

ABSTRACT

WEB-BASED E-MARKETPLACE FOR EVENT ORGANIZERS

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The use of the internet has developed significantly in recent years. It is widely used to search for information and support business processes, thereby making companies more competitive. The internet provides customers with the flexibility to conduct transactions, offer products and services, and communicate with both producers and consumers without being constrained by distance and time. This ultimately helps expand market reach and creates greater opportunities. From this idea, the concept of an e-marketplace emerged — an internet-based (web-based) online platform that facilitates business activities and transactions between buyers and sellers. Buyers can search for as many suppliers as possible according to their desired criteria, helping them find competitive market prices. Meanwhile, suppliers or sellers can identify companies that require their products or services.

Event Organizers (EOs) and Wedding Organizers (WOs) are service-based businesses that provide organizational support in preparing events or weddings, including event planning, venue arrangements, decoration, makeup, catering, wedding attire, photography & videography, entertainment, vendor coordination, and managing the flow of the event from start to finish. The event and wedding organizer service industry is growing rapidly and has attracted significant interest from business players, spreading throughout many cities in Indonesia, including in the Lampung Province. However, most event and wedding organizer vendors still market their services through specific social media platforms. This approach is often less effective, making it difficult for customers to find reliable EO and WO vendors or compare their prices and service quality. For instance, customers may struggle to compare the available prices or services offered.