

Management, Technology, and Social Sciences (IJMTS)



International Journal of Management, Technology, and Social Sciences (IJMTS)

Bi-annually Peer Reviewed, Refereed, Open Access,
International Research Journal
© With Authors
Published as per ICIOPIEI Guidance

ISSN-2581-6012 (ONLINE)

Chief Editor

Dr. C. Kusumakara Hebbar



<https://srinivaspublication.com/ijmtss/>



ijmts@srinivaspublication.com

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FAKULTAS TEKNIK DAN INFORMATIKA

Program Studi : - Teknik Mesin
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- Sistem Informasi
- Teknik Industri
- Fisika

STATUS TERAKREDITASI SK No.: 468/SK/BAN-PT/Akred/S/XII/2014
STATUS TERAKREDITASI SK No.: 2366/SK/BAN-PT/Akred/S/X/2016
STATUS TERAKREDITASI SK No.: 3551/SK/BAN-PT/Akred/S/XII/2018
STATUS TERAKREDITASI SK No.: 572/KPT/I/2018
STATUS TERAKREDITASI SK No.: 572/KPT/I/2018

Kampus : Jalan Mertojoyo Blok L Merjosari Kotak Pos 252 Malang
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SURAT TUGAS

Nomor : 020 /ST/FTI-SI/KI/II/2021

Dalam rangka melaksanakan Tri Dharma Perguruan Tinggi khususnya dharma yang ke dua, yaitu Penelitian, Dekan Fakultas Teknik dan Informatika Universitas Gajayana Malang menugaskan kepada :

Nama : 1. Ir. S. B. P. Handhajani, M.T.
2. Rizqiyatul Khoiriyah, S.Kom., M.Kom.

Jabatan : Dosen Tetap

Unit Organisasi : Program Studi Sistem Informasi
Fakultas Teknik dan Informatika Universitas Gajayana Malang

Tugas : Menyelesaikan proses penerbitan Karya Ilmiah dengan Judul
"Business and Information Technology Strategic Planning of Smart
Bank Wedding Organizer" pada Journal of Management,
Technology, and Social Sciences (IJMTS)

Waktu : Genap 2020/2021 s.d. Ganjil 2021/2022

Demikian Surat Tugas ini diberikan untuk dilaksanakan dengan baik.

Dikeluarkan di : Malang
Pada Tanggal : 11 Februari 2021



Ir. S. B. P. Handhajani, M.T.

Tembusan Yth. :

1. Rektor Universitas Gajayana
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Business and Information Technology Strategic Planning of Smart Bank Wedding Organizer

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Area/Section: Business Management.

Type of the Paper: Conceptual Research.

Type of Review: Peer Reviewed as per [C|O|P|E|](#) guidance.

Indexed in: OpenAIRE.

DOI: <https://doi.org/10.5281/Zenodo.5091620>

Google Scholar Citation: IJMSTS

How to Cite this Paper:

Handhajani, S.B.P., Rizqiyatul Khoiriyah, Martaleni, & Any Nursiswati, (2021). Business and Information Technology Strategic Planning of Smart Bank Wedding Organizer. *International Journal of Management, Technology, and Social Sciences (IJMSTS)*, 6(1), 314-320. DOI: <https://doi.org/10.5281/Zenodo.5091620>.

International Journal of Management, Technology, and Social Sciences (IJMSTS)

A Refereed International Journal of Srinivas University, India.

CrossRef DOI: <https://doi.org/10.47992/IJMSTS.2581.6012.0147>

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Business and Information Technology Strategic Planning of Smart Bank Wedding Organizer

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ABSTRACT

Purpose: *In the past, marriage was a matter of self-preparation. They become a committee that works to cook, design wedding decorations, receive guests and prepare everything for the wedding. Not to forget, the host is also bothered with a lot of work, especially the event management on the wedding day itself. However, things were different now. Many hosts are so busy with work that they can no longer afford to design their wedding ceremony. Then, comes a wedding organizer as the best solution and become one of the best-selling businesses in the market. Mostly, current WO services are limited to coordinating everything that is needed for a wedding. They offer services to customers through certain packages to choose from for weddings. Indeed, for some people who have sufficient budgets, it is not difficult to adjust the wishes contained in these packages. However, this is certainly different for groups of people who have a minimal budget. Most of the budget is a problem in itself for couples who will use WO Services. With this background, a strategic business plan is carried out by facilitating the prospective bride and groom as customers to plan their wedding according to their respective budgets through IT-based wedding portals and a container in the form of a "marriage bank" to finance the marriage.*

