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# Application for easy organizing of Event Organizer

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**Abstract**—These days, Indonesia has entered the era of Industry 4.0 which is marked by the development of all-digital technology and automation. With the increasing rate of technology development that changes people's lives, people are becoming fond of anything fast and instant. With the help of these technological advancements, we create an application that makes it easier for users that are willing to hold events. This application connects 2 entities, which are users and an event organizer. The event organizer can easily find their market and other hands easy as well for finding the market for event organization activities. The business processes in this application were designed with a use case diagram, and the tables in the database were designed with the class diagram and the menu of the application with User Interface (UI). However, this proposed application just only an introduction and needs to be explored for those who are interested to explore entrepreneurship in these areas.

**Keywords**—Event Organizer application, running event application, mobile phone application for running event, event mobile application

## I. INTRODUCTION

Sometimes, so many people are interested to join in some events both volunteer or as a paid person. On the other hand, somebody needs some specific volunteer or paid person to support their event. So why we need an application that connects people willing to create events along with event organizers. An event is said to be successful if it is executed as planned. Even though, several factors lead to the success of an event[3]. There are often obstacles that hinder the implementation of the event, which is the difficulty to find a reliable and trustworthy event organizer and the location of the desired event. Therefore, with this platform, these obstacles can be overcome[22]. This platform provides full information about event organizers and selected venues that will make it easier for users to research event locations. So, the user will be able to create an event using this platform[10].

Not only makes it easy for people who are willing to create events, but this mobile application also enables users in finding clients. Whereas in this application we offer two concept models, namely Business to Business (B2B) [6] and Business

to Customer (B2C)[14]. In other words, there are 2 roles in it, namely the User and Event Organizer. The User acts as a customer who wants to create an event and use the services of an event organizer. While the Event Organizer acts as a provider of event creation services and coordinating events that the user wants[24].

Therefore, the development of this application will link people who want to create events with Event Organizer is certainly an efficient solution in this era[23]. The user doesn't need to do some research regarding the location as well as concerning that there might be obstacles during that event. As long as there is this application, the information about preferred venues and also professional Event Organizers are provided within this platform. In other words, this application is developed not only to facilitate the user but also helps increase the credibility of the Event Organizer.

## II. PREVIOUS RELATED RESEARCH

Application for running event activities has been implemented on many occasions. For example, for increasing customer loyalty, an application event was implemented[1] and the success factor of running event activities can be also measured based on some of the user requirements[2]. The event organizer activities as another business opportunity that can make it easy between the running event and the people who need their services [21]. The opportunity can be customized based on the request and needed by their customers, they can choose only the food, or the services, or the places or at the end all the services and goods[25].

Moreover, using web-based for the implementation is also another prospect implementation that can be possibly be applied for event organizer activities [4][5]. Strengths Weaknesses Opportunity Threads (SWOT) can be applied as an early investigation to build some web-based or mobile applications to make better excellent applications which suitable as users needed[7].

Meanwhile, the maturity of the website can be extended by using improvement in user acceptance, use experiences, and website usability[8][9]. Besides that, the design factor and

conversion rate will influence the implementation as well as the need to give attention to that[11]. In some cases, wedding activity as an important occasion in human life, which is as the event as well has been equipped with technology and makes it easy for those who have the opportunity to offer to run that such sacred moments [12][13]. This kind of implementation is recognized as Business to Customer where one of more event organizer acts as Business and having a direct online transaction with their customer who needs their expertise in event organizer activities [15]. Moreover, some machine learning/data mining algorithms can be applied such as Analytical Hierarchical Processing (AHP)[16] or Simple Additive Weighting (SAW) [17]. Meanwhile, user experiences based on user satisfaction and web usability [18] which connect with usability and quality experience[19] are most important as well to make better excellent web-based event organizer websites [20].

### III. THE IDEAS

The technology that is used in this application :

- **Front-End**  
We use these 3 languages as they are still relevant, easy to use, and easy to learn.
- **Back-End**  
We use the Laravel framework as there are dependencies that we will use to create this website, for example, Laravel's full calendar to create a calendar on the website. Besides that, Laravel is also very easy to use.
- **360° media / Marzipan**  
We will use this library to support the 360° feature for the venues on our website.

