

## **ABSTRACT**

The crime rate of car theft continues to increase massively every year, based on quotes from the Indonesian Central Statistics Agency. This of course results in anxiety for the owner of the car rental service. Another factor is that the car is not equipped with GPS technology. The high cost and minimal features are the main reasons why car rental service providers do not use GPS, because GPS in the market is not equipped with complete features even at a high enough price. This research will focus on a monitoring system for admins using Internet of Things (IOT) technology which will provide complete features with a database that makes it easy to manage customer information through the website. Where, longitude and latitude coordinate data originating from GPS will be projected directly using NodeMCU ESP8266 as the internet / wifi provider so that the data obtained from GPS can be sent to the website via the internet and the results can be viewed/monitored via the RentalMobilDays website that was designed with the Laravel framework to see the car's presence in realtime. By adding a notification reminder feature to the rental to immediately return the car. If the rental time has exceeded the limit and the user has not returned it, then there is a fine that must be paid per day. The reminder feature is sent via email to the user. With this monitoring tool, the car rental facility providers feel safe and get more profit.

**Keywords: Car Rental, GPS, IOT, Laravel**