

A Systematic Review Of The Event Organizer's e-business

(Tinjauan Sistematis E-Business Penyelenggara Acara)

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Abstrak: Tujuan dari penelitian ini adalah untuk melakukan tinjauan sistematis organisasi acara menggunakan e-bisnis. Studi ini berfokus pada penggunaan teknologi dalam e-business, yang digunakan dalam pengorganisasian acara. Metode pendekatan yang digunakan adalah systematic literature review (SLR). Hasil SLR berdasarkan indexing database seperti Google Scholar, crossref, IEEE, doaj, scimajor, dan Wiley ditemukan 31 artikel. Penyelenggara acara menggunakan e-bisnis dapat memberikan penawaran seperti perencanaan acara, penyelenggaraan acara, dan perencanaan anggaran.

Kata kunci: Bisnis Elektronik; Perencanaan Acara; Penyelenggara Acara;

Abstract: The purpose of this study was to conduct a systematic review of the organization of events using e-business. This study focuses on the use of technology in e-business, which is used in organizing events. The approach method used is a systematic literature review (SLR). SLR results based on indexing databases such as Google Scholar, crossref, IEEE, doaj, scimajor, and Wiley found 31 articles. Event organizers using e-business can provide offers such as planning events, organizing events, and budget planning.

Keywords: E-Business; Planning Events; Organizing Events;

I. PENDAHULUAN

Event organization or event planning already uses e-business which shows the high use of the internet including online e-business transactions in event organizations or event planning is a challenge in itself [1], e-business innovation seeks to serve consumers quickly, efficiently, and easy to use, with this innovation companies can compete well [2]. Users of event organizations, namely wedding preparations using internet media, make it easier for users to transact online with internet media which has an important role in wedding preparation [3] [4].

The use of e-business in event organization activities must have effective and efficient business processes and be able to maintain customer data [5], companies can use their strategies in development and innovation, one of which is to use business models, especially technology-based companies [6]. Meeting the challenges is



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the use of software in business activities, which is a challenge to change, configure, and calibrate business models, to meet customer expectations and respond to competitive challenges [7]. Event organization with consumer-centered e-business, by providing services in business processes that are easy for consumers and can place orders, payments, and even cancellation processes [8] [9]. This research was conducted on the Party Planner business in Bandung, namely Moaplanner. sa.

This paper adopts a systematic literature review (SLR) methodology, used to identify the Unified Modeling Language (UML) method, which is a visual modeling method for object-oriented system design tools. SLR was adopted in this study for evaluation and interpretation of all research on specific topic areas and phenomena [10]. The purpose of this study is to do a Systematic Review Of The Event Organizer's E-Business.

II. METODE DAN MATERI

The approach method used by the author in this study is a systematic literature review (SLR) by collecting evidence-based data from research topics and problems [10] [11] related to event organizers in using e-business and researchers using the Unified Modeling Language (UML) method to find out how the system works. The design used is diagram design class diagram, use case diagram design, design diagrams, and activity diagrams design sequence.

III. PEMBAHASAN DAN HASIL

The event organizer system class diagram in using e-business describes the class structure of the party planner management system, attributes, operations (or methods), and the relationship between objects. The main classes of event organizing systems are packages, planners, bookings. The Class diagram design in figure 1 shows the permission class, user class, planner class, booking class, and payment class.

