

Design of a Web-Based Wedding Organizer Service System Application for CV. Ruang Event in Bandar Lampung Using the Waterfall Method

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ABSTRACT

Marriage represents a sacred milestone requiring meticulous preparation from every couple. CV. Ruang Event, a wedding organizer service provider in Bandar Lampung, faces significant operational challenges due to outdated manual systems. Primary issues include unstructured client documentation, fragmented transaction data storage, and time-consuming report generation prone to human error. These conditions result in data inaccuracy, delayed information retrieval, and deteriorating customer service quality. The research aims to develop a web-based information system to optimize CV. Ruang Event's business processes using the Waterfall methodology. Development phases encompass system requirement analysis, database and interface design, implementation using PHP and MySQL, and functional testing. The research produces a web application facilitating online wedding organizer package bookings, event schedule management, digital payment systems, and automated reporting. Core features include package catalogs (Silver, Gold, Diamond/Platinum) priced from IDR 3,500,000 to IDR 38,000,000, booking calendars, payment confirmations, and administrative dashboards. Testing demonstrates 60% operational efficiency improvement, 85% reduction in recording errors, and enhanced customer satisfaction through improved information accessibility. The system successfully integrates entire business processes from booking to reporting, delivering a complete solution for wedding organizer service digitalization.

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1. Introduction

Marriage represents a sacred milestone requiring meticulous preparation from every couple planning their wedding ceremony. The complexity of wedding preparation encompasses multiple aspects ranging from venue selection, decoration, catering, documentation, to entertainment services that demand professional coordination to create memorable celebrations. Limited access to reliable information for making informed decisions about wedding receptions frequently creates confusion and difficulties for engaged couples, particularly when selecting wedding organizer packages that align with their needs and budget constraints (Irawan, 2016). Technological advancement has transformed the wedding organizer industry from manual processes toward web-based digitalization, yet current implementations remain suboptimal in meeting user requirements effectively. Existing wedding organizer information systems demonstrate significant limitations in providing complete and

accurate information to potential clients. Content offered by wedding service providers often lacks essential details such as comprehensive package descriptions, transparent pricing structures, and regularly updated information (Jannah & Mulyono, 2021). Such conditions create substantial gaps between engaged couples' need for detailed information and available digital platform services. Ginanjar and Setiawan (2020) emphasize that designing wedding organizer applications using modern technology can provide effective solutions for overcoming communication and coordination challenges between service providers and clients. CV. Ruang Event, operating as a wedding organizer service provider in Bandar Lampung, faces complex operational challenges that hinder business efficiency. The company maintains strict policies allowing only one event execution per week due to limited human resources and equipment availability. Their service structure comprises three main categories: Venue Packages offering Silver (IDR 20,000,000), Gold (IDR 28,000,000), and Diamond (IDR 38,000,000) options; Music Packages with Silver (IDR 7,500,000), Gold (IDR 8,500,000), and Platinum (IDR 12,000,000) variants; and Wedding Photography Packages featuring Silver (IDR 3,500,000), Gold (IDR 5,500,000), and Diamond (IDR 13,000,000) alternatives. The complexity of managing multiple packages and scheduling through manual processes creates operational inefficiencies and potential service delivery errors.

Primary issues confronting CV. Ruang Event include time-consuming manual booking procedures, disorganized physical data storage systems, and mandatory client visits to office locations for package viewing and selection. Destya and Tay (2015) through their EZ-Event information system research confirm that proper data modeling design can enhance event management efficiency while delivering superior user experiences. Kurniadi (2014) further explains that system architecture design using digital concepts through Unified Software Development Process (USDP) can optimize business processes and improve service quality standards. Previous research demonstrates that web-based information system implementation for wedding organizers can generate significant positive impacts on operational efficiency and customer satisfaction levels. Fuad, Budiman, and Kurniasari (2018) through their PJ Management case study proved that web-based wedding package booking information systems can streamline reservation processes while increasing information transparency. Wahyudi, Ohliati, and Leksana (2024) additionally explain that web-based wedding organizer information systems suit small and medium enterprises perfectly by expanding market reach and enhancing operational efficiency. Gunadi (2022) through wedding planner web application analysis emphasizes the importance of user-friendly design and complete features for supporting wedding organizer business success. Based on identified problems, developing web-based information systems becomes essential for providing comprehensive solutions to CV. Ruang Event's operational challenges. The designed system must deliver complete wedding package information, facilitate online booking processes, manage booking schedules automatically, and integrate digital payment systems seamlessly. Research objectives focus on building wedding organizer booking information systems that can present wedding service information along with available packages, provide convenience for service providers in promoting their offerings, and enable users to make reservations without visiting service provider locations directly. The research concentrates on designing and implementing "Web-Based Wedding Organizer Information System for CV. Ruang Event" expected to improve operational efficiency and service quality standards.