In this application, we make a User Interface (UI) design that looks professional to attract the user and using User Experiences (UX) that is easy to use by the users.

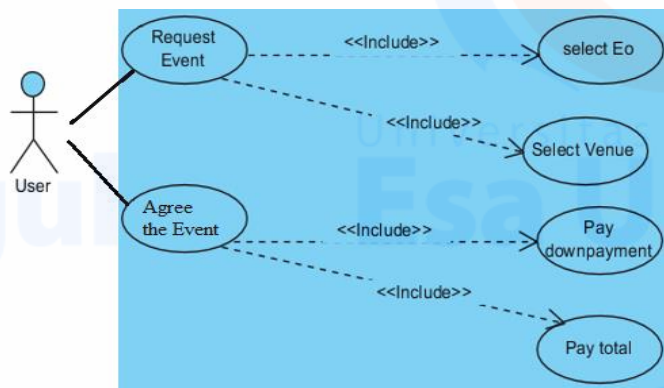


Fig. 1. Use Case Design

In this application, there will be 2 roles, which are User and Event Organizer. As shown in figure 1, users are the customer that is willing to create an event. Users can choose what type of event they want to make such as Birthday Party, Reunion, Seminar, and others. Users will fill out the Event form, which later will be addressed to the Event Organizer. After filling out the Event form, the Event Organizer will see and consider the offer from the user to accept or reject the offer. the option to accept or reject is the right of the Event Organizer. If later there is an Event Organizer that accepts offers from users, users will

be immediately notified via email. If the event organizer accepts the offer then they can secure their activities by doing the agreed down payment and obviously, they can pay the rest of the transaction at the end of the activities.

Figure 2 shows the main menu of the application where on this page the user can see the detail what kind of activities which can they run such as happy birthday, reunion, wedding, etc. Moreover, you can have an idea based on the previous event and proposed your event. If you are a newcomer to this application then you need to register as page registration can be seen in figure 3 where you need to put the detail of your data such as name, address, Date of Birth, gender, etc, including creating username and password for login purposes which can be seen in figure 4. Figure 5 shows the menu where users can propose their event which can input the name of the event, the number of attendees, type of event, the budget, the city to run the event, and other information.