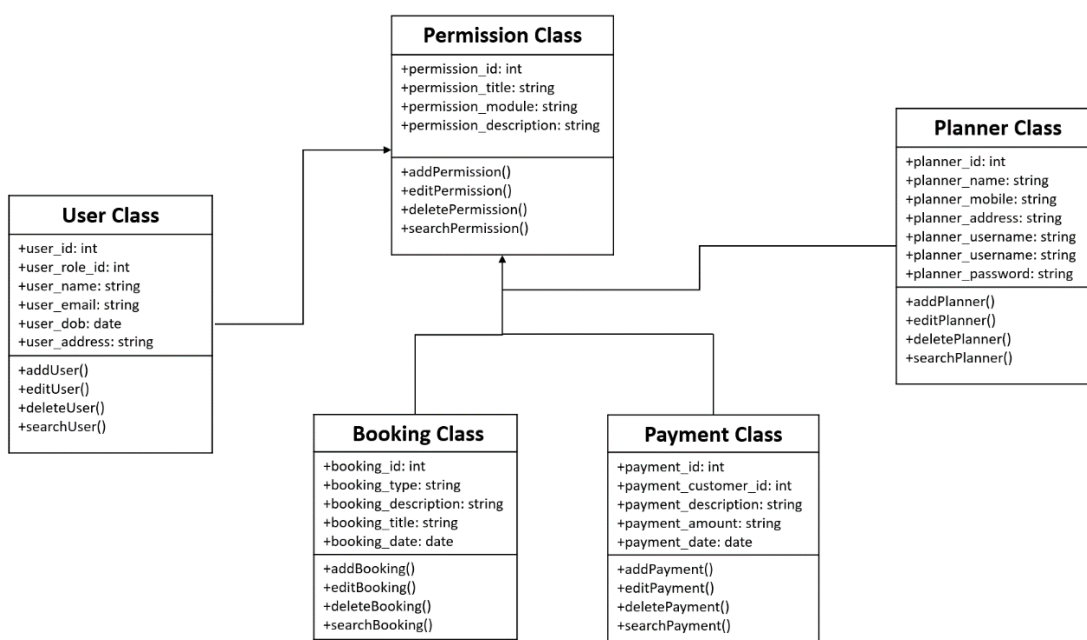


Figure 1. Class Diagram Design

A use case describes an interaction between one or more actors and the website that will be created. all actors have their respective duties in the system that are related to each other, and most of the activities of actors require the actor to first log into the system.



Use case diagram design in figure 2 shows an admin has a direct role in managing this system. Admin can manage things related to the user, in this case, namely the customer such as user status management, customer orders, and payment management made by the customer. Customers can order packages that have been offered. The customer can provide testimony to what he ordered and also to the services of the system itself. Website visitors can see information related to the event organizers or Party Planner in general, but website visitors can register to become a customer so that they can then place an order.

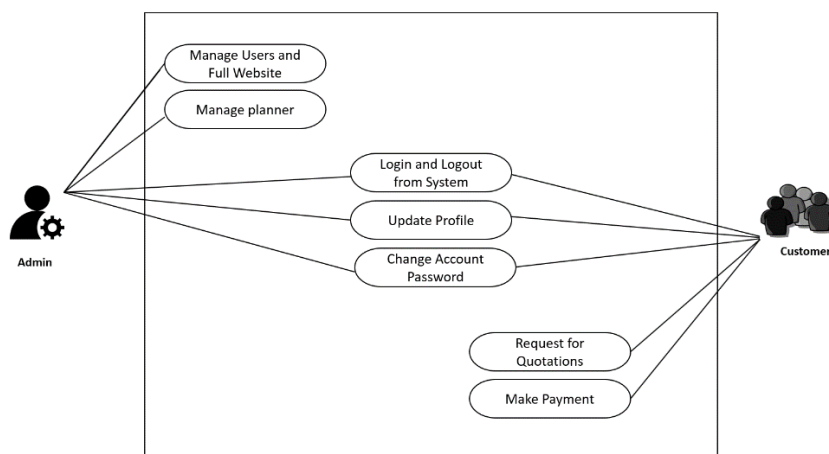


Figure 2. Use Case Diagram Design

Activity diagram illustrates the flow of work or activities on the event organizer or party planner order website. One of them is when the user registers the system. Activity diagram design in figure 3 shows users register by entering as complete biodata as possible according to the request provided on the system. If the data entered is complete and correct, the biodata is stored in the database. If not, the user will have to restart it.