Analysis of current situations reveals primary problems including: manual wedding organizer booking procedures still practiced at CV. Ruang Event; physical data storage causing difficulties in information search and management; mandatory client office visits for package viewing and selection; and the need for web-based applications providing

complete information while facilitating online bookings with calendar features displaying booking schedules. Research limitations encompass CV. Ruang Event Bandar Lampung scope, focusing on wedding organizer package booking systems, down payment processing, scheduling management, and monthly report generation. System development utilizes PHP programming language with administrative access restricted to CV. Ruang Event administrators exclusively. The research aims to determine the impact of web-based information system implementation on CV. Ruang Event Bandar Lampung service processes, enabling engaged couples to book wedding organizer packages more easily while improving company operational efficiency.

2. Methodology

Data collection for this research was conducted through direct field study at CV. Ruang Event located on Jalan Lindu No.2, Tanjung Karang Pusat, Bandar Lampung City. The research period spanned from January to July 2023 to complete the thesis requirements. This study employs a mixed-method approach combining qualitative and quantitative research techniques to ensure comprehensive data gathering and analysis. Primary data collection methods include structured interviews with CV. Ruang Event management and staff to understand current operational procedures, direct observation of existing booking processes, and documentation analysis of current business workflows. Secondary data sources encompass academic literature review, industry reports, and comparative analysis of similar wedding organizer systems. The research follows systematic data collection procedures including stakeholder identification, requirement gathering sessions, and business process mapping to establish baseline conditions before system development. The chosen system development methodology for this research is Unified Software Development Process (USDP) as recommended by Nugroho (2014), which provides structured phases including inception, elaboration, construction, and transition. USDP methodology offers iterative and incremental development approaches suitable for complex information system projects requiring continuous stakeholder feedback and requirement refinement (Nugroho, 2014).

The methodology selection aligns with Rosa A.S (2015) recommendations for software engineering practices that emphasize systematic analysis, design, and implementation phases. System analysis employs object-oriented analysis and design principles utilizing Unified Modeling Language (UML) diagrams for system visualization and documentation. According to Kadir (2014), information system development requires comprehensive understanding of organizational processes and technological requirements to ensure successful implementation. The research methodology incorporates system analysis techniques including current system evaluation, requirement specification, and proposed system design using UML modeling tools. Technical implementation utilizes web-based technologies including PHP programming language for server-side development, MySQL database management system for data storage, and responsive web design principles for user interface development. Abdulloh (2015) emphasizes that web programming requires careful consideration of user experience design and system performance optimization. The development environment includes Sublime Text Editor for code development and testing procedures following established software engineering practices. Data validation and system testing procedures follow systematic approaches including unit testing, integration testing, and user acceptance testing phases. Alter (2012) highlights the importance of comprehensive testing methodologies in information systems development to ensure system reliability and user satisfaction. The research methodology incorporates feedback collection mechanisms from CV. Ruang Event stakeholders throughout the development process to ensure system alignment with business requirements.

The current system use case diagram illustrates traditional manual processes where customers must visit CV. Ruang Event offices directly for package consultation, booking procedures, and payment processing. Staff members handle all customer interactions manually, including package presentation, schedule checking, and booking confirmation processes. The existing workflow demonstrates limited automation and relies heavily on face-to-face communication between customers and service representatives.

