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INNOVATION OF WEDDING ORGANIZER MANAGEMENT IN NEW NORMAL ERA USING SHARIAH CONTRACT: A CASE STUDY IN WEDDING HOUSE PASURUAN

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ABSTRACT

The wedding procession has now become a sacred, expensive, and complicated procession with many stages that should be passed involving many people. It requires energy, time, and money to be prepared, while the couple has busy activities with their family or the bride and groom. To solve these problems, it needs a wedding organizer agency to handle the wedding procession smoothly. The research will analyze the business management of wedding organizers within sharia contracts. This research used a qualitative method using a case study approach to see the Ely Wedding House's management strategies. The result of the data analysis stated that this wedding organizer was seen as having low competitors. The wedding organizer services not only do what clients needed, but they must try to offer wedding service products to win market share and contribute ideas to new markets through various strategies, and innovations that are displayed such as business development. It includes the pre-wedding field: Packages to decorate offerings, pre-wedding packages treatment, pre-wedding photo services. So that it can influence the client to make a decision to use the services. In the competitive world of business, the emergence of wedding organizer services, both those that apply Islamic concepts or not, are trying to offer wedding service products to seize market share and new markets through various ways and innovations that are displayed, thus influencing customer decisions in making a decision to use their service (customer decision making) this is an integration process that combines consumer knowledge to evaluate two or more alternative behavior choices that exist through internet media that can reach consumers widely.

Keywords: Innovation, Management, POAC, Wedding House, Sharia Contract.

1. Introduction

The previous case of Covid-19 brought people to be more aware and careful to keep their healthy daily lifestyle to keep away from being infected with the virus (Lestari, 2021). The enormity of the transmission of Covid-19 has made the government issue various policies to protect its people from the pandemic by way of large-scale social restrictions (PSBB), implementation of physical distancing, school closures, work from home (WFH), PPKM (Enforcement of Community Activity Restrictions),

restrictions of social and tourism activities. Every policy has positive and negative impacts. One of the positive impacts is that public health is maintained and the number of Covid-19 spreads is reduced. However, the negative impact that emerged was the decline in economic growth, this was marked by layoffs (Termination of Employment), which had a massive impact, increasing the number of unemployed, reducing production costs in the industrial sector, sluggish public purchasing power which led to a decrease in income and the emergence of economic uncertainty situation. (Hadiani et al, 2019).

The Covid-19 pandemic cannot be said to be over, but life must go on. Social, cultural, economic, educational, and working activities should continue so that people can be more productive and alive. If those activities are not restored, sooner or later it will have an impact on various sectors, be it social, cultural, or economic growth will experience a slowdown, the industry will not run or people will lose their income. For this reason, the community must begin adapting to new life habits or "New Normal Life" as the head of the Expert Team for the Acceleration of Handling Covid-19, Wiku Adisasmito, said. New Normal is a change in behavior to continue to carry out normal activities by adding health protocols to prevent the transmission of Covid-19 (Hariani, 2021). It is done when people have activities outside the house and keep adhering to existing health protocols such as: wearing a mask when leaving the house, frequently washing hands with soap, maintaining distance, and avoiding crowds of people to prevent transmission of the Covid-19 virus. This new era normalizes human activity, including social, and cultural activities named marriage.

Marriage is a bond with a promise that involves two people of different sexes with the intention of formalizing or making sacred promises according to religious norms and legal norms. Marriage is considered the best way to ensure regularity in raising children and meet the family's economic needs. Marriage is also a shari'ah brought by the Prophet Muhammad. Allah created humans on earth in pairs and humans as creatures of Allah are also commanded to be in pairs. Society is formed from several families through marriage ties, getting married and carrying out a harmonious married life filled with love and affection between family members, creating a sense of peace, tranquility, and happiness as explained in the word of Allah in the Surah An-Nisa verse 1 (Religious Department RI : 2017).

In its development, the marriage procession named wedding has now become a sacred, expensive, complicated procession with many stages that must be passed that involves many people, requires a lot of energy and time to prepare it, plus the busyness of the bride and groom, even though the family is good from the bride and groom. son or daughter helped, have not been able to fulfill the wishes in the implementation of the wedding party. To solve the problem of the need for a wedding event, we need a means to help the wedding procession run smoothly. Marriage has many varieties, variations according to ethnicity, religious, national or social class traditions, marriage as an important event that needs to be sacred to humans.

Wedding Organizer (WO) is a business unit offering services that help the bride and groom and their families prepare, plan, and manage wedding events with the desired concept according to their needs in a series of event schedules. As time goes by, wedding organizer services are considered to be very helpful for the prospective bride and groom and their families who have busy activities, making it difficult to prepare and plan everything that is needed and various wedding party supplies (Sinaga, & Sembiring, 2021). Ahead of the wedding, it is impossible for the bride and groom who are busy with their work activities to prepare themselves to check the stages of party preparation such as catering, decorations, and souvenirs. With the presence of the wedding organizer, the bride and groom can take advantage of the facilities provided, thus saving time and energy.

Wedding organizer services are needed in this modern era, they not only formulate everything that is needed but also contribute ideas or wedding concepts and are even required to be a mediator between the two parties to the bride and groom. In the business world competition, the emergence of wedding organizer services, whether implementing Islamic concepts or not, they try to offer wedding service products to win market share and new markets through various ways and innovations that are displayed (Alma & Priansa, 2010). So, it affects the customer in making a decision to use their services this is an integration process that combines consumer knowledge to evaluate two or more alternative behavior choices that exist.

