pemerintahan, Universitas Komputer Indonesia, Indonesia

Email: *ratihfebrianti@mahasiswa.unikom.ac.id

Abstract. Wedding invitations become important in a marriage. Through invitations, they invite and hope people come to their happy day. With the development of the era in the digital era today. Communication can be built through any media. Good communication will create suitable expectations. The purpose of this study designed to find out that business opportunities in the field of creating wedding invitation websites are very good. For those who do not have time and hassle to prepare all the wedding preparations. With time and distance that is an obstacle to spreading invitations. This research used a descriptive qualitative method by collecting data through interviews, observations, literature studies, documentation to get facts and data. The results of this study indicate that by using this wedding invitation website consumers can more easily spread to friends and family quickly. Many consumers do not have much time to distribute invitations. And that's expensive if you hire an invitation delivery service for all those invited. With this web site an alternative in spreading invitations.

1. Introduction

The Internet is part of the current technological advancements. The application of technology and information is causing changes in new habits or habits in various fields including business. Like the use of E-Commerce as a trading medium that uses the internet. Nowadays it is not difficult to reach everyone. The influence of technology, especially IT, indirectly provides many solutions that can help various business matters more quickly and at a small cost. [1]. In the era of Information and communication technology, anyone who does not know this provision considered outdated. the public is obsessed with the development of intensive media technology such as capital planners and advertisers find new ways and tools to get their target audience smart. Internet technology is one of them based on the web created as a very interactive platform where personal and communities share, create together, discuss, and change user-generated content [2]. Internet-based communication involving information that occurs on a global network, client-server for data communication. The information content that is produced is in question can be used various symbols that people use for communication. People use Internet communication for various purposes. People use the Internet for communication in one-to-one, one-to-many, or many-to-many settings.

Another approach to researching media communication is to focus on language and rhetoric. Previous researchers in this field have also discovered many insights about the structure and content of communication on the internet, computers and how literacy and morality are affected by communication technology. Communication on the Internet also exists in the cultural traditions, social environment and times that have been developed. When we talk about various forms of communication on the Internet, it must be carefully defined. The distributed form of the request and serving client scheme allows a lot of efficiencies. Web clients can reach and access websites wherever and whenever they want. It makes all of this easier to develop information. Everything is tailored to what the client needs for that platform [3]. The web is a series of pages with links to other pages or

other sites. This website with several pages containing text, banners, graphics, audio, and video in it [4]. The target of web services is innovative users and creates environments use web tools to drive creativity created by users and achieve better communication effects of innovation [5]. The website is an important part of the rapidly developing e-Commerce phenomenon. Worldwide, internet retail sales. Develop ways to measure and analyze consumers' responses to various types of website designs. Of particular concern for this business is, based on consumers' reactions to the website. An instrument must be specifically designed to measure consumers' perceptions of a website. Develop quality by following strict and complete methods [6]

With the development of the age of technology and the internet. Today's website wedding invitation booking trends are based on the priority of married couples and technological advancements. Marriage can be described as one of the most important and unforgettable days in a person's life. Attention should be put into wedding invitations because they set the impression for an important day and are the first view of the guests to the wedding style. Based on current trends, many people order and make their invitations via the internet. Online ordering is an easy way to get the invitation you want without spending too much effort and time [7]. The wedding website was developed to learn about wedding invitation customization on the website. It offers a choice of design features or components through interactive illustrations and is based on the conceptual framework of the mass customization. People who have spent more time on computers and the Internet are much more willing to use wedding websites to create invitation websites. Engagement in website design on the Internet but seems to have potential. Study and find potential customers with high interest in design involvement, test product types and other interactive opportunities for design involvement, and recommend the use of Internet customization strategies with other distribution channels [8].

This business concept is to provide services to consumers by creating a wedding website. This program is easy to use, just follow the step by step instructions. Very convenient for consumers, and reduced labor costs. This is the center of planning and communication for consumers and their guests. The wedding website is easy for couples to share their marriage with family and friends easily and quickly [9]. Everyone, of course, makes the most valuable moments with anyone and at any time they want. People in this world are very busy in their lives but they still want to attend precious moments like the marriage of their loved ones. So try to keep them connected, communicate, share and remember every event. Innovative and alternative ideas such as wedding websites. Because it will bring a lot of happiness to them, their family and friends. They only need to have moments like those collected in pictures and words to express their character on the web. They will provide pictures and words and we will give them a wedding website [10]. The aims are to designed wedding invitation websites, for those who do not have time and hassle to prepare all the wedding preparations with a descriptive method.

