ABSTRACT

Utilization of technological media which is currently increasing has made people's lifestyles shift from offline to online activities, consumers continue to switch in looking for things needed. Both in various aspects of daily needs and accessed using the internet. Problems that often occur in Event organizer Vendors often face difficulties in increasing sales, marketing their business to reach the target market around though. In addition, our prospective partner methods are still difficult to reach by consumers. So many consumers have difficulty in finding information on event organizer Vendor services. Search for event organizer services and package rental reservations with Vendors. Rencara *Present as a Startup that focuses on event organizers.* Rencara *is an event organizer Vendor information platform. With the main features of the initial appearance of the website plan to offer several products or goods that can be rented and display categories based on the products needed by consumers, and make reservations for rental services or goods offered by these Vendors. In designing the* Rencara *application requires information related to Vendors who become our partners, Customer data and make transactions directly to Vendors.*

To reach the digital society, we are required to be able to adapt to digital developments so as not to be left behind. According to (Yasha, 2018) based on the description above, it is expected to be able to increase Indonesian entrepreneurs in reaching community needs, especially interests in the event needs industry, researchers make "Design and Development of a Startup Rencara *Using Extreme Programming Method" to be used by Oranizer Event Vendors in the Bandung area. The website is created using bootstrap to facilitate prospective users and provide a responsive look, with MySQL as a database that will later be linked to the Codeigniter framework and using the PHP programming language.*

Keyword   : website, event, internet, enterpreneu