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### Chapter 1: Introduction

#### 1.1 Research Background

In recent years, there has been a growing demand for efficient and effective event management systems in educational institutions such as campuses. Traditional methods of organizing and promoting campus events often involve manual processes and rely heavily on paper-based communication, leading to inefficiencies and difficulties in reaching a wide audience. To address these challenges, researchers have turned their attention to developing web-based systems specifically designed for managing campus events.

The emergence of web-based systems offers numerous advantages in terms of accessibility, scalability, and real-time communication. These systems leverage the power of the internet to streamline event planning, coordination, and promotion processes. Through a centralized platform, organizers can create event listings, manage registrations, send automated reminders, and communicate important updates to participants. Additionally, attendees can conveniently browse and RSVP to events, access event details, and receive personalized notifications.

Research in the field of campus event web-based systems has focused on various aspects, including user experience, system architecture, data security, and integration with existing campus infrastructure. Studies have explored the effectiveness of different design elements, such as intuitive interfaces, mobile responsiveness, and social media integration, in enhancing user engagement and participation. Furthermore, researchers have examined the technical requirements and challenges associated with integrating these systems with legacy campus systems, such as student information systems and facility management systems.

One study by Johnson et al. (2020) investigated the impact of a web-based event management system on student engagement and event attendance in a university setting. The researchers found that the implementation of the system significantly increased student participation in campus events, leading to a more vibrant and connected campus community. They also highlighted the importance of user-friendly interfaces and proactive communication features in driving user adoption and satisfaction.

#### 1.2 List of Problem(s)