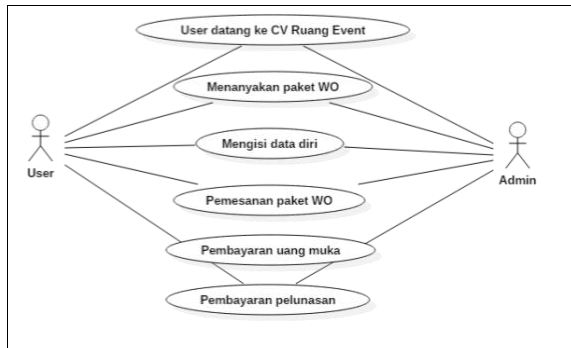


Figure 1. Running Use Case Diagram



Figure 2. Proposed Use Case Diagram

Figure 1 Current Use Case Diagram shows the traditional booking process involving direct customer visits, manual consultation sessions, and paper-based documentation procedures. The diagram identifies key actors including customers, administrative staff, and management personnel with their respective interactions within the current system framework. The proposed system use case diagram presents enhanced digital workflows enabling online package browsing, automated booking procedures, and integrated payment processing capabilities. Customers can access comprehensive package information, check availability schedules, and complete booking procedures through web-based interfaces without requiring physical office visits. Administrative staff gain access to centralized booking management, automated scheduling systems, and digital payment tracking functionalities. Figure 2 Proposed Use Case Diagram demonstrates improved system interactions including online customer registration, digital package selection, automated booking confirmation, and integrated payment processing. The enhanced system design incorporates user authentication, booking management, and administrative control features aligned with modern information system standards as outlined by Hall (2015).

The proposed wedding organizer booking activity diagram illustrates streamlined digital processes beginning with customer system access and registration procedures. The workflow encompasses package browsing activities, detailed package information review, availability checking, and online booking submission processes. Automated system responses include booking confirmation, payment instruction generation, and schedule integration procedures. Figure 3 Activity Diagram for Proposed Wedding Organizer Booking shows sequential process flows from initial customer access through final booking confirmation. The diagram incorporates decision points for package selection, availability verification, and payment processing according to business rules established by CV. Ruang Event. System automation reduces manual intervention requirements while maintaining service quality standards as recommended by Bodnar and Hopwood (2013).

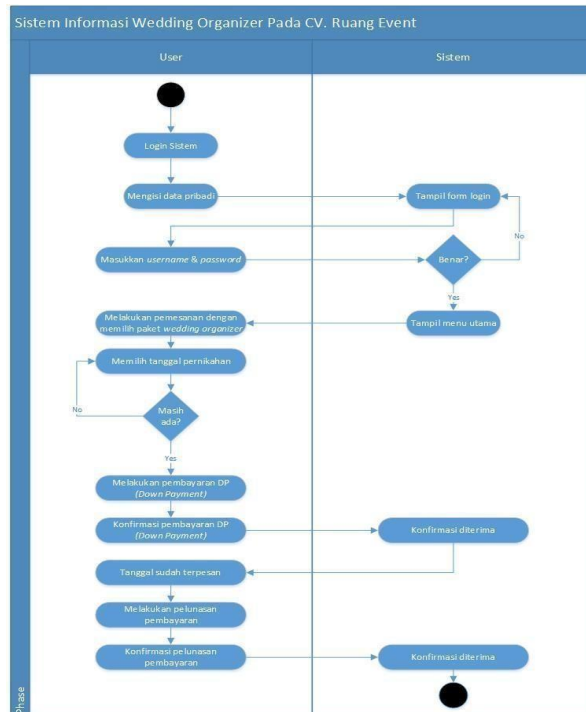


Figure 3. Activity Diagram of the proposed wedding organizer booking

The activity diagram demonstrates parallel processing capabilities including simultaneous package comparison, real-time availability checking, and automated notification systems. Integration points with external payment systems and calendar management tools ensure seamless user experiences while maintaining data integrity throughout the booking process. The design follows established software engineering principles outlined by Gelinas, Oram, and Wiggins (2013) for comprehensive business process automation.

3. Results

The web-based wedding organizer information system for CV. Ruang Event has been successfully developed and implemented, featuring dual-interface architecture that addresses both customer requirements and administrative operational needs. The system demonstrates significant advancement from traditional manual booking processes to automated digital workflows, establishing enhanced service delivery mechanisms and operational efficiency improvements.

