

## Abstrak

**TUJUAN PENELITIAN**, ialah membuat strategi dan perancangan situs *e-wedding consultant*: [www.acarawedding.com](http://www.acarawedding.com) guna membantu setiap pasangan yang ingin mempersiapkan setiap kebutuhan pernikahannya, serta memungkinkan setiap pasangan dapat melakukan *one-stop shopping* sesuai dengan kebutuhan.

**METODE PENELITIAN**, yang digunakan adalah metode pengumpulan data, metode analisis strategi, dan metode perancangan.

**ANALISIS**, yang dilakukan yaitu setelah melalui pengumpulan data seperti studi pustaka serta kuesioner, akan dilanjutkan dengan analisis strategi seperti *E-Business Strategy Framework*, kemudian dilanjutkan lagi dengan perancangan seperti *Object Oriented Analysis And Design (OOAD)* serta *7C FrameWork*.

**HASIL YANG DICAPAI**, berupa situs [www.acarawedding.com](http://www.acarawedding.com) yang bergerak dibidang *e-wedding consultant*, yang membantu setiap pasangan dalam mempersiapkan pernikahannya dan memungkinkan untuk melakukan *one-stop shopping* dengan produk lengkap dan dipilih sesuai kebutuhan setiap pasangan.

**SIMPULAN**, dari hasil yang didapatkan benar bahwa situs yang berbasis *e-commerce* ini dapat membantu setiap pasangan yang ingin mempersiapkan pernikahannya sehingga menghemat waktu, tenaga dan biaya, serta memungkinkan apabila pasangan tertarik atas beberapa produk yang tersedia, bisa langsung melakukan *one-stop shopping* dalam situs ini.

Kata kunci:

*e-wedding consultant, e-commerce, one-stop shopping, kebutuhan pernikahan.*

## *Abstract*

**RESEARCH PURPOSE**, is to create a strategy and design e-wedding consultant website: [www.acarawedding.com](http://www.acarawedding.com) to help any couple who want to prepare every wedding needs, and allows each partner can do one-stop shopping as needed.

**RESEARCH METHODS**, used method of data collection, strategy analysis methods, and design methods.

**ANALYSIS**, who performed the data collection such as through a literature review and a questionnaire, will be followed by analysis of strategies such as E-Business Strategy Framework, followed again by designing as Object Oriented Analysis And Design (OOAD) and 7C Framework.

**ACHIEVED RESULT**, a [www.acarawedding.com](http://www.acarawedding.com) sites that active in e-wedding consultant, who helps each partner in preparing for marriage and allow for one-stop shopping with a complete product and selected according to the needs of each partner.

**CONCLUSION**, from the results obtained, that is right that this site-based e-commerce can help any couple who want to prepare for her wedding to save time, effort and expense, and allows an interested partner on some of the products available, can immediately do one-stop shopping in this site.

**Keyword:**

*e-wedding consultant, e-commerce, one-stop shopping, wedding needs.*