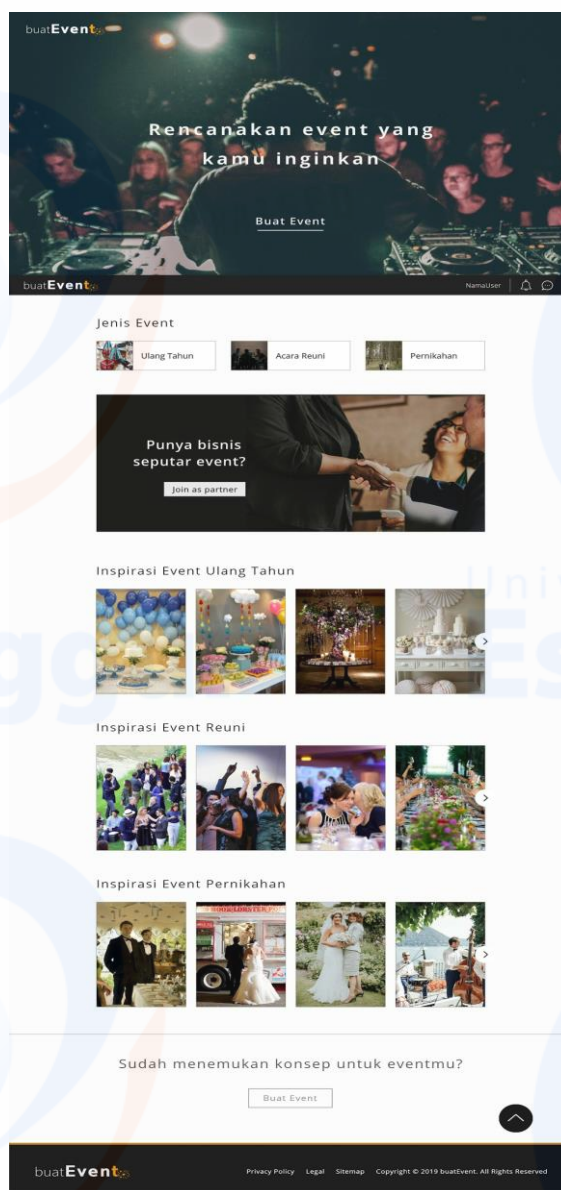


Fig. 2. Main Menu



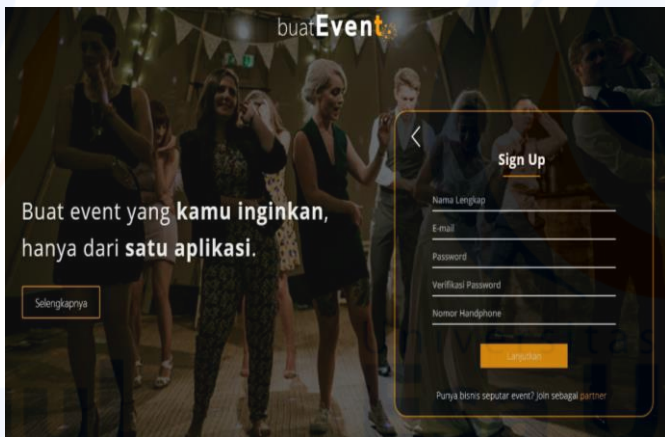


Fig. 3. Sign up Menu

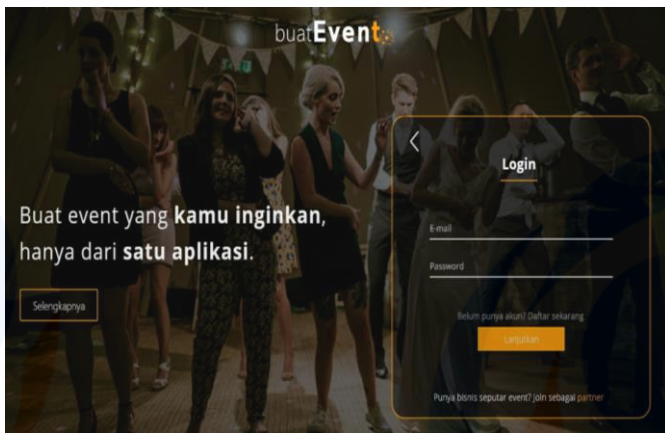


Fig. 4. Login Menu

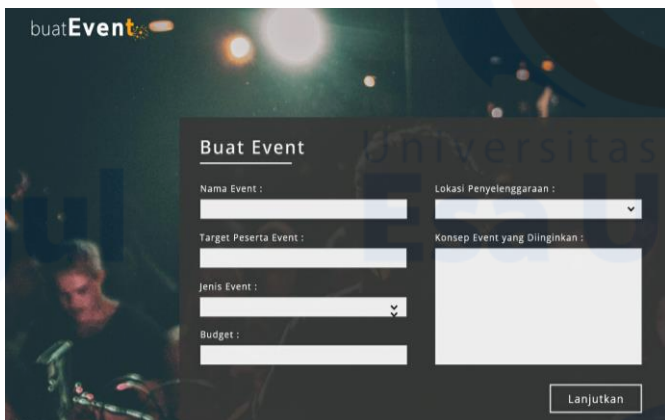


Fig. 5. Menu Create Event

Moreover, users can see their profile, change their data, and looking for previous order event activities as the menu can be seen in figure 6. Figure 7 is the page where the user can choose which event organizer which will become their event organizer for their event activity and more detail the user can see the detail of their Event Organizer, including their data and experience based on previous running event activities. Furthermore, as seen in figure 8, the user also can choose the location or venue for their event, the name of the venue, the price including any information about the venue.