Design/Methodology/Approach: *This research uses a qualitative method that aims to describe and analyze social activities that happened. There will be several stages of research, including the first stage of the researcher starting to collect various materials that can be support research and be able to provide adequate information. Further analysis is carried out to the business environment and IS/IT environment external and internal using business environment analysis, SWOT analysis, and so on.*

Findings/Result: *This study seeks to map the Business and Information Technology Strategic Planning of Smart Bank Wedding Organizer. Based on the analysis of the internal and external environment, SWOT analysis, and so on, the IS/IT Business and Management Strategy which consists of finance, employee, IT/IS, stakeholders, customers, marketplace, and operational activities can be mapped according to their respective needs. By mapping the IS/IT Business and Management Strategy, it is hoped that the planning, development, and running of the business will run well and sustainably.*

Paper Type: *Conceptual Research.*

Keywords: Business and IT Strategic; Strategic Plan; Wedding Organizer

1. INTRODUCTION :

Marriage is a sacred event, sacred, and a lifelong memory. Marriage is also a symbol of honor, glory, achievement, and prestige for the parents and the bride and groom. As an event that cannot be repeated in a lifetime, the marriage must be made beautiful, lovely, sympathetic with a charismatic grandeur charm. Therefore, the wedding must be carried out impressively and satisfactorily for all parties in accordance with the dream of the bride and groom [1][2][3].

In the past, marriage was a matter of self-preparation. A married person will invite the public to become a committee of a marriage. They become a committee that works to cook, design wedding decorations, receive guests and prepare everything for the wedding. Not to forget, the host is also bothered with a lot of work, especially the event management on the wedding day itself. However, things were different now. Many hosts are so busy with work that they can no longer afford to design their own wedding ceremony. Then, there is a wedding organizer as the best solution to solve this problem. The existence of a wedding organizer or called WO is increasingly in demand by the community and has become one of the best-selling businesses in the market [4].

Wedding Organizer is a company engaged in the service sector. The services offered by this company are wedding services. Where consumers when using this company do not have to bother taking care of everything about marriage. The wedding Organizer will coordinate everything that is needed in the wedding event. Yuliani & Kosasi in his journal said that "The decision to choose a wedding organizer is not an easy decision, there is many factors to consider between another is the budget owned by the candidate the bride and groom, because from this budget that will be determine what the given concept looks like by the wedding organizer" [5].

Mostly, current WO services are limited to coordinating everything that is needed in a wedding ceremony. They offer services to customers through certain packages to choose from for weddings. Indeed, for some people who have sufficient budgets, it is not difficult to adjust the wishes contained in these packages. However, this is certainly different for groups of people who have a minimal budget [6][7].

Budget issues in essence can be handled by preparing a little money or in other words, you can start saving money to prepare for the wedding. From this, it can be aimed at a golden opportunity in the wedding organizer business. This research will facilitate the prospective bride and groom as customers to plan their wedding according to their respective budgets through the wedding portal and a forum in the form of a "marriage bank" to finance the marriage [8].

Strategic planning for Information System (IS)/Information Technology (IT) is required for every organization including the wedding organizer (WO) in order to meet the needs of information technology system. The needs of IS/IT are planned for these recent times and the next few years. If there is a structured strategic planning for IS/IT, thus every organization will be able to know the internal and external conditions existing in their organization [9].

2. OBJECTIVES :

Smart Wedding is a service for planning a wedding. In its development, the services and objectives of each are as follows:

2.1 Portal as a Business Platform:

Is a web portal that contains business services including planning menus, calculations, equipment for the implementation of weddings. The goal is to provide complete information about wedding services. Also, as a means of communication between customers and business actors. besides Estimating and take into account wedding preparations.

2.2 Executor as Event Organizer:

Smart Wedding also acts as an Event Organizer during the wedding. The goal is to coordinate everything from the equipment to the activities that will take place at the wedding. As well as a facilitator and consultant for wedding preparations.

2.3 Financing as a Financial Institution:

Customers can use the facility in the form of savings for their wedding expenses later. The arrangement and financing can be as a financial institution. Goal namely as a means of financial institutions to manage and manage customer wedding financing. Smart Weeding can be like savings that can be used to save and spend especially for weddings.

