ABSTRACT

The development of business in the field of party planner, especially in the area of Bandung, has become a big opportunity, because of the high public need for organizing a party such as a birthday celebration, giving a surprise party to friends who will get married soon (bridal shower), farewell party and so on. Many people in Bandung have been engaged in this party planner. It's just that there is no place to help simplify the business process coupled with the promotion process that is still fairly lacking, making buyers difficult when going to find a suitable party theme. With these problems, a website e-marketplace party planner application will help buyers and become a gathering place for party planner vendors that aim to make it easier for both to obtain information and choose the needs for the event to be held. The design of this application uses the concept of e-marketplace, which will be a place to do buying and selling activities of goods or services with aspects of Business to Customer. In application development, it will use an iterative & incremental method, carried out in several phases, namely perception, elaboration, construction and transition. System design and analysis using UML and system development using a framework code igniter with the PHP programming language. This application provides offers and benefits for panner party vendors and buyers in the form of free registration and ease of interaction between related parties.

The results of this study are a website-based e-marketplace. The results of system testing can help users find the desired party or event needs. There are suggestions that can be considered for application development in the future, namely the appearance and security of Dyland e-marketplace to be better than this development.

Key word : Code Igniter, E-marketplace, Iterative & Incremental, Party Planner, Website