Table 1
Number of Clients that Use Wedding Organizer Services in Ely Wedding House

Month	Number of Client (2017)	Number of Client (2018)	Number of Client (2019)	Number of Client (2020)	Number of Client (2021)
January	2	-	2	2	3
February	2	8	10	2	2
March	3	2	3	-	5
April	4	4	2	-	-
May	2	-	-	-	-
June	-	-	-	3	7
July	-	12	10	2	5
August	12	8	6	2	-
September	8	5	2	-	-
October	7	2	9	1	3
November	3	2	3	2	2
December	2	1	-	-	2
Total	45	44	47	14	29

Source: Research data edited (2021)

From the data above, a conclusion can be drawn that the number of consumers handled by Ely Wedding House Bangil-Pasuruan. From January to December 2017 there were 45 clients however, in 2018 it decreased to 44 clients, and in 2019 there was an increase of 47 clients. And then in 2020 there was a decrease in consumers from 47 to 14 clients, down to 33 clients, as a result of the Covid-19 pandemic where the government implemented various policies including social restrictions. Government policies namely physical distancing, work from home, and restrictions on community activities, have caused the decline in consumers using Ely Wedding House services but after the implementation of "New Normal Life" consumers return to using Ely Wedding House services. This is evidenced by an increase in the number of consumers or clients from 14 people in 2020 to 29 people in 2021. So an analysis can be drawn that from 2017 to 2021 the number of Ely Wedding House consumers undergoes ups and downs in the sense of experiencing instability. The factors that cause the ups and downs in the number of Ely Wedding House consumers from 2017-2020 are the quality of product services offered, prices, service quality, and attitudes.

Consumer satisfaction is the most important thing as a customer response to the evaluation of the perceived discrepancy between expectations and existing performance. price, quality, and quantity. Attributes related to service dimensions of customer satisfaction are related to service attributes:

acceptance of food/catering orders, documentation, and decorations, while attributes related to purchasing are dimensions of customer satisfaction related to the attributes of the decision to buy or use them, such as information assets and reputation (Busro, 2017).

Ely Wedding House is a wedding service with an Islamic concept that provides several types of wedding services ranging from marriage contracts, decorations, catering, bridal makeup, documentation, and entertainment. To survive and exist in the midst of the emergence of Wedding Organizer services, Ely Wedding House has a strategy to retain clients through quality products and services, fast and good service, and a high sense of empathy in providing information, so that the repatriation is good in the eyes of customers. later will arise client loyalty to the services of Ely Wedding House.

The results of previous research conducted by (Sundari, 2019) show the influence of Elly Decor's WO (Wedding Organizer) creativity on consumer satisfaction in the city of Jambi. The creativity variable has a positive effect on consumer satisfaction. Here it is clear that a person who pursues Wedding Organizer services must be fast and responsive in seeing existing business opportunities by offering service products that are different from the competition, in the sense that the creativity or development of the products and services offered must have advantages over competitors, the same thing was also stated (Deti , 2018). A web-based Wedding Organizer information system helps brides and grooms who don't want to bother with their wedding events. This Wedding Organizer information system uses PHP and MYSQL systems that use the protoby pig method which consists of analysis, design, application creation, evaluation, and results. The concept of an Islamic wedding party includes six aspects: invitations, bridal appearances, decorations, decorations, dishes, entertainment, and celebrations with an Islamic contract.

The presence of the Ely Wedding House in the Bangil area, Pasuruan Regency, is a business opportunity engaged in wedding organizer services as the right solution in overcoming the need for the best and conceptualized wedding event by providing fast, precise and satisfying service to clients, through the development of potential resources. human resources and expertise to cooperate in the business sector through shari'ah contracts, namely the *Ijarah* contract (rent/lease) and the *syariah* contract (rental work). This also happens in Wedding Organizer Elly Wedding which has a modern wedding concept but still has an Islamic element in its event and its transactions or contracts. These shariah contracts become a special attraction for the people of Pasuruan Regency, whose majority of the population is Muslim or as an Islamic boarding school city. Indicators of shari'ah wedding organizers are seclusion, pre-wedding, makeup artist, prayer times, eating procedures, food, fashion style, a form of contract, choice of package, transaction media, music, and pre-wedding motivation usually delivered in the community. Many people thought that wedding events managed by wedding organizers usually run more orderly and smoothly other than clients managed themselves. With the high enthusiasm of the community for wedding organizer services, wedding services must be able to make a renewal, namely the presence of a wedding organizer with a syar'i concept.

The measure of the success of Wedding Organizer services in implementing their product marketing strategies is being able to provide satisfaction to customers, the more customers who use our product services, the more client loyalty will be maintained. But today in achieving the desired target market, we find much unethical marketing, cheating, and unprofessional without paying attention to the concept of sharia, there is an element of *taghrir* (uncertainty/clarity) or *tadlis* (fraud) in the contract. The following packages are offered by Ely Wedding House.

