

## ABSTRACT

### DESIGN AND IMPLEMENTATION OF CROWDFUNDING PLATFORM FOR FILMMAKER BASED ON WEBSITE

*In today's digital era, the potential of the creative industry is increasingly promising opportunities. One of them is the film industry. Many works of films both made by well-known producers and pioneers are very good and entertaining, even giving useful messages to the audience. Unfortunately, many film pioneers when they were just about to make or want to continue their work had difficulty funding the project. As time has evolved, the collective culture of the community in conducting fundraising or popularly called crowdfunding has recently become an alternative method of business funding which is increasingly popular in Indonesia. With a concept that is identical to the Indonesian community's mutual cooperation culture, crowdfunding platforms are expected to overcome capