

## ABSTRACT

*Car rental is getting big these day, especially in Bandung. Web based car rental is used by so many people because, it's make easier to run the business and do the transaction without need to come to the office of car rent. Therefore, web base rent business usually only used by UKM scale. If we see from consumer's perspective which wanted to rent car in quick time, consumer had to find the closest car rent by them. Therefore, the research made to overcome this problem by developing a web application that not only overshadow UKM car rental only, but all privately owned cars for rent. So, consumers who want to rent a car will easily get a rental car closest to the position.*

*Apart from the consumer, car owners can increase revenue by rent his car into the website. More and more car owners rent their car, the more locations that are accessible to consumers with ease. Besides from that, this web application will facilitate consumer transactions because it uses a top-up system balance which can make quicker transaction. For the development of this web applications, will use iterative incremental model developed in four phases, inception, elaboration, construction and transition. The web application itself is built using the manual PHP programming language and MySQL database.*

*The results of this study is a web application which help ease consumers looking for car rental needs and based on the nearest location and enable consumers to make transactions easier. This application can also help car owners to rent out the car with ease. The car owner will receive a commission every merentalkan car to consumers who have made the process of booking a car rental, application Rental-go is very convenient for the owner of the car so that they can continue to monitor the balance received each time merentalkan car and also can see the commission coming each receive car rental orders online.*

*Keywords: Car rental, iterative incremental , manual PHP, MySQL*