

PENGEMBANGAN SISTEM INFORMASI PENYEWAAN PAKAIAN ADAT BERBASIS WEB INTERAKTIF DI TOKO BAJU BODO KENDARI

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INTISARI

Latar Belakang: Toko Baju Bodo Kendari merupakan salah satu pelaku usaha di bidang penyewaan pakaian adat yang berlokasi di Kota Kendari. Proses operasional yang masih dilakukan secara manual, seperti pencatatan pemesanan melalui WhatsApp dan pengelolaan transaksi menggunakan Excel, menyebabkan berbagai kendala. Permasalahan yang sering muncul antara lain keterlambatan pelayanan, tabrakan jadwal sewa, serta kesalahan pencatatan transaksi.

Tujuan: Penelitian ini bertujuan untuk mengembangkan sistem informasi penyewaan pakaian adat berbasis web interaktif yang mampu mengotomatiskan proses reservasi, manajemen stok, dan pelayanan pelanggan, sehingga dapat meningkatkan efisiensi dan kualitas layanan di Toko Baju Bodo Kendari.

Metode Penelitian: Penelitian dilakukan melalui tahapan analisis kebutuhan, perancangan antarmuka dan sistem, implementasi menggunakan metode waterfall, serta pengujian dengan pendekatan User Acceptance Testing (UAT). Sistem juga dilengkapi chatbot berbasis algoritma NLP untuk menjawab pertanyaan pelanggan.

Hasil: Sistem berhasil dibangun dengan fitur utama berupa manajemen stok *real-time*, reservasi *online*, dan chatbot otomatis. Hasil pengujian *UAT* menunjukkan tingkat penerimaan yang sangat baik, dengan skor rata-rata di atas 80% untuk semua aspek penilaian, baik dari sisi pelanggan maupun admin. Sistem dinilai memudahkan proses penyewaan dan pengelolaan data penyewa secara signifikan.

Kesimpulan: Sistem informasi penyewaan pakaian adat berbasis web di Toko Baju Bodo Kendari berhasil dikembangkan dengan fitur manajemen stok, reservasi *online*, dan chatbot sederhana. Sistem mempermudah proses penyewaan yang sebelumnya manual. Hasil *UAT* menunjukkan tingkat penerimaan sangat baik, dengan skor rata-rata di atas 80% dari pelanggan dan admin.

Kata-kunci: Sistem informasi, penyewaan, pakaian adat, web interaktif, *UAT*

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DEVELOPMENT OF AN INTERACTIVE WEB-BASED INFORMATION SYSTEM FOR TRADITIONAL CLOTHING RENTAL

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ABSTRACT

Background: Bodo Kendari Clothing Store is one of the businesses in the traditional clothing rental industry located in Kendari City. Operational processes that are still conducted manually, such as order tracking via WhatsApp and transaction management using Excel, have caused various challenges. Common issues include delayed service, scheduling conflicts, and transaction recording errors.

Objective: This study aims to develop an interactive web-based traditional clothing rental information system capable of automating reservation processes, inventory management, and customer service, thereby improving efficiency and service quality at Bodo Kendari Clothing Store.

Method: The research process began with user needs analysis, interface and system design, system implementation using the waterfall development method, and testing using the User Acceptance Testing (UAT) approach to assess user acceptance of the developed system. The system is also equipped with a chatbot based on Natural Language Processing (NLP) algorithms to assist in answering customer inquiries.

Result: The system was successfully developed with key features including real-time inventory management, online reservations, and an automated chatbot. UAT testing results showed very high acceptance levels, with an average score above 80% across all evaluation aspects, both from the customer and admin perspectives. The system was found to significantly simplify the rental process and data management for renters.

Conclusion: The web-based traditional clothing rental information system at Toko Baju Bodo Kendari was successfully developed with features including inventory management, online reservations, and a simple chatbot. The system streamlines the previously manual rental process. UAT results showed a very high acceptance rate, with an average score above 80% from both customers and administrators.

Keywords: Information system, rental, traditional clothing, interactive web, UAT

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