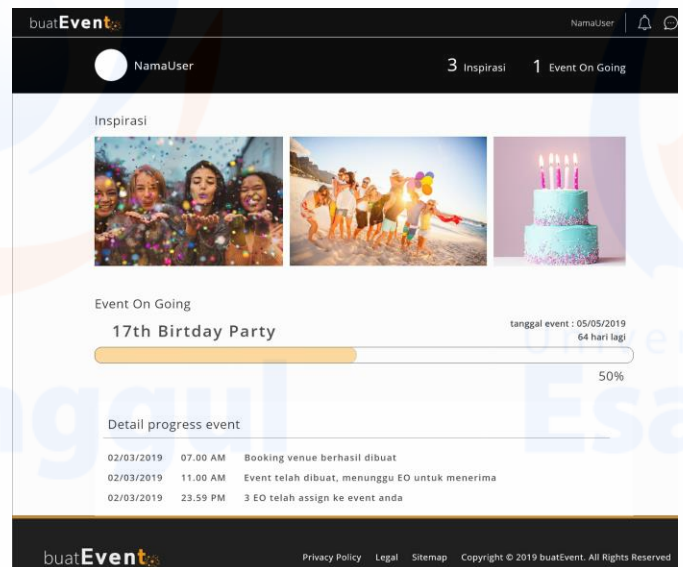


Fig. 6. User Profile Menu

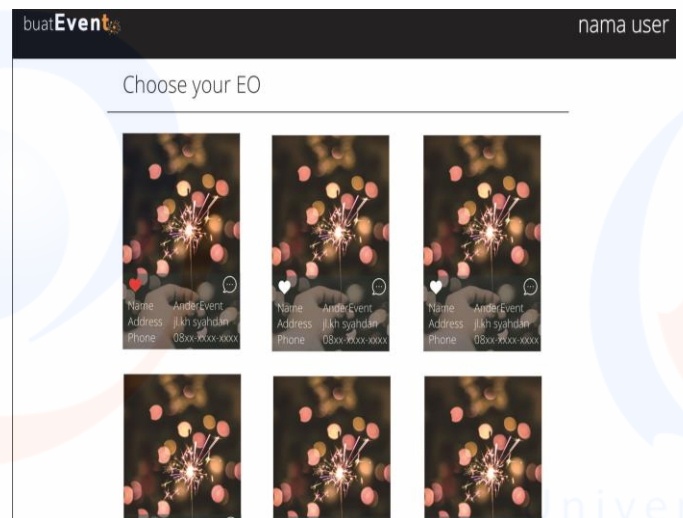


Fig. 7. Choosing Event Organizer Menu

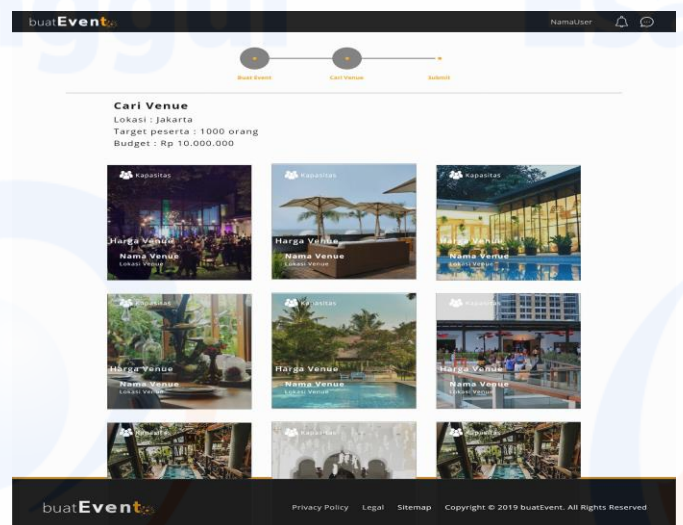


Fig. 8. Choosing Venue Menu

Figure 9 shows the chat page menu, where the user can maintain the communication with the event organizer where any information will be recorded and connect the Whatsapp Number both user customer and organizer. Finally, if the user and event organizer deal with the transaction then the user should do the payment as can be chosen with the down payment or total payment as shown in figure 10. If the user chooses the down payment then the rest of the invoice should be paid at the end of the event.

