

# **WEB-BASED AND MOBILE WEDDING ORGANIZER PORTAL AND BOOKING APPLICATION**

***(Case study: Sleman Regency)***

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## **ABSTRACT**

*Wedding planning can often be time-consuming and confusing for prospective brides and grooms, as they must manually search for information about wedding organizer services. This difficulty in finding suitable services can lead to increased stress and confusion during the planning process. Wedding organizers may miss out on business opportunities due to a lack of exposure to potential customers. To address this issue, this study proposes the development of a web-based and mobile wedding organizer portal and booking application. The development methodology includes user needs analysis, intuitive user interface design, and the implementation of information technology. These steps are anticipated to facilitate easier access for prospective brides and grooms to browse information about wedding organizer services and make reservations efficiently. Preliminary results indicate that the user needs analysis has been completed, and the initial user interface design has been prepared. The subsequent application development phase has commenced, creating multiple initial prototypes for further testing and evaluation. This application is anticipated to be an effective solution for prospective brides and grooms, facilitating more efficient and streamlined wedding planning.*

**Keywords:** *Wedding, Application, Technology, Portal, Booking*