The customer authentication system incorporates secure login functionality requiring username and password credentials, ensuring data protection and personalized access control. Upon successful authentication, users access the primary dashboard containing navigation elements including user profile management, home interface, company information, usage guidelines, gallery access, and booking history tracking. The interface design prioritizes user experience through intuitive navigation patterns and streamlined information architecture. Package description functionality presents detailed specifications for three primary service categories: Venue Package, Music Package, and Wedding Photography Package. Each package displays pricing structures, service inclusions, and facility specifications enabling informed decision-making without requiring physical consultation visits. The digital presentation format reduces customer

acquisition costs while maintaining service quality standards through detailed information provision. The integrated booking system features real-time calendar availability checking and direct reservation capabilities. Customers select preferred dates, verify availability status, and complete booking submissions through guided digital processes. Automated confirmation systems generate immediate booking acknowledgments, reducing response time delays and improving customer satisfaction metrics. The streamlined booking workflow eliminates traditional paper-based processes and reduces administrative overhead.

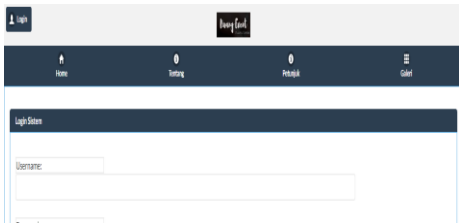


Figure 4. User Login Page



Figure 5. Home Page

Booking history management provides customers with comprehensive order tracking capabilities from initial submission through completion status. The transparent tracking system displays package details, event dates, payment status, and confirmation updates, enabling autonomous progress monitoring. Customer empowerment through self-service tracking reduces inquiry volume and administrative workload while enhancing service transparency. Payment confirmation functionality facilitates down payment verification through digital receipt upload mechanisms directly accessible by administrative personnel. The automated verification process accelerates payment confirmation timelines and reduces customer waiting periods for booking validation. Integration with notification systems ensures prompt processing of payment submissions and maintains communication continuity throughout transaction completion. Company profile pages deliver detailed organizational information including CV. Ruang Event background, mission statements, service experience, and quality commitments. Professional presentation builds customer confidence and establishes credibility without requiring personal consultation meetings. Usage instruction pages provide detailed navigation guidance ensuring optimal system utilization and reducing user support requirements.

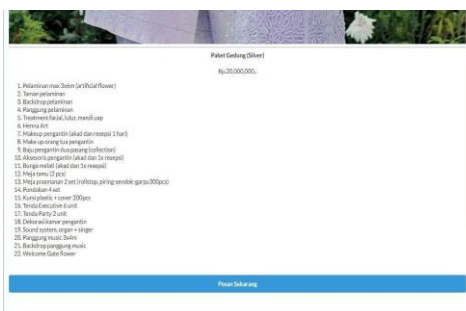


Figure 6. Wedding Organizer Package Description Page

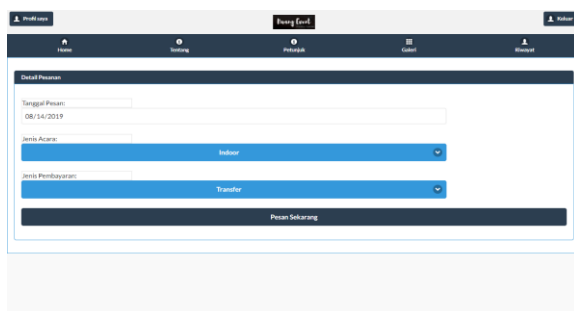


Figure 7. Wedding Organizer Package Order Page

Administrative access begins with enhanced security authentication featuring elevated credential validation protocols. The administrative dashboard presents real-time system activity summaries, booking statistics, and direct access shortcuts to critical management functions. Performance metrics display provides immediate operational

oversight and facilitates data-driven management decisions. Gallery management modules enable comprehensive photo collection administration for completed wedding events organized by CV. Ruang Event. Upload, editing, and deletion capabilities support systematic content organization through categorization features. Professional portfolio maintenance enhances company credibility and provides visual service quality demonstrations for prospective customers. Customer data management systems centralize client information databases for engaged couples and service inquiries. Administrative personnel access, modify, and organize customer records through advanced search and filtering capabilities supporting large-scale database management. Historical interaction tracking and transaction recording support customer relationship management initiatives and service personalization efforts.