Figure 11 shows the model database design which is used in this application and modeled with a class diagram that consists of 7 tables databases such as tables user, message, payment, event, event-organizer, venue, and venue schedule. Each table has Primary Key (PK) and the FK (Foreign Key) which connect to PK other tables.

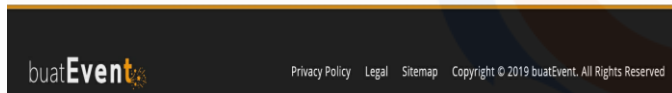
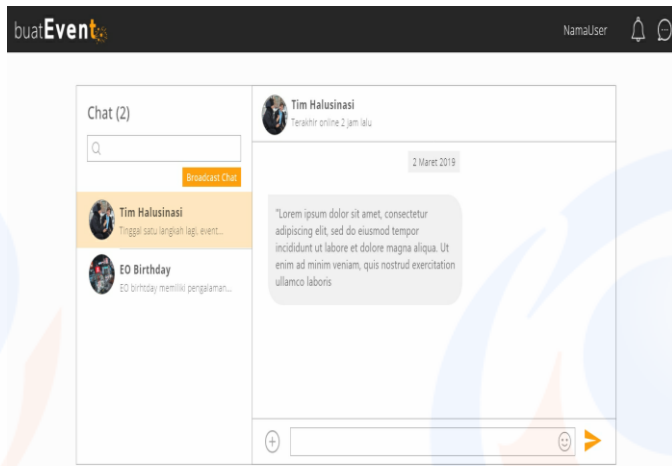


Fig. 9. Chat Page Menu



Fig. 10. Payment Menu

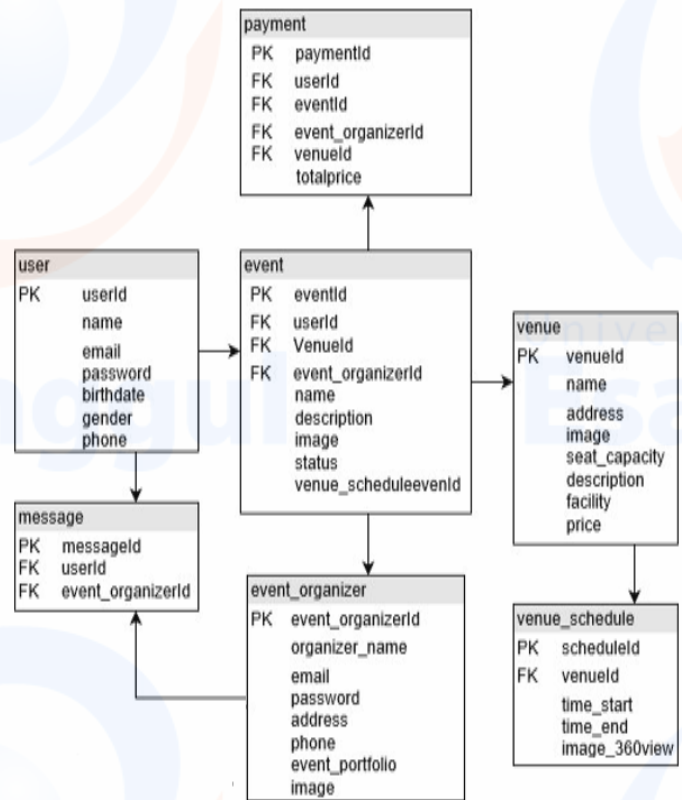


Fig. 11. Class diagram as a database model

#### IV. CONCLUSION

This application is designed to meet between the event organizer in the right and specific market and to help the customer when need someone to make their important occasion with the best excellent event organizer. Currently, this application just only beginning and need more to be explored, and adding some technologies will improve this application.

This application will need to be explored more to make it acceptable to the user and some Artificial intelligence (AI) technology such as a recommender system can be applied to give a good recommender to the user to find the right and best event organizer. Moreover, other AI technology such as dialogue systems or sometimes called conversational agent or chatbot can be applied in order to automate communication between the user and the systems or among the users as well. Using voice communication is possible as well to be applied where voice to text and text to voice is applied and this is will increase the reliability of this application.

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