2. Method

This study used a qualitative descriptive method by collecting data through interviews, observations, literature studies, documentation to get facts and data - the results of which will be used for future planning. Using internet searching and previous research related to The Communication Analyze in Wedding Invitation Websites so it was to analyze the communication that occurs on this wedding invitation website.

3. Results and Discussion

Based on the results of this study, this is a wedding invitation website is very different and attracts consumers to use the website maker. Customers who do not have much time for surveys for invitations and manual invitations will be very interested in this business. Communication is carried out between website service providers and consumers through internet communication media. Of course, this greatly facilitates consumers in terms of time and energy efficiency. Consumers can intensely communicate and provide information about what they want. They will also always be involved in making the wedding invitation website. Because this website service provider also wants to create a wedding invitation website that represents the interests of customers.

By using this wedding invitation website consumers can more easily spread to friends and other

families quickly. Many of the consumers do not have much time to distribute the invitations. And it is costly if you hire an invitation delivery service for all invited. With this website an alternative in spreading invitations. (See Figure 1).
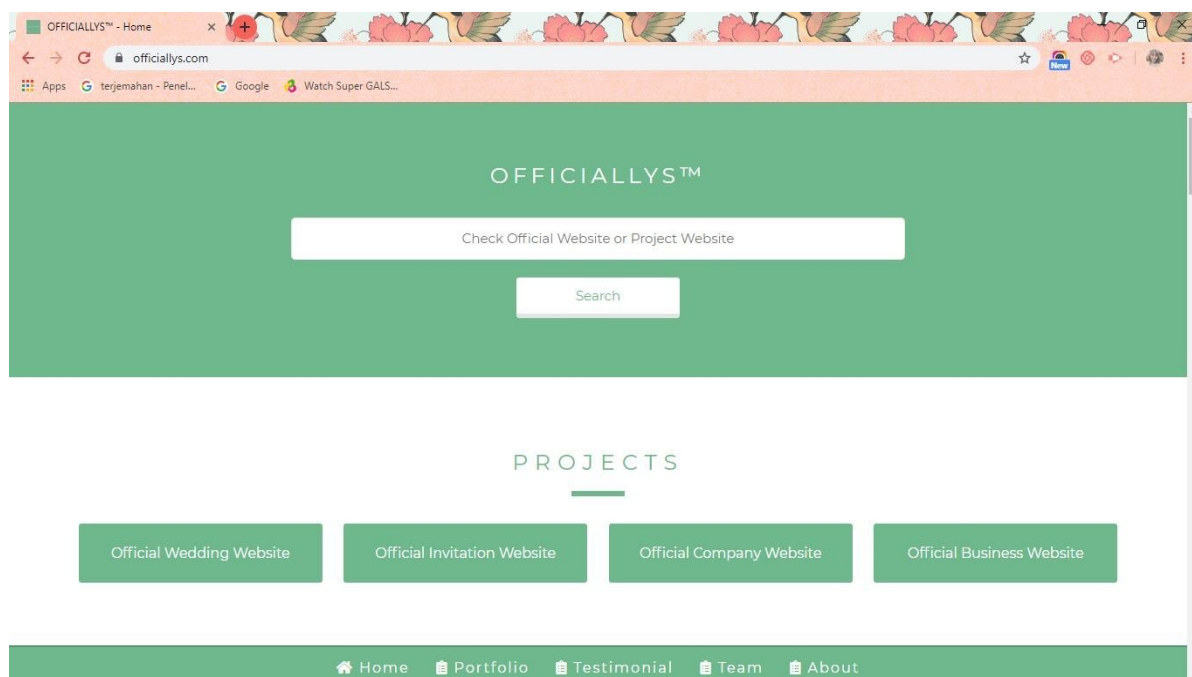