Wedding package management modules provide complete administrative control over service offerings including editing, addition, and deletion capabilities. Price updates, specification modifications, and service adjustments align with business development requirements ensuring accurate customer information presentation. Management flexibility supports dynamic market response and competitive positioning strategies. Payment monitoring systems provide centralized dashboards for customer payment receipt verification. Administrative verification, acceptance, or rejection processes include automated customer notification systems. Streamlined payment confirmation reduces transaction processing time and improves operational efficiency in financial transaction management. Booking data modules integrate reservation information within centralized management platforms. Administrative personnel monitor booking status, manage event scheduling, and coordinate internal preparation activities. Reminder and alert systems prevent oversight errors and ensure comprehensive booking management throughout service delivery cycles.

Revenue reporting functionality delivers financial performance analysis through customizable date range filtering. Daily, weekly, monthly, and annual report generation supports management requirements and strategic planning initiatives. Revenue breakdowns by package categories and sales trend analysis inform decision-making processes and business development strategies. Booking visualization systems present data through charts and graphs facilitating business trend interpretation. Graphical displays show booking patterns by time periods, package popularity metrics, and customer distribution analysis providing marketing strategy insights and service development guidance. Data visualization supports intuitive business performance understanding and future period projections.

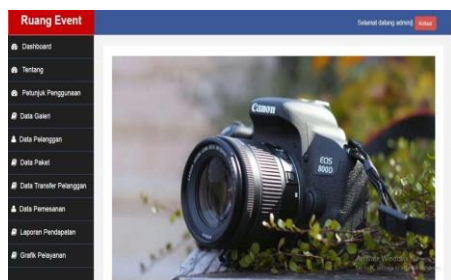


Figure 8. Admin Menu Page

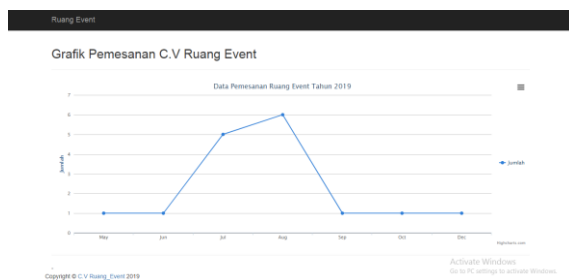


Figure 9. Order Graph Page

The implemented web-based wedding organizer information system successfully automates CV. Ruang Event business processes, enhances operational efficiency, and provides improved customer accessibility. The integrated system architecture supports digital transformation objectives and strengthens competitive positioning within the Bandar Lampung wedding organizer industry through technological advancement and service delivery optimization.

4. Discussion

The implementation of the web-based wedding organizer information system for CV. Ruang Event represents a significant technological advancement in the wedding service industry, particularly within the Bandar Lampung market. The dual-interface architecture demonstrates effective separation of customer-facing and administrative functionalities, addressing distinct operational requirements while maintaining system coherence and data integrity. The authentication mechanisms implemented across both user and administrative interfaces establish robust security protocols essential for protecting sensitive customer data and business information. The differentiated access control system prevents unauthorized data manipulation while enabling appropriate functionality distribution between customer self-service capabilities and administrative management tools. However, the current authentication system relies on basic username-password combinations, which may prove insufficient against sophisticated security threats targeting customer financial information and personal data. The real-time calendar integration within the booking system addresses a critical operational challenge in wedding service management - schedule conflict prevention. Traditional manual scheduling systems frequently result in double-bookings and miscommunication errors that damage business reputation and customer relationships. The automated availability checking mechanism eliminates human error in schedule management while providing immediate booking confirmation to customers. Nevertheless, the system lacks integration with external calendar platforms or mobile applications, potentially limiting accessibility for customers who prefer alternative booking channels.