Table 2
Price List on Ely Wedding House

No	Package Categories	Price
1	Full Package	Rp. 65.000.000
2	MUA + Decor Package	Rp. 25.000.000
3	Catering + Building Rental Package	Rp. 40.000.000
4	Decoration A Package	Rp. 15.000.000
5	Decoration B Package	Rp. 10.000.000
6	Decoration C Package	Rp. 6.000.000

Source: Research data edited (2021)

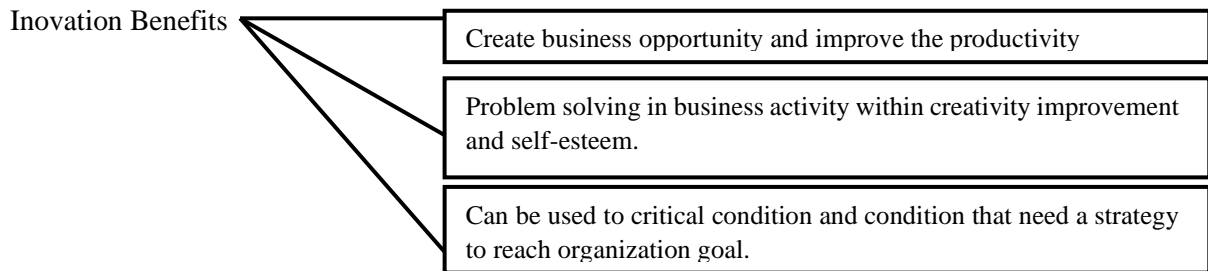
Ely Wedding House is a business unit offering wedding services that can help brides-to-be, develop concepts/ideas, prepare, plan, and process weddings according to a series of event schedules, products or facilities offered: 1). Complete package that includes: decoration, catering, documentation, MUA, souvenirs, and entertainment, 2). There are MUA packages and decorations that only include make-up and wedding decorations according to what the bride and groom want 3). The catering and building packages or decorations depend on the vendor or the number of invited guests 4). Decoration A is only for decoration of the aisle which is intended for vendors / wide outdoors. 5). Decoration B is devoted to decoration only, and 6) the last package of Decoration C is relatively cheaper because the decorations are specifically for the bride and groom who want to hold a wedding reception at home.

The Islamic concept is also seen in the transaction and contracts of its management. The Wedding Organization is using *Ijarah* contract (lease/rent contract) and *syirkah* contract (cooperation agreement between parties for a particular business). The concept of sharia in the management contract is expected to be able to maintain reputation in the eyes of the client or customer, but still, maintain customer satisfaction of course. The management strategies and shariah transactions used in Ely Wedding House will be deeply discussed in this article.

2. Literature Review

Innovation

According to Luecke, innovation is a set of interrelated activities or activities to solve a problem in more detail with each other to realize, combine or finalize an idea from science to get the value of a product or service. Komarudin's opinion is that innovation is a process of activity or thinking activity to describe a problem as a whole into components or items that are interconnected into an integrated system (Assauri, 2017). From some of the above understanding, it can be concluded that innovation is a set of processes from an activity that is interrelated to solve problems from a component to be more detailed and combined back into an integrated component and then draw a conclusion from an idea that is more valuable quality.



Management

Management comes from the word manage (to manage) which usually refers to the process of managing or handling something to achieve the goals to be achieved/expected. Meanwhile, Terry stated that the management of an activity process or activity which includes planning, organizing, mobilizing, and supervising to formulate a policy by utilizing science and art in order to complete the goals that have been set previously. (Busros, 2017).

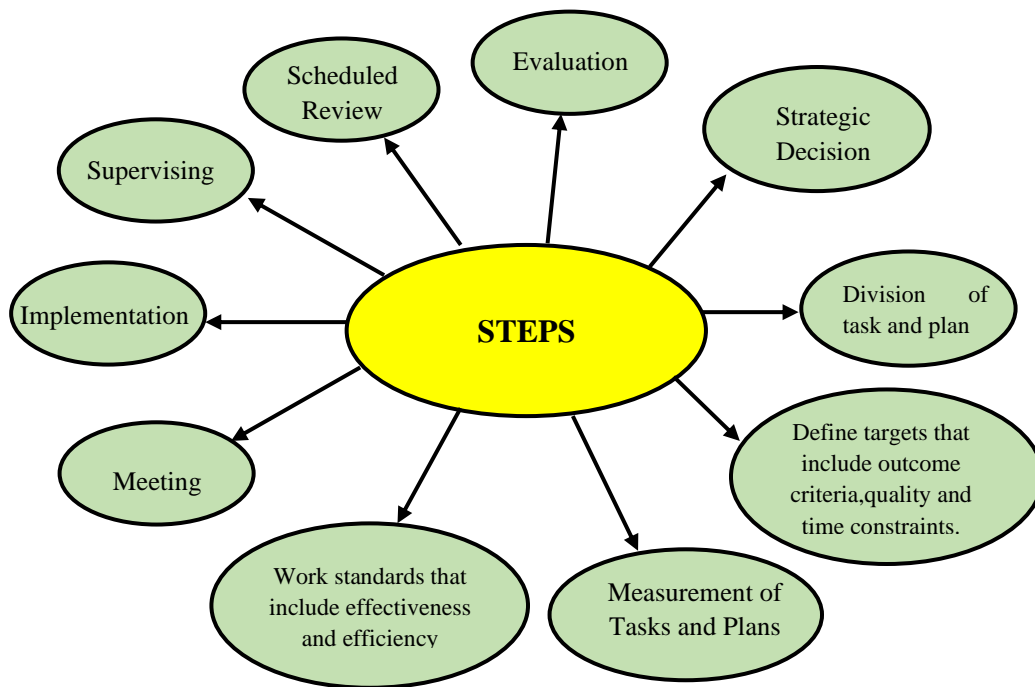
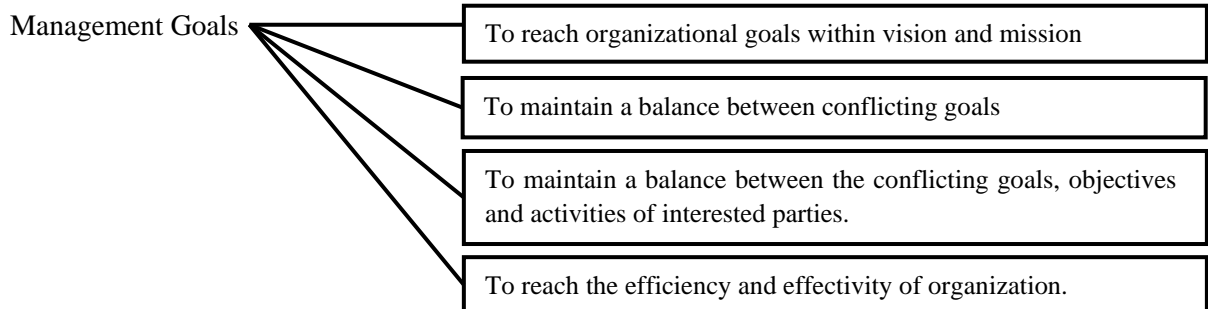


