

## **ABSTRACT**

### **MOBILE COMMERCE SYSTEM DEVELOPMENT FOR CAR RENTAL PROCESS WITH RAPID APPLICATION DEVELOPMENT**

**By**

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In this research, it will be developed a mobile commerce (m-commerce) website to simplify car rental process of a company. This m-commerce system developed with Rapid Application Development method. So the process of building this software more quickly or short time. Applying Wireless Application Development (WAP) architecture in this system so the website can be accessed from browser in the phonecell. Hopefully in terms of more profitable business for both parties between the customers and a company. Customers can save operating costs, the company can expand the link prospective customers because information can be accessed through mobile media.

**Keyword** : Rapid Application Development (RAD) Method, M-Commerce System, Wireless Application Protocol (WAP), Browser.

**ABSTRAK**

# PENGEMBANGAN SISTEM *MOBILE COMMERCE* PADA PROSES RENTAL MOBIL MENGGUNAKAN *RAPID APPLICATION DEVELOPMENT*

Oleh

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Di dalam penelitian ini dilakukan pengembangan *website m-commerce (mobile commerce)* untuk mempermudah proses penyewaan kendaraan mobil pada suatu badan usaha. Pengembangan sistem *m-commerce* ini menggunakan metode *Rapid Application Development (RAD)*. Dengan demikian siklus pembangunan perangkat lunak menjadi lebih pendek atau singkat. Penerapan sistem *m-commerce* ini menggunakan arsitektur yang berbasis *Wireless Application Protocol (WAP)* sehingga *website* dapat diakses dari *browser* pada telepon seluler (ponsel). Diharapkan dari segi bisnis lebih menguntungkan bagi kedua belah pihak antara pihak *customer* dan penyedia jasa. Bagi customer dapat menghemat biaya operasional, bagi penyedia jasa dapat memperluas *link* calon *customer* karena informasi dapat diakses melalui media ponsel.

**Kata kunci:** Metode *Rapid Application Development (RAD)*, Sistem *M-Commerce*, *Wireless Application Protocol (WAP)*, *Browser*.