Figure 1. Initial Display and Main Menu

Consumers actually can't only use the services of making a wedding invitation website. But also can create a company website and website for business (See Figure 2).
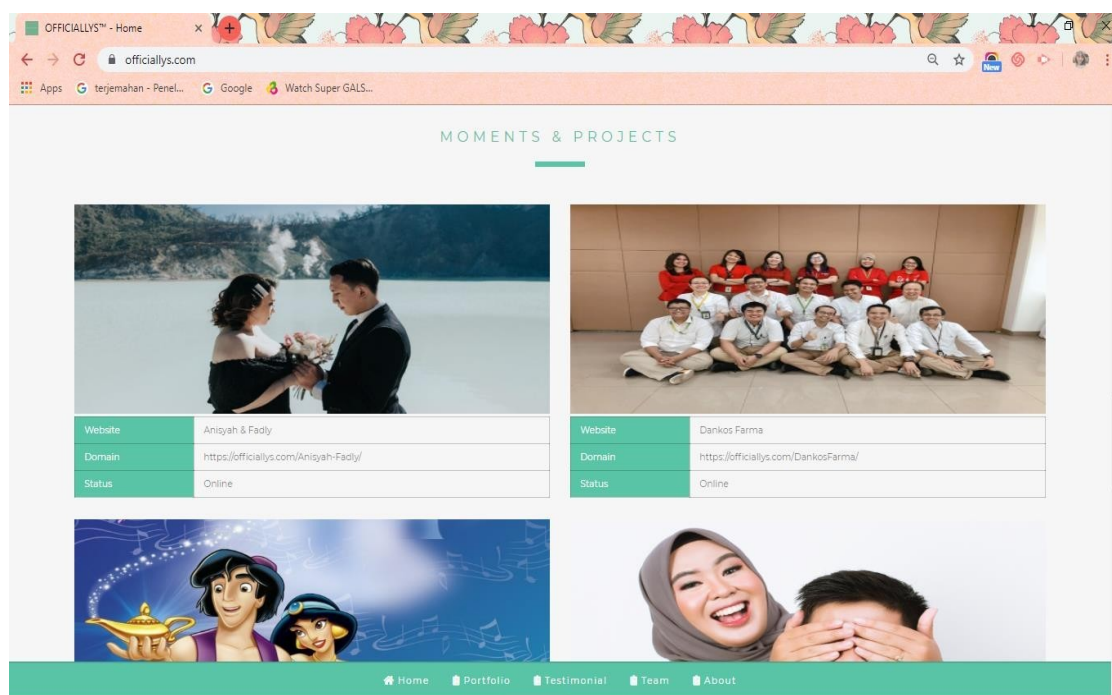

Figure 2. Types of Portfolio Results

Consumers can see in advance the websites that have been made. So you can add references and ideas to the website that will be created. (See Figure 3).
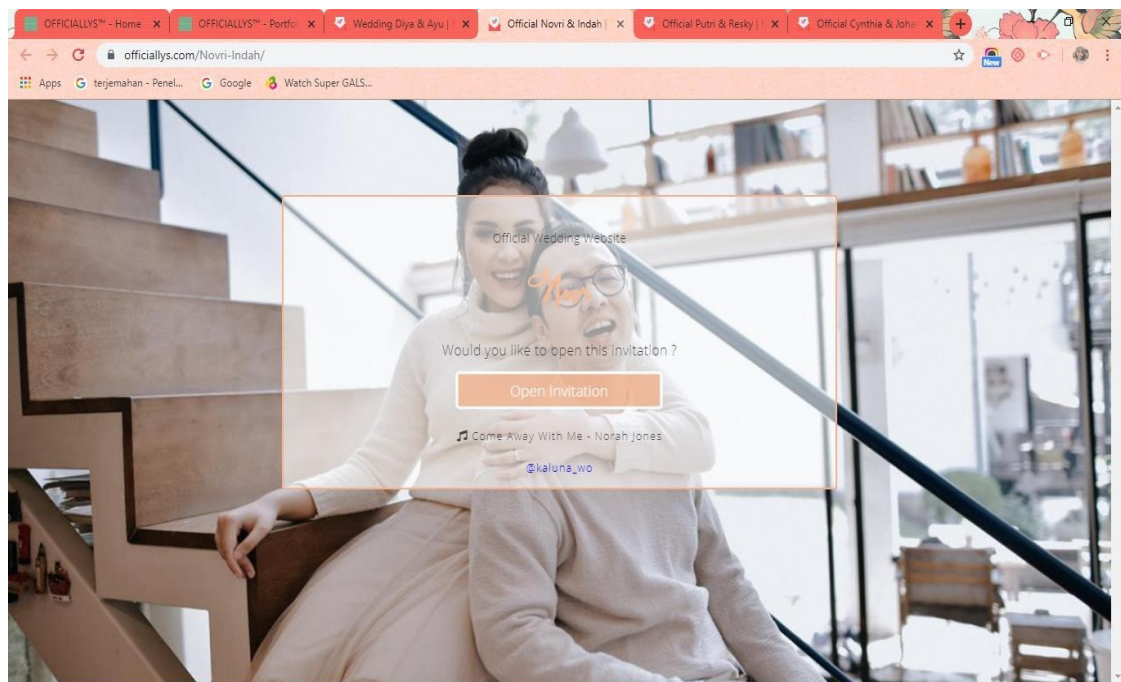
Figure 3. Initial Display When Opening the Invitation