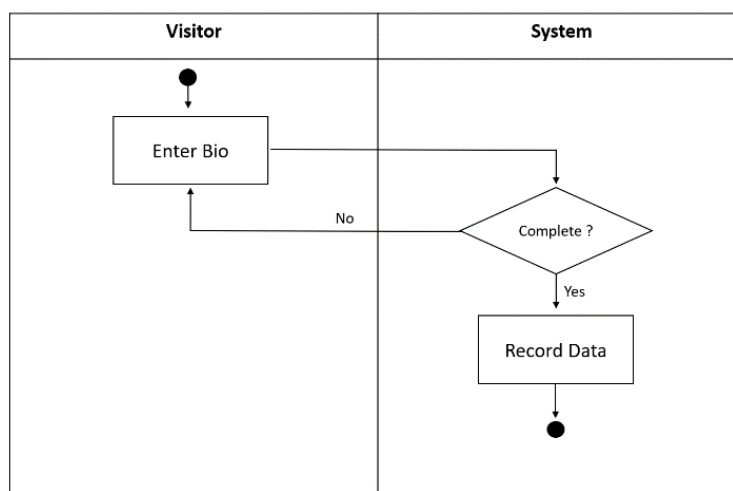


Figure 3. Activity Diagram Design

Sequence diagrams are used to describe the processes performed by the user (user) on the system. In the system to be built, there are several sequence diagrams. The sequence diagram design in figure 4 shows explained that users can carry out activities related to ordering wedding packages that are listed on the website, and the system will process the data storage.

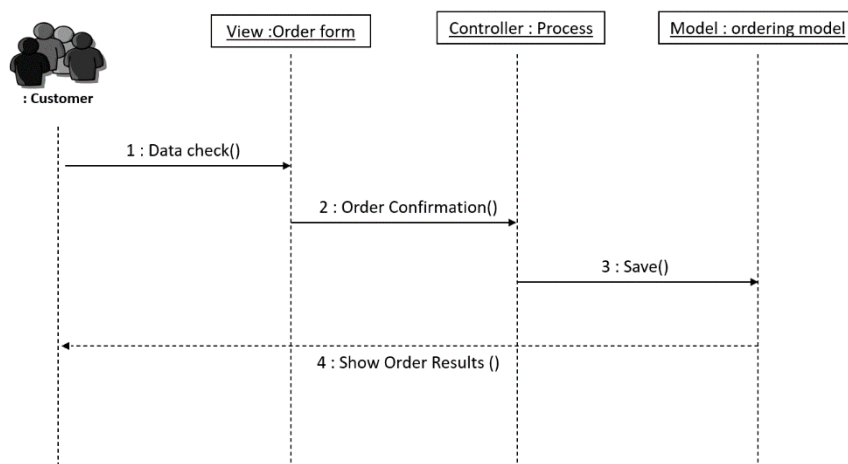


Figure 4. Sequence Diagram Design

A systematic review of e-business event planning using systematic literature (SLR), indexing using Google Scholar, crossref, IEEE, doaj, scimajor, and Wiley. Based on the search results, it was found that 166 both journal articles and proceeding conference articles. Based on the results of Google Scholar indexing found 2 articles, crossref indexing was found in 1 article, IEEE indexing was found 17 articles, Doaj indexing was found 5 articles, Scimajor indexing was found 2 articles, and Wiley indexing was found 4 articles.

The use of information technology is used almost in all industrial sectors, from household chores to daily activities, the use of mobile devices indeed is the most prominent in society because it offers complex software applications and location-based services. One of the uses of technology in organizing events such as wedding organizers by providing personal services that help the bride and groom in planning and monitoring the implementation of a series of wedding events according to schedule and budget [12], organizing events can assist in planning and organizing social events such as meetings, conferences, and trade shows [13] [14]. In e-business can provide free and premium offers (paid) with the bid strategy that generates good growth and response [15]. Small companies and large companies in making investments can collaborate so that they can face the effects of technological change [16].

Almost all indexing has been done such as indexing Google Scholar, crossref, IEEE, doaj, scimajor, and Wiley in a systematic review study of e-business event planning using systematic literature (SLR), in further research, it can increase the number of articles population to produce samples with research topics various and use of journal articles and proceeding conference articles.

IV. KESIMPULAN

This study shows a systematic review of event planning using e-business with indexing such as Google Scholar, crossref, IEEE, doaj, scimajor, and Wiley found 31 articles. Event organizers using e-business can provide offers such as planning events, organizing events, and budget planning.

V. UCAPAN TERIMA KASIH

This study shows a systematic review of event planning using e-business with indexing such as Google Scholar, crossref, IEEE, doaj, scimajor, and Wiley found 31 articles. Event organizers using e-business can provide offers such as planning events, organizing events, and budget planning.



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