

ABSTRACT

In this digital era, every individual's need for digital creation equipment is undeniable. Now, photography is in demand by all ages and groups ranging from various needs, such as business development, traveling, content creation, creative agencies, event documentation, and those who want to understand cameras and their equipment. However, the gap between the price of photographic equipment and the increasing public interest is enough to become a financial barrier to being creative in today's digital era, as well as certain equipment that is not needed all the time. The lack of information media that provides rental of photographic equipment is a real problem faced in Pekanbaru City. With the presence of this prototype photography equipment rental application, it is hoped that it will make it easier for Pekanbaru City residents, especially economic, business, and creative actors to produce works and develop their businesses.

Keyword: *application, rental, photography, design, prototype, user interface*