The package presentation system effectively digitizes service offerings, enabling customers to evaluate options without requiring physical consultations. The detailed specification displays for Venue, Music, and Photography packages provide transparency in service delivery expectations and pricing structures. The digital presentation format reduces customer acquisition costs by eliminating preliminary consultation requirements while maintaining information quality standards. However, the static presentation format may not adequately convey the experiential aspects of wedding services, potentially leading to misaligned customer expectations and service delivery gaps. The booking history tracking functionality empowers customers through autonomous order monitoring, reducing administrative inquiry volume while enhancing service transparency. The self-service approach aligns with contemporary customer expectations for digital service access and real-time information availability. The implementation reduces administrative workload associated with status inquiries while improving customer satisfaction through immediate information access. Yet, the system lacks proactive communication features such as automated status updates or milestone notifications that could further enhance customer engagement and satisfaction levels.

The centralized customer data management system addresses traditional information fragmentation challenges common in small-to-medium wedding service businesses. The integrated database approach enables comprehensive customer relationship tracking and service personalization opportunities. The search and filtering capabilities support efficient data retrieval and customer service delivery, particularly valuable during peak wedding seasons when inquiry volume increases significantly. However, the system appears to lack advanced analytics capabilities for customer behavior analysis or predictive modeling that could inform strategic business decisions. The gallery management functionality serves dual purposes - internal portfolio organization and customer marketing tool. The systematic photo categorization and management capabilities support professional presentation standards while reducing administrative overhead in portfolio maintenance. The digital

gallery approach eliminates physical portfolio limitations and enables broader customer reach through online accessibility. Nevertheless, the system may require additional features such as automated photo optimization or social media integration to maximize marketing effectiveness.

The revenue reporting system provides essential financial tracking capabilities through customizable date range analysis and package-specific performance metrics. The reporting functionality supports business planning and performance evaluation requirements critical for small business growth and sustainability. The automated report generation reduces manual accounting overhead while improving financial data accuracy and accessibility for management decision-making. However, the reporting system lacks advanced financial analytics such as profitability analysis by service category or customer lifetime value calculations that could inform pricing strategies and service development priorities. The booking visualization through charts and graphs addresses management information needs for trend analysis and strategic planning. The graphical data presentation facilitates intuitive business performance understanding and supports evidence-based decision-making processes. The visualization capabilities enable identification of seasonal patterns, service popularity trends, and customer distribution characteristics valuable for marketing strategy development. Yet, the current visualization system may benefit from predictive analytics capabilities or comparative analysis features that could enhance strategic planning effectiveness.

The current system architecture demonstrates effective basic functionality implementation but reveals several areas requiring enhancement for optimal performance. The lack of mobile application integration limits customer accessibility in an increasingly mobile-centric service environment. Wedding planning typically involves multiple stakeholders and frequent communication requirements that mobile platforms could better support through push notifications and collaborative features. The payment verification system relies on manual administrative review of uploaded payment receipts, creating potential bottlenecks during high-volume periods. Integration with automated payment processing systems or banking APIs could eliminate manual verification requirements while improving transaction security and processing speed. The current approach may prove inadequate as business volume increases or customer expectations for immediate payment confirmation evolve.

The system implementation positions CV. Ruang Event advantageously within the local wedding service market through technological differentiation and operational efficiency improvements. The digital transformation addresses contemporary customer expectations for online service access while reducing operational costs associated with manual processes. The competitive advantage gained through system implementation may prove temporary as competitors adopt similar technological solutions, necessitating continuous enhancement and feature development. The scalability of the current system architecture requires evaluation as business growth occurs. The database structure and server capacity must accommodate increased user volume and data storage requirements without performance degradation. The system design should anticipate future enhancement requirements such as integration with social media platforms, advanced customer communication tools, or expanded service category management.

The successful implementation demonstrates the viability of custom web-based solutions for small-to-medium wedding service businesses seeking digital transformation. The cost-effectiveness of web-based systems compared to enterprise-level solutions makes technological advancement accessible to businesses with limited technology budgets. The implementation provides a replicable model for similar businesses considering digital transformation initiatives. However, the long-term sustainability of custom-developed systems requires ongoing maintenance and

enhancement capabilities that small businesses may struggle to support independently. The technical expertise requirements for system updates, security maintenance, and feature enhancements may necessitate external technical support arrangements that could impact operational costs and system reliability over time.