The initial appearance of the invitation before opening is very interesting and unique. The invitation also states in detail the wedding date and location of the wedding making it easier for the guests to get information. (See Figure 4)
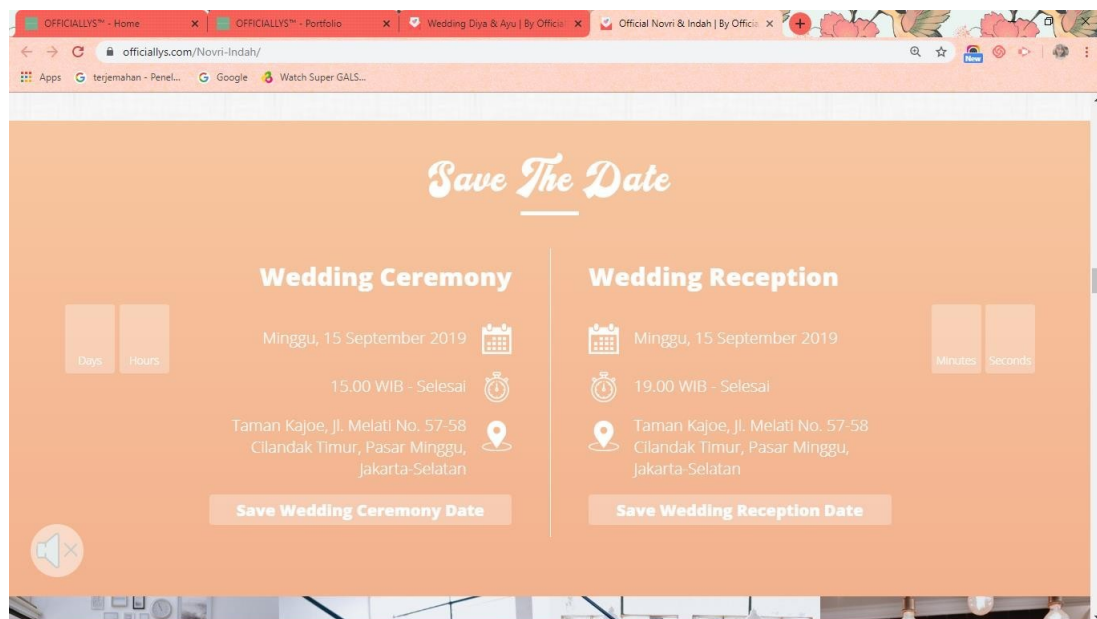

