ABSTRACT

Marketing services Wedding & Party Organizer is to facilitate the community as a customer in helping the preparation of private events such as weddings, or parties that will be held. Currently marketing services like this is done directly with face to face between vendors and customers, so that it is very inefficient and effective for the community as a customer. Therefore, a marketplace application that markets the services of the Wedding & Party Organizer is needed to make it easier for the community to use the services of the vendor without having to meet disgust directly with the vendor and do not need to pay the time to go to the vendor's place. This application was built using the PHP programming language, with the CodeIgniter framework, and the database used using MySql. The method used to build this application is to use the Waterfall methodology. This application is used for people throughout Indonesia, and all wedding & party organizer vendors throughout Indonesia.

Keywords: Wedding Organizer; Party Organizer; Information System; Marketing.