Figure 1
Steps of Managements

Source: Research data edited (2021)

Definition of POAC (Planning, Organizing, Actuating, and Controlling)

A. Planning

Planning is the determination of everything before an activity is carried out. In essence, planning is a decision-making process which is the basis for economic and effective activities/actions in the future as a guide to achieving goals and reducing the risk of uncertain situations (Terry, 2006).

Planning Benefits

- Coordinated actions are obtained from various parts of the goal
- Various emergency situations can be avoided because something can be foreseen.
- Guidelines for supervising work standard planning as a measurement tool for work results.
- Delegation of power to be able to act more smoothly, because there are: policies, procedures and schedules that have been set.
- Utilization of efficient and effective work methods.

B. Organizing

To carry out the work plan that has been formulated, an organization is formed, which has 3 components: functions, personnel, and factors of physical facilities, as a process of creating a cooperative relationship that can be unified and directed in the form of responsibility, authority, and responsibility for their duties. . The benefits of organizing can be established good relationship patterns between organizations. (Bestari & Megasari, 2020). (Aulia et al., 2020)

Steps in organizing

- Efficiently combine the work of members of the company / business.
- Detailing all the work that must be carried out to achieve organizational goals
- Dividing the workload into activities that have been defined in schedule in accordance with the delegation of authority/tasks.
- Determination of mechanisms to coordinate the work of members of the organization in a harmonious whole.
- Monitor organizational effectiveness and take decision steps.

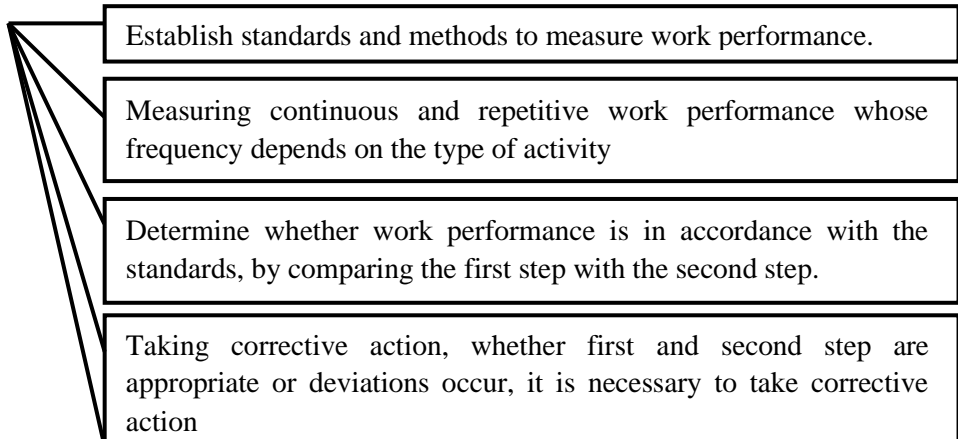
C. Actuating

Actuating is a management function related to providing guidance, suggestions, orders or instructions to subordinates in carrying out their duties in accordance with the job description. This is so that the task can be carried out properly and correctly and is aimed at the goals that have been originally set. (Terry, 2010). Therefore, here leaders are required to be able to communicate, give instructions or advice, think creatively, take initiative, improve quality, and provide stimulation or motivation to employees.

D. Controlling

Control or supervision is an activity to find and correct any deviations from the results that have been achieved compared to the work plan that has been set. At each stage of the activity it is necessary to control because if there is a deviation, it will be faster to make corrections/improvements (Torang, 2013).

