

INTISARI

Penelitian berjudul “Rancang Bangun *Website* Persewaan Omah Dekorasi Klaten Dengan *Framework* Laravel” ini bertujuan untuk mengatasi permasalahan pencatatan pemesanan dan pelayanan informasi yang masih dilakukan secara konvensional. Permasalahan yang dihadapi adalah keterlambatan respon pelayanan pelanggan, tidak adanya integrasi data transaksi, serta risiko kesalahan penjadwalan akibat pencatatan manual. Batasan penelitian difokuskan pada perancangan sistem berbasis *web* menggunakan *framework* Laravel, pembagian hak akses untuk admin dan calon pelanggan, penyediaan modul rekomendasi pemilihan paket menggunakan metode *Simple Additive Weighting* (SAW), serta pengelolaan rekapitulasi data pemesanan. Metode pengembangan yang digunakan adalah *Rapid Application Development* (RAD), karena dinilai cepat, terstruktur, dan memungkinkan keterlibatan pengguna secara langsung dalam tahapan perancangan antarmuka maupun *prototype* sistem. Hasil penelitian menunjukkan bahwa sistem yang dikembangkan mampu menyajikan katalog layanan secara mandiri, memberikan rekomendasi paket yang akurat sesuai anggaran dan ukuran lokasi, serta memfasilitasi proses pemesanan hingga pelacakan status secara terorganisir. Pengujian fungsionalitas melalui *Black Box Testing* pada 12 skenario uji membuktikan seluruh fungsi sistem berjalan sesuai rancangan tanpa kendala. Selain itu, pengujian kelayakan melalui *User Acceptance Testing* (UAT) menggunakan kuesioner skala Likert memperoleh nilai rata-rata 91,22%. Hasil ini membuktikan bahwa *website* persewaan dapat membantu pemilik usaha dalam menertibkan administrasi, mempercepat alur transaksi, serta meningkatkan kemudahan bagi pelanggan.

Kata kunci: *Website* Persewaan, Laravel, *Rapid Application Development*, *Simple Additive Weighting*, *User Acceptance Testing*

ABSTRACT

This research, entitled " Rancang Bangun Website Persewaan Omah Dekorasi Klaten Dengan Framework Laravel ", aims to overcome the problems associated with conventional booking recording and information services. The problems encountered include delayed responses to customer inquiries, the lack of transaction data integration, and the risk of scheduling errors resulting from manual documentation. The scope of this research focuses on designing a web-based system using the Laravel framework, categorizing access rights for administrators and prospective customers, providing a package recommendation module using the Simple Additive Weighting (SAW) method, and managing the recapitulation of booking data. The system development method employed is Rapid Application Development (RAD), which was selected because it is fast, structured, and enables direct user involvement throughout the interface design and system prototyping phases. The results show that the developed system is capable of presenting service catalogs independently, delivering accurate package recommendations according to budget and venue size, and facilitating the ordering process as well as order status tracking in an organized manner. Functionality testing through black-box testing across 12 test scenarios demonstrated that all system functions operated according to design without any errors. Furthermore, feasibility evaluation through User Acceptance Testing (UAT) using a Likert scale questionnaire achieved an average score of 91.22%. These findings confirm that the rental website can assist the business pemilik in organizing administrative tasks, accelerating transaction workflows, and enhancing customer convenience.

Keyword: Rental Website, Laravel, Rapid Application Development, Simple Additive Weighting, User Acceptance Testing