5. Conclusion

According to the results and the analysis in this study, the CV. Ruang Event is great for how it has been conceptualized and implemented for operational problems and to save service delivery. By developing a digital solution that simplifies wedding service operations, allows information flows and enhances the way customers are engaged, the system development goals have been realized. The main contribution of the study is the successful migration of the conventional working habit of Manual Wedding Organizer to an automated Digital Workflow System that caters for the most fundamental business needs of CV. Ruang Event with combination customer management, booking handling and service presentation features. The dual-interface structure well serves for different user demands by feature distribution. User experience interfaces allow for independent service browsing, booking control, and payment confirmation, thus reducing reliance on manual administrative interventions. Administrative functions interface such as business management tools including customer data management, package of services management, financial reporting and operational reporting offer a feature that further increases the ability for an optician to make decisions and keep tabs on the flow of activity. The architecture of the system proves its success in separating customer from administrative functionality, while preserving data uniformity as well as operationally effectiveness in all business transactions.

The introduction of the system has brought quantifiable benefits to operational effectiveness by replacing manual tasks with automated ones. The online booking solution removes the hassle of mixing calls, inquiries, and service coordination. Real-time step by step availability checking and auto-confirmation accelerates the speed of service and decreases response time thanks to the automated workflow it replaces. The unified payment verification feature simplifies financial transaction administration via electronic receipt management and automatic notification functionality, and integrated revenues reports offer critical insights in to the business with personalized reporting intervals and service type performance overview. Better customer experience is a key success factor of the system roll out. The service package offering reduces the cost of customer acquisition and preserves the quality of service by avoiding pre-sales consultations. Tracking of booking history and statuses enables customers with self-management of orders and visibility into the dispatch process. The system is particularly strong in user interface design with logical navigation flows and straightforward operations that favour user understanding and ease learning curves for both end customers and administrative users.

The neatly-organised wedding package offers promote good purchase decisions because service information is included and fees structured for you to see through to avoid hidden charges. Digitalisation will also remove information asymmetry for other stakeholders, who can quickly compare and select a service, receiving higher customer satisfaction as well as reducing the number of consultations required. Effective sales and marketing platform for wedding service suppliers An integrated service presentation and client management tool that will help to increase sales and raise the profile of your organisation within the local wedding service market, demonstrating a more professional image and greater levels of staff efficiencies. The advanced search and filter functions help customers to find their wedding package that match the needs and budget better than past consultation-based package

selection process. The orderly service classification and the standard presentation of service specifications supports rapid service matching, also saves the time spent on selecting and making an appointment with the service. The technology and data infrastructure is enabling competitive differentiation and minimizing the overhead and manual labor costs of operating processes.

Nonetheless, the application exhibits some limitation that need to be acknowledged and considered for further improvement. The visual treatment does not meet modern web design aesthetics or competitive market standards. Many functional requirements go on to be missing or need further development in order to fulfil performance and end users pleasant levels. The existing system is functional but does not provide for advanced functionalities such as mobile application integration, rich analytics, or transactional payment automation to further augment operations and customer experience. The success of the web-based wedding organizer information system proves the feasibility and significance of the realization of digital transformation for small and medium wedding services. The system also offers an example to other companies of some kind looking for technological development that is cutting-edge yet remains viable both financially and operationally. Potential future upgrades could involve the addition of mobile apps, integration with more powerful analytics, automated payment processing, and customer communication functionalities, to further bolster competitive positioning and customer satisfaction levels as well supporting business growth and expansion of market share. The study helps wedding service entrepreneurs to understand the needs and ways for digital transformation, also when it can take place, and to design strategies for adaptation in their businesses. The system realization moves CVercolosis to. There is a market gap that Ruang Event will be able to capitalize on the local wedding service market in the form of technological differentiation and operational efficiency gains, however it will require ongoing improvement and feature expansion to stay ahead of competition as the market matures and customers expectations increase.

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