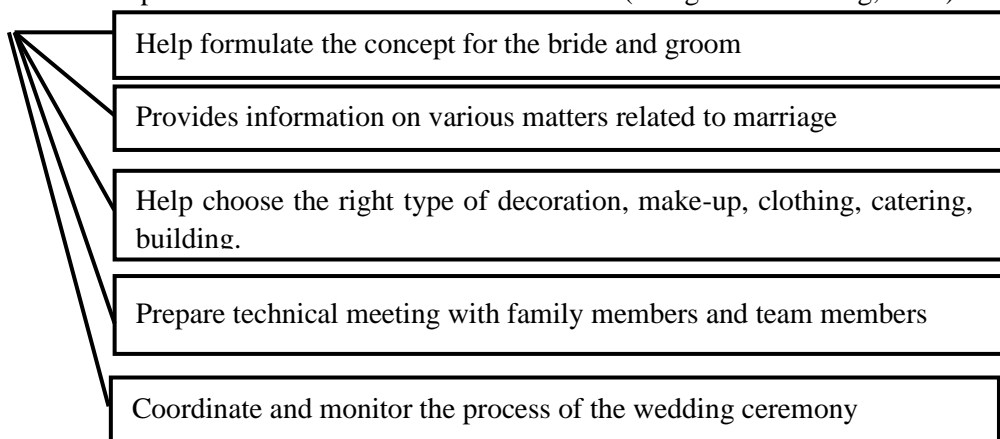
Steps of Controlling



Wedding Organizer

In English, wedding means marriage procession, while organizer means parties who do the current job within an organization or institution. Wedding Organizer is a service that can assist the bride and groom and the bride's family in preparing, planning, and managing wedding events with the desired concept in accordance with a predetermined series of event schedules. (Sinaga & Sembiring, 2021)

Benefits of WO



Contracts in Wedding Organizers within Shari'ah Concept

There are two types of sharia contracts used in Wedding Organizer, namely Ijarah and Syirkah contracts.

1. Ijarah Contract or Rent

Ijarah contract is the transfer of the right to use an item with rental payments without being followed by ownership of the item by renting without the intention of owning the item, where the transaction process depends on the agreement of both parties. (Shafe'i, 2010). Reconciliations of *Ijarah*/rent contracts are a) There are tenants (*musta'jir*) and rent (*mujir/muajir*); b) There is a contract; c) Ijab qabul (*shigat*); d) Wages (*ujrah*); and e) There are benefits for both the tenant and the lessor. And *ijarah* terms consist of a) Both parties to the transaction are mature and sane (not drunk); b) Both parties carry out transactions, not on the basis of coercion from any party; c) The

goods that are the object of the transaction must be clear; d) The goods that are the object of the transaction must be halal according to Islamic law; e) Goods that are the object of the transaction become *mu'ajir* rights; f) There are clear benefits.

There are two kinds of *ijarah* contracts according to (Karim, 2014).

- a. *Ijarah ain* is a lease contract for goods, services, or property to take advantage of it and transfer the right to use the goods or property to another person in exchange for a fee (rent) known as *ujrah*.
- b. *Ijarah dzimmah* is a rental contract for goods, services, or property for the benefit of which the goods/services are covered by services in return for fees or wages.

2. *Syirkah* Contract or Cooperation.

Syarikah contract or cooperation is a cooperation agreement between two or more people for a particular business in which each or one of the parties contributes capital, energy, and thoughts, with the agreement that future profits and losses will be shared, in the ownership of *tasharruf* (management) business (Mardani, 2015). The reconciliation of *syirkah* contracts are a) There are 2 people who have a contract or transaction; b) The object of the transaction or *ma'qud alaihi*; and c) There is any akad or *sighat*. Terms of *Shirkah* according to (Sahrani & Abdullah, 2011) consist of a) *Syirkah* is carried out with cash capital; b) Two or more people give up capital, mix up the assets of the members of the company and agree on the type and type of business; c) Two or more people mix the two assets. So they cannot be distinguished from one another; d) Profits and losses are regulated in the agreement contained in the agreement. Various kinds of *Shirkah* according to (Uha, 2012).

- a. *Syirkah Al-Inan* is a cooperative contact between two or more people, each party provides a portion of the total funds and participates in work but does not have to be the same according to the agreement.
- b. *Syirkah Al-Mufawadhah* is a contract between two people or more in which each party shares profits and losses together from the acquisition of business profits. (Karim, 2014).
- c. *Syirkah Al-Abdan* is the cooperation of two people in the same profession to accept work together and share the profits from the work, with the aim of obtaining profits from the business manager. (Shafe'i, 2010)
- d. *Syirkah Al-Wujuh* is a cooperation contract between two or more people who have a good reputation and prestige and are experts in doing business with the aim of gaining profit.

Syirkah Al-Mudharabah is a cooperation contract between who or more people have assets or capital with a property manager (who has expertise) to develop a business with the aim of making a profit.

3. Method

This research is a descriptive study using a case study qualitative approach, with the types of research data being primary data and secondary data. The instrument used to collect data is observation or observations and interviews conducted over a period of 4 months starting on June 14 - October 20, 2021. Data collection is carried out by purposive sampling, namely the sampling technique is carried out with certain characteristics, namely the management informant who has established and manages the business of Ely Wedding House and several client informants who have used his services.

The population of consumers who use the services of Ely wedding house as many as 29 researchers only took a sample of 3 clients who became customers in wedding service transactions with

Islamic concepts in Bangil District. Here the researcher tries to describe a symptom, and event that is happening now after that the researcher records collects, summarizes and presents it in the form of data so that it can provide information in accordance with the conditions of the facts in the field. In qualitative research, the presence of the researcher is a key instrument as well as a data collector. Researchers participate or participate in the data collection process such as conducting observations, and interviews, to obtain the required sources of information (Bungin, 2012).

