

ABSTRACT

Promotions and the limitations of promotional media for rental service owners around Telkom University are problems that are often faced by rental service owners and rental service users to find out where rental services are available, especially new students who need a vehicle. As a business engaged in vehicle rental services, promotional media is important to be able to promote its rental business and be able to attract rental service users to come to the rental business.

The Vehicle Rental Center Portal application around Telkom University is an application that can be used to accommodate vehicle rental services around the Telkom University dictionary. This application can also be used by vehicle rental services as a place of promotion. This application can also make it easier for service users to find the vehicle they need. This application is a web-based application in running it.

Keywords: rental services, business, promotion