Figure 4. Date and Location of Wedding

The advantage of the website invitation is that consumers can put various kinds of their prewedding photos so that they can take the form of an album like this. The relatives and relatives who receive the invitation will see photos of consumers (See Figure 5)
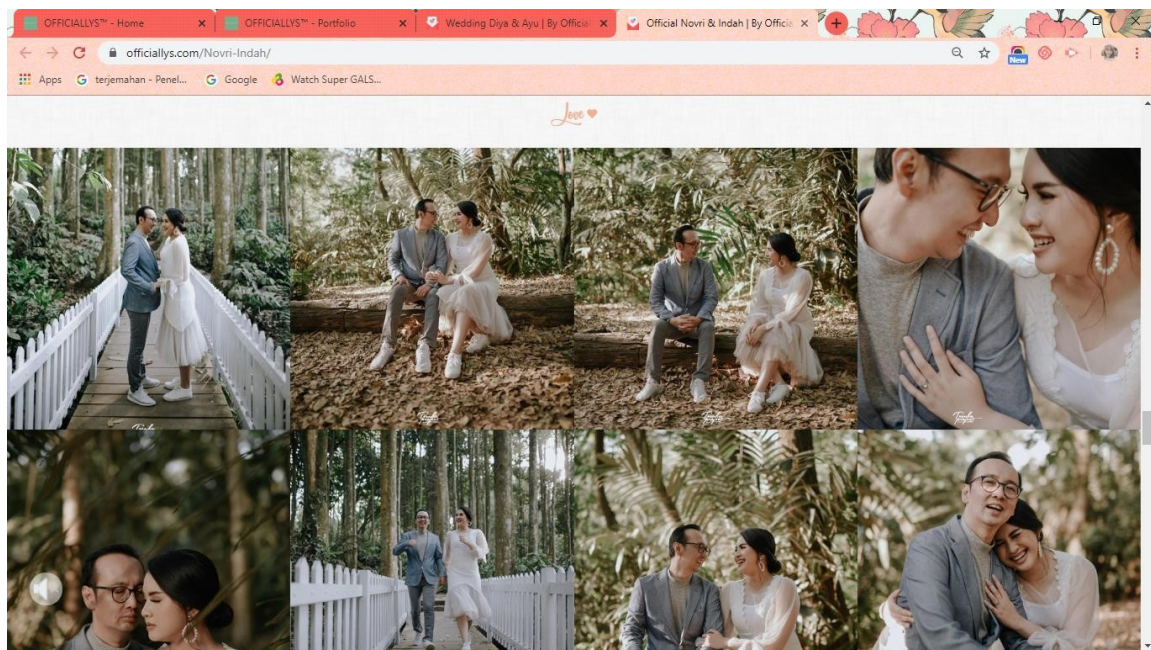
Figure 5. Pre-Wedding Photoshoot Album

The location is clearly stated and the marriage ceremony guests got up to move the map. You can zoom in or out of the map. This makes it very easy for them to find out and reach the location (See Figure 6)
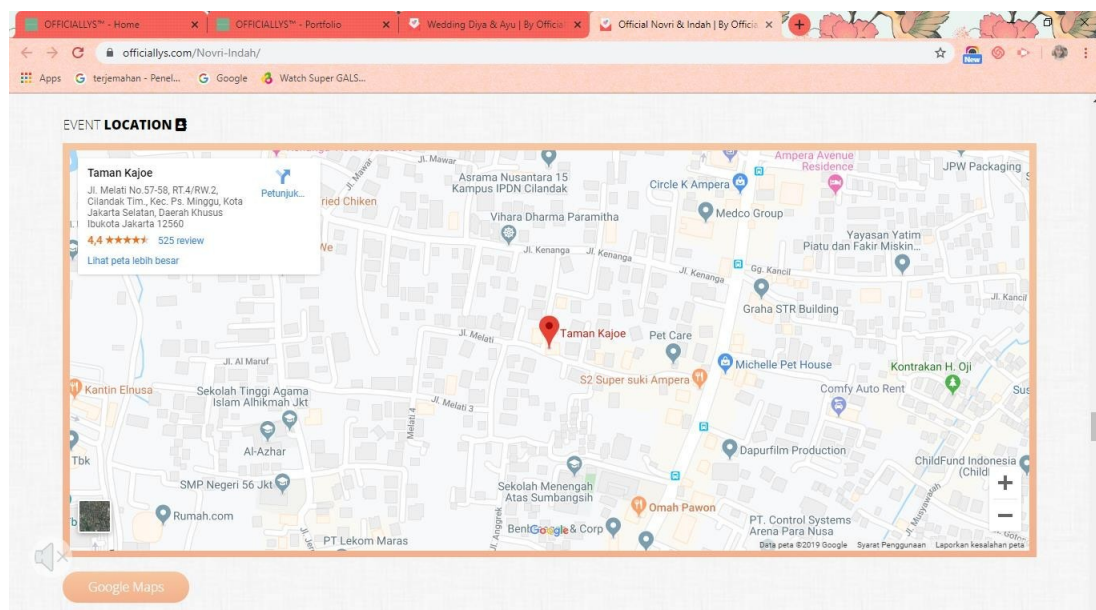