4. Result and Discussion

Ely Wedding House is a business unit engaged in services that can assist brides and their families in preparing, planning, and managing wedding events according to their wants. Ely Wedding House has been operating for approximately 22 years, starting from the end of 2000 it was founded. The founder of Ely Wedding House is Syarifah Rosidah Kamila Al-Qadrie who initially only handled bridal makeup. Thanks to the support from her husband, family, and relatives, she decided to start a bridal makeup business as an additional income to help the family's economy. After the bridal makeup business was undertaken for a period of 7 years, the business grew rapidly so many of the consumers gave suggestions and inputs to expand the bridal makeup business, especially since the makeup was of very high quality. With persistence determination and high spirits as well as support from family, I finally 2015 began to expand the business not only for bridal makeup but also offering catering packages, souvenirs, buildings, and aisles. She admits that establishing Ely Wedding House is a process that is not as easy as a bridal makeup business but requires a relationship to work with. This is where the role of the relationship is needed in the field of decoration, catering / food. documentation, makeup/makeup artist, and entertainment.

Vision of Ely Wedding House is “Become the leading, trusted wedding organizer and become a trendsetter in providing services for organizing weddings with Islamic concepts.

And the mission are as follows

- a. Providing the best and most conceptual solutions in the field of Wedding Organizer.
- b. Providing fast, precise and satisfying service to clients/consumers.
- c. Develop the potential of human resources (expertise) and capital to cooperate in the field of Wedding Organizer business

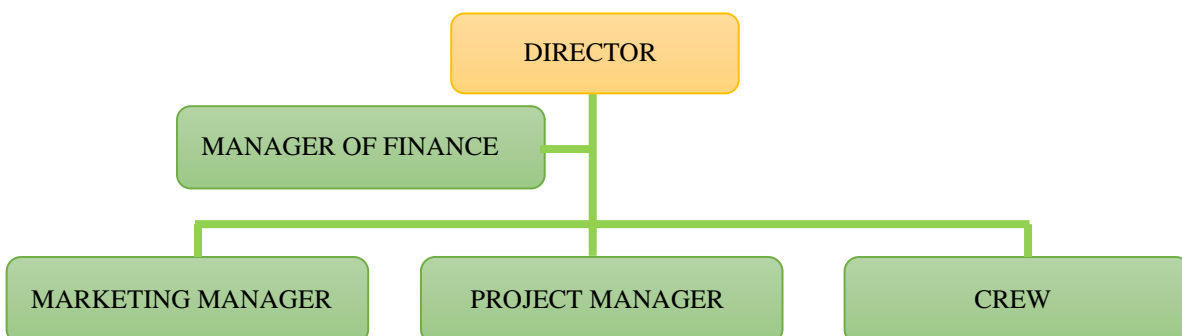


Figure 2
Organizational Structure on Ely Wedding House

Source: Interview Result (2021)

Ely Wedding House Management Analysis

The results of interview with the owner said that the management of the Wedding Organizer at Ely Wedding House uses the application of POAC, namely: Planning, Organizer, Actuating, and Controlling. In doing this aspect, an evaluation team is always consistent to maintain the Islamic concept which is its brand image.

Management Event

First, implementing event management in this wedding ceremony is carried out with the aim that everything is well organized, conceptualized and structured, and according to plan. The application of management in a wedding organizer is considered very important with the aim of being a means of support so that the concept of a wedding party can be carried out properly according to the original plan, day, time or agenda materialized according to the wishes of the bride and groom and the bride's family.

Planning

Second, the implementation of planning in the wedding party is carried out so that everything can be well organized, planned, and structured and can be coordinated easily between several teams who work by making rundowns or time series spans to avoid mismatches so that the event is not messy and stays organized. according to the plan.

Organizing

Third, the implementation of organizing in weddings is to form a team that has competence (skills) that are responsive, agile, and skilled in dealing with various things related to decoration, catering, souvenirs, and bridal makeup.

Actuating

Fourth, the application of actuating in a wedding organizer in the sense of how the wedding organizer works itself, namely the way it works is structured, neat, fast, responsive, and creative. Actually is done to avoid rundowns that do not match the reality on the ground so that we can anticipate through a backup plan.

Controlling

Fifth, the implementation of controlling in the wedding organizer is carried out by the field coordinator to evaluate each activity from the beginning to the end of the event. The implementation of control is very necessary to determine the extent to which the team involved in carrying out each task or given job disk is in accordance with the targets to be achieved.

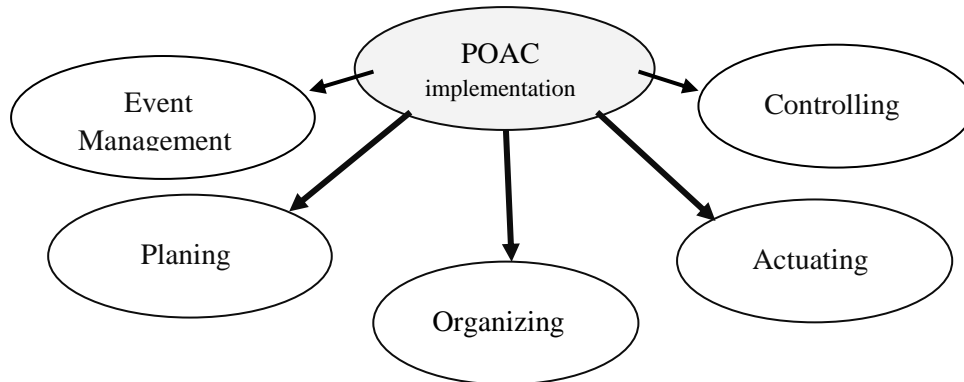
In subsequent interviews, the owner stated that the contract carried out by Ely Wedding House was an *ijarah* contract or lease, an agreement between the wedding organizer as the party who rented it out and the tenant (*mustajir*). The client who has selected the available packages in the menu book is it only the catering and building packages, decoration package A, decoration package B, and decoration package C. complete package. The decoration and makeup packages are all listed, and the production facilities' price and specifications are offered according to the available criteria. After an agreement has been reached between *mustajir* and *mujir/muajir*, then as a sign that the *mustajir* or the lessee pays a sum of money or known as a down payment of Rp. 500,000., the remaining 70% of the payment will be paid either in cash 1 month when the event will be held, the 30% payment can also be made after the wedding ceremony is completed. However, if there are obstacles the consumer suddenly cancels the contract, then according to the initial agreement client pays a penalty or compensation with a range between Rp. 200,000, - up to Rp. 600,000, - depending on the type of package selected. This is where the *ain ijarah* contract occurs where the *mustajir* and *mujir* parties who make the lease contract for

