

ABSTRAK
PENGEMBANGAN SISTEM INFORMASI PENYEWAAN KOSTUM *COSPLAY*
KARAKTER *ANIME* BERBASIS WEBSITE DI LAMPUNG

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Perkembangan budaya pop Jepang meningkatkan popularitas *cosplay* di Lampung. Keterbatasan akses kostum *cosplay* berkualitas dengan harga terjangkau menjadi kendala bagi para penggemar *anime*. Sistem penyewaan konvensional yang manual menyebabkan ketidakefisienan pengelolaan inventori dan layanan pelanggan. Penelitian ini bertujuan mengembangkan sistem informasi penyewaan kostum *cosplay* berbasis website untuk memudahkan akses dan pengelolaan bisnis di Lampung. Penelitian menggunakan metode *System Development Life Cycle* (SDLC) model *Waterfall* meliputi analisis kebutuhan, desain, implementasi, testing, dan maintenance. Sistem dikembangkan menggunakan *framework PHPNative*, database *MySQL*, serta *HTML*, *CSS*, dan *JavaScript* untuk menciptakan aplikasi *web* responsif. Sistem memiliki fitur katalog kostum dengan pencarian dan filter, manajemen pemesanan dan pembayaran *online*, manajemen admin, dan review pelanggan. Evaluasi dilakukan melalui pengujian fungsionalitas, usability testing, dan *User Acceptance Testing* (UAT). Hasil pengujian menunjukkan sistem berfungsi baik dan memenuhi kebutuhan pengguna. Tingkat kepuasan UAT mencapai 90% dari 23 responden, menunjukkan sistem layak digunakan. Sistem berhasil meningkatkan efisiensi pengelolaan bisnis dan kemudahan akses pelanggan. Pengembangan ini diharapkan mendukung pertumbuhan industri kreatif dan ekonomi digital di Lampung

Kata Kunci: Sistem Informasi, Penyewaan Kostum, *Cosplay*, *Anime*, *Website*, *E-commerce*, Lampung

ABSTRACT

DEVELOPMENT OF A WEBSITE-BASED ANIME COSPLAY COSTUME RENTAL INFORMATION SYSTEM IN LAMPUNG

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The development of Japanese pop culture has increased the popularity of cosplay in Lampung. Limited access to good quality cosplay costumes at affordable prices is an obstacle for anime fans. Conventional manual rental systems cause inefficiencies in inventory management and customer service. This research aims to develop a website-based cosplay costume rental information system to facilitate access and business management in Lampung. The research uses the System Development Life Cycle (SDLC) Waterfall model method, including needs analysis, design, implementation, testing, and maintenance. The system was developed using the PHPNative framework, MySQL database, and HTML, CSS, and JavaScript to create a responsive web application. The system features a costume catalog with search and filter, online order and payment management, admin management, and customer reviews. The evaluation was conducted through functional testing, usability testing, and User Acceptance Testing (UAT). Test results showed the system functioned well and met user needs. The UAT satisfaction rate reached 90% among 23 respondents, indicating the system's suitability for use. The system successfully improved business management efficiency and eased customer access. This development is expected to support the growth of the creative industry and digital economy in Lampung.

Keyword : Information System, Costume Rent, Cosplay, Anime, Website, E-Commerce, Lampung