3. METHODOLOGY :

This research uses a qualitative method that aims to describe and analyze social activities that happened. There will be several stages of research, including the first stage of the researcher starting to collect various materials that can be support research and be able to provide adequate information. Material to be discussed obtained from several sources library by reading books, Search on the internet and other sources. The second stage of the process data collection by conducting interviews and observation. In

this case, the researcher did the direct observation of the object to be researched. Interview related to IS/IT currently used later purposes and tasks principal and related business processes [10][11]. Further analysis is carried out to the business environment and IS/IT environment external and internal using business environment analysis, SWOT analysis, and so on. With that analysis then the author can develop strategic planning IS/IT which consists of business strategy, strategic IS/IT management and IT strategy until then produce portfolio application [12][13].

4. RESULT AND ANALYSIS :

This paper consists of developing a theoretical concept based on model building using Focus group interaction method and analysis of the model using ABCD listing framework.

4.1 Business Environment Analysis:

(1) Internal Analysis

This new company that will be started requires a lot of funds, but we plan to start by making wedding invitations and souvenirs. The two items were chosen because the two items do not require too much capital so they can be overcome first. The ability to spend for decoration purposes still depends on the availability of existing capital, for the time being, it can be overcome by renting some needs from providers of decoration items. Cooperation with several stakeholders such as building management, hotel, make-up, and catering has been established but not all have provided feedback on the cooperation agreement. And the use of information systems as a marketing medium has been running, this is evidenced by the launch of an official website portal containing company profiles, galleries, service information, and contact persons. The operational actors are currently only handled by 3 people who have different job descriptions, one person as a goalkeeper from clients who come and ask for information, one person as a designer for designing wedding plans, and another person doing website maintenance and collaborating with parties stakeholders [14].

(2) External Analysis

The external environment is identical to the environment related to conditions outside the company. One of the external analyzes is related to competitive conditions, to anticipate competition between fellow wedding planner business owners, an association is created that oversees all businesses related to wedding planners. This association can be profitable because we can know the development of the latest wedding concept models, the routine activities of wedding exhibitions, social gatherings, and others but also bring a little challenge, namely we have to be able to create creative models and different wedding concepts. Along with the increasing number of Indonesians who do not look at age or market segmentation, marriage is a necessity that will increase so this is a golden opportunity to develop a business. In addition, many wedding planner businesses are mushrooming and offer a variety of wedding packages with a variety of features and tempting discounts. Finally, the cooperation with the bank has not been fully established, because this is related to the client's trust in a particular bank and also the wedding planner marketing planning from the bank where we collaborate [15].

4.2 SWOT Analysis:

The next phases of the strategic management process is called SWOT Analysis. SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) which is done by looking at the business environment internal and external to identify strength - strengths, weaknesses - weakness, opportunities, and threats existing in the organization. Decision-making process strategy is always related to mission development, company goals, strategies, and policies [16][17][18].

Table 1: SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> There is a careful planning concept from the customer and the WO There is a value in "marriage savings" or "Wedding Bank" which is adjusted to the customer's budget 	<ul style="list-style-type: none"> Financial processing for the "artisan" model and cooperative savings that are still immature If the customer is late in saving, the consequences/fines are still not firm 	<ul style="list-style-type: none"> There is no WO / EO that has a "Wedding Bank" facility There is a wedding package that is tailored to the budget and is flexible This business has become popular with 	<ul style="list-style-type: none"> Many WO and EO are mushrooming in the community Assumptions of people who prefer to save in other more credible banks

<ul style="list-style-type: none"> Existence of mature and flexible management Unlike most women who only have marriage implementation packages There is a value of religious 	<ul style="list-style-type: none"> If the customer is holding a wedding outside the city and the distance is far, further arrangements are needed. 	<p>the public and has good growth prospects.</p> <ul style="list-style-type: none"> Market segment that fits the surrounding business environment 	<ul style="list-style-type: none"> Many WO / EOs offer special packages and big discounts.
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4.3 IS/IT Business and Management Strategy:

Good Information System / Information Technology (IS/IT) governance will strongly support the company's activities in achieving the goals which include: the company's vision and mission because it requires an alignment in business strategy and IS/IT strategy. Through the resources owned by the company, the following is the development of a business strategy [19][20]:

Table 2: IS/IT Business and Management Strategy

Resource	Strategy
<ul style="list-style-type: none"> Finance 	<ul style="list-style-type: none"> In addition to initial business capital that comes from independent team personnel, additional capital can also come from donors and investors. Wedding bank management profit from the sale of wedding invitations and souvenirs Sponsors from stakeholders
<ul style="list-style-type: none"> Employee 	<ul style="list-style-type: none"> Maintain relationship and commitment between employees and top management Improve employee performance to be able to compete with other similar companies and newcomers Improve work discipline with good supervision and good time management Increase work motivation through holding motivational and constructive activities such as employee training, visits, outdoor events, and so on
<ul style="list-style-type: none"> Information Systems / Information Technology 	<ul style="list-style-type: none"> Evaluation of existing IS/IT operations including Wedding Portal, office hardware, and software Identify new applications that need to be replaced or added (menus and features)
<ul style="list-style-type: none"> Stakeholders 	<ul style="list-style-type: none"> Evaluate weaknesses/deficiencies with existing stakeholders such as relationships/contacts, cooperation systems, and so on Expanding relationships with other stakeholders but still according to business needs
<ul style="list-style-type: none"> Customers 	<ul style="list-style-type: none"> Provide feedback/complaint space for customers to facilitate communication and communication solve the problem Increase customer commitment by providing the best attention and service Giving bonuses or certain packages to attract new and existing customers Based on gender, the segmentation of wedding party financing services (Wedding Bank) is focused on men, because in Indonesia in general, men help finance weddings, either partially or completely. Meanwhile, the segmentation of wedding party services is focused on women, because in general women get married faster at the age of 20-25 years and in general also host weddings, depending on the customs or culture that applies in the local area.
<ul style="list-style-type: none"> Marketplace 	<ul style="list-style-type: none"> Smart-Wedding as a new business in the field of financing portals and organizing weddings for the first 2 years will focus on targeting market share in big cities in East Java. In the 3-5th year, it will continue to expand the market to the East Java Area and other provinces, especially in areas where the Wedding Organizer does not yet exist or is not yet strong. And cooperate with partners/investors throughout Indonesia. Online and offline marketplace
<ul style="list-style-type: none"> Operational 	<ul style="list-style-type: none"> Event Venue Selection

	<ul style="list-style-type: none"> • Invitation Making • Souvenir making • Food Testing • Make-up and costume selection • Event decoration and layout design
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4.4 Activities Flow:

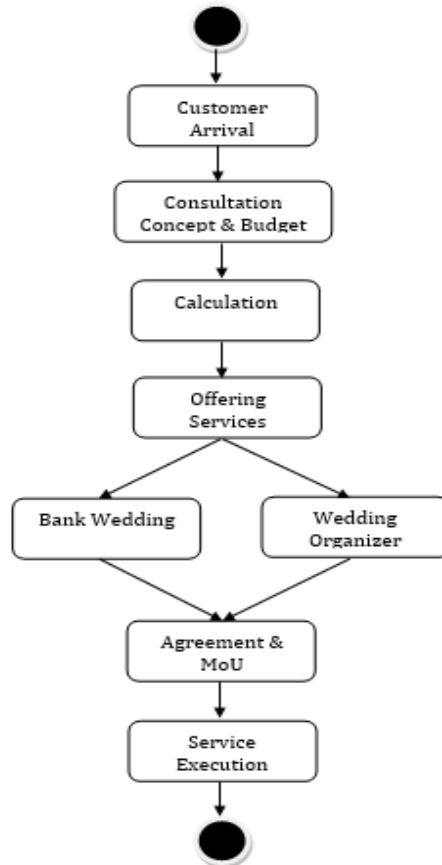


Fig.1: Activities Flow of Smart WO

5. CONCLUSIONS :

Wedding Organizer is a company in the field of wedding services. Most of the time, WO services are only limited to coordinating everything needed for a wedding. The budget problem is at the core of the customer. From this, a golden opportunity can be targeted in the wedding organizer business. This study seeks to map the Business and Information Technology Strategic Planning of Smart Bank Wedding Organizer. Based on the analysis of the internal and external environment, SWOT analysis, and so on, the IS/IT Business and Management Strategy which consists of finance, employee, IT/IS, stakeholders, customers, marketplace, and operational activities can be mapped according to their respective needs. By mapping the IS/IT Business and Management Strategy, it is hoped that the planning, development, and running of the business will run well and sustainably.

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