goods, services or property to be taken advantage of by providing a sum of money or fee compensation (*ujrah*) for example the client chooses the services of Ely Wedding House, a complete package, the tenant will receive facilities: building, decoration, catering, bridal makeup, documentation by giving some money to the person who rents / Ely Wedding House. This is what causes the transfer of rights to use facilities and infrastructure to take advantage.

In *ijarah dzimnah* contract, where the *mustajir* and *mujir* parties who carry out the lease contract for goods, services or property to be taken advantage of, of course in exchange for some money (*ujrah*) which goods or services are in the hands. For example, the client chooses services of Ely Wedding House choosing package A Tenants will receive facilities: wedding decorations, bridal makeup, and documentation by paying the rent to Ely Wedding. Ely Wedding has the right to division of their job, decoration section is unable to do so. So the owner still has to find an employee who has expertise in the decoration field (interview result, 17 July 2021). To find out the forms of contracts in the management of Ely Wedding House, organizers conduct work together with the team according to job description, catering, decoration, makeup artist, documentation, entertainment/music, and souvenirs. Here there is a bond or collaboration, where each party provides a portion of the total funds and participates in the cooperation (*syirkah al-inan*) implementation of the Ely Wedding with the building team with vendor equipment, chairs, sound systems, to entertainment.

Syirkah Al-Mufawadhah contract is a form of cooperation in which each party shares the profits and losses together. As for its application, it can be seen from the decoration team where decorations, both live and dead flowers, cannot be predicted, the more unique the decorations are, the more difficult, steps, and expensive materials are needed. *Syirkah Al-Abdan* contract is also in the management of the Ely Wedding. In this contract, two people in the same profession accept work together and share profits, for example in the catering sector, by displaying a new menu of dishes and drinks usual by collaborating with other food caterers. This later can attract clients to try or choose catering based on experience, friends' stories, etc. This can also happen to bridal makeup services, through modifications to make-up that has a modern concept but still has an Islamic element which is also a special attraction for the people of Pasuruan Regency, whose majority of the population is Muslim or as a santri city, providing good service, punctuality, and a good attitude. Professionals become a successful event unit, this is also applied in *Syirkah Al-Wujuh*, only the difference is that each unionized party has a good reputation and prestige and is an expert in the business. *Syirkah Al-Mudharabah* is a form of cooperation that has a price with the manager, for example, field implementing teams who monitor the event to ensure the wedding goes smoothly. (interview, 25 July 2021). From the interview results above, it can be concluded that the processing of wedding organizers at Ely Wedding House uses the application of POAC namely Planning, Organizing, Actuality and Controlling. For more details, the stages of managing the Ely Wedding House are as follows:

Figure 3
Implementation of POAC in Ely Wedding House



Source: Interview Result (2021)

Ely Wedding House Pasuruan is a service offering business that can help brides-to-be, formulate concepts/ideas, prepare, plan, and manage wedding events with sharia concepts in it, as well as a means for prospective couples to consult or a place to ask for advice in order to realize a series of wedding event according to the concept planned/wanted. A successful wedding party can be an impression that will not be forgotten during client’s life. The management is like an *ijarah* contract (lease), either *ijarah ain*, or *ijarah dzimmah*. The forms of cooperation with relations are sharia contracts (cooperation) both sharia inan, sharia abdan, syarikah wujud, syarikah mufawadhah and syarikah mudharabah. Ely Wedding's collaboration with relationships in different fields is expected to be able to maintain a reputation in the eyes of the client, with several product variants offered, with good management it will increase client trust, and the level of profit can increase. Planning, preparation, and communication that is very intense/frequent between the perpetrators of the wedding organizer, family of bride and groom make the wedding party event focused and conceptualized, resulting in a rundown that can be carried out successfully with well-organized and realized timings. with desire.

Ely Wedding House Management Service Satisfaction in the Eyes of Clients

To obtain exposure to research results on service satisfaction in the management of Ely Wedding House, the researchers conducted interviews with clients who had used the services of Ely Wedding House at their weddings.

One of the clients said that having a wedding organizer service was very helpful in the midst of his busy work. Then clien 1 chooses or use the services of Ely Wedding House, because it is impossible to organize his own wedding, which involves many people, and requires energy and time. Client 1 stated that a wedding is a sacred and complicated procession, it requires very thorough preparation. With the presence of a wedding organizer who offers a variety of services that can help me plan, and manage wedding events starting from the and building, catering, decorations, souvenirs, makeup/makeup, and documentation, thus saving time and energy for me and my family who are busy with work activities (interview, 10 August 2021).