Figure 6. Wedding Location Map

One of the advantages of this invitation website is the presence of guest books or places where visitors can give messages and congratulations to the bride and groom. This is very useful and makes it easy for visitors who cannot attend and give direct congratulations. The family then the consumers and guests remain in communication even though through this media. (See Figure 7)
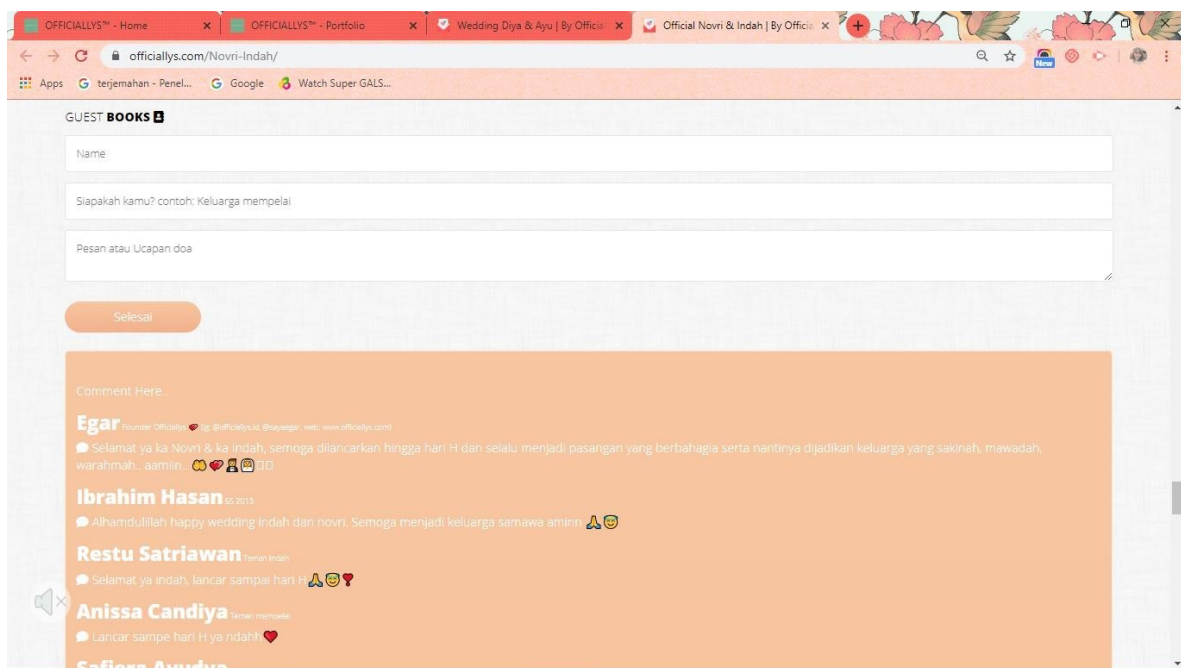
Figure 7. Guest Books

Consumers can also easily spread this invitation. Only by sharing website links to their friends and relatives through internet media. This is certainly very able to reach all locations of the invitees and save time.

4. Conclusion

The development of technology makes it easy for people, especially in the world of online business and communication. Technology and the internet has a huge impact on the fields of communication and business. This will make it easier for people who want to buy certain products or services without going to the store directly. Only by using a cell phone, computer and internet can all be done efficiently. Communication is formed and remains connected through the media. It's the same in business. Not only between consumers and service providers. But the results of services received by consumers can create communication with the people who receive the results of these products and services. This research shows that communication can use any media including internet and technology such as websites. Consumers choose to use a wedding website to create a wedding invitation in the form of this website with this website communication can still be established. Between consumers and family and friends. Communication between consumers and service providers is also created because of the existence of these media.

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