The same thing was said by Client 2, a doctor who works at a Masyitoh hospital in Bangil said that with the services of a wedding organizer in addition to helping prepare the concept of an Islamic wedding party. Contributors to the concept of "Prestigious wedding ideas" with Islamic nuances offer wedding party services ranging from preparing, planning, and managing according to a series of event

schedules. Client 2 can take advantage of existing facilities, there are prices and quality, meaning that the packages offered have different price specifications, this is due to the facilities provided by the wedding organizer. So here the client is free to choose the available packages in the menu according to the picture. As a client, after choosing according to the desired wedding party concept, whether a complete package such as catering, building, decoration, souvenirs, bridal makeup, entertainment or just, we choose 2-3 facilities services offered depending on our budget. In addition, there are officers or a team of officers who handle, the concept of the event, as well as assist with the wedding preparation schedule, which is separate for men and women. This makes it comfortable to consult about the concept of Islamic and modern marriage, protected from the risk of violating religious rules. Holding a wedding in accordance with Islamic law will bring blessings from Allah SWT (interview, 27 August 2021).

Same statement was also said by Client 2 said that the benefits of having a wedding organizer in addition to helping the bride and groom in preparing, planning, and managing. The wedding Organizer can formulate everything that is needed, because we cannot prepare the client itself for the wedding, and check the stages of the party such as catering, building, decoration, bridal makeup, documentation, and entertainment. With a variety of service packages offered, there is a complete package or one that we choose according to the list in the menu or picture book. Client 2 only needs to give the sign to be Rp. 500.000,- and the remaining payment is 1 month before the event, and the remaining payment is 30-20% after the event is over. This payment system is very easy for us, especially for those who are constrained by the budget (interview, 19 September 2021).

From the results of the interview above, it can be concluded that the presence of Ely Wedding House in the modern era, is very helpful for prospective brides and their families in preparing, planning, and managing wedding events with Islamic concepts, by offering different prices according to the specification of selected facility/package. And the payment system is paid gradually 70% from 1 month before the event, and the remaining 30% payment after the event is over. The wedding organizer service business has developed quite rapidly and is in great demand by business actors because it has promising opportunities in the Pasuruan district, which is known as the 'santri' city. There are several aspects that become indicators in a shari'ah wedding organizer, namely: 1). Officers who handle all wedding needs from decorations, and fashion concepts, to pre-wedding photos will form a team. Some WO usually use a male team more to complete all preparations, but in syari WO will create a team consisting of male and female officers the same number, female officers will take care of the interests of the bride, while male officers are more focused on preparing the needs of the parties. groom. With this division of labor, the bride and groom will be more comfortable consulting about the concept of marriage according to their needs and desires. 2). The event concept after the client agrees to use the sharia concept, namely: minimalist, vintage/wedding decorations with classical or elegant indoor or outdoor concepts as well as garden party/outdoor decoration themes. The WO sharia team will ensure the event takes place according to Islamic law, such as the separation between female and male guests.3) WO preparation schedule assistance usually has operations that are integrated with the wedding planner where the bride and groom in every wedding preparation schedule such as: wedding dress fittings, pre-wedding photos, to the selection of wedding locations deploy special officers separately between men and women.

5. Conclusion

Ely wedding house is a service offering a business unit that can assist brides and their families in preparing, planning, and managing wedding events with concepts following a series of event schedules, contributors to concept ideas, Islamic nuanced wedding concepts. Here the client is free to choose the packages in the menu/image according to different price specifications depending on the type of package selected. As for the processing, Ely wedding house applies POAC (Planning, Organizing, Actuating, and Controlling) as for the stages: a) Event management is an application of project or event management to create well-structured plans, concepts, and develop events from small to large scale. b) Planning a well-structured, plan that can be conditioned according to a rundown (series) of plans per the client's wishes and goals. c) Organizing forms a team with other justice or arrangements for physical and human resources according to the job description. d) Actualiting is a cooperative concept that is structured, neat, fast, responsive, and creative. e) Controlling, finally, there is supervision and evaluation of each activity or work carried out from beginning to end, according to what has been determined or planned. The existing contracts in the management of Ely Wedding House are *Ijarah* contract (lease) and *Syarikah* contract (cooperation).

Suggestion

The presence of Ely Wedding House in Bangil-Pasuruan can help brides-to-be in drafting ideas, and concepts, preparing, planning, and managing wedding events with Islamic nuances. But in its management, such as *ijarah* contracts (leases) improvements need to be made, especially on the ordering system made by the client. through a pre-order system that makes it easier for the public to recognize the packages at Elly Wedding House through mass media. This is one means of marketing strategy services for packages at Ely Wedding House, where the internet media can reach consumers at large. Pre Order is a transaction of buying and selling services and goods where a client, when ordering an item/service, must pay money in advance or known as DP (down payment) when ordering an item/service. This must be done both on online and offline ordering services to ensure that the client cancels the order. The Ely Wedding House service can make a policy not to return the down payment if the buyer cancels.

In sharia contract conducted by Ely Wedding House with relations with certain expertise such as decoration, catering, souvenirs, documentation, and bridal makeup, it can also expand business development in the pre-wedding field such as decoration packages for offerings, pre-wedding treatment packages, pre-wedding photo. This is sought to influence client decisions to use their services (customer decision making), as well as offer a service that is different from other competitors. To seize market share and new markets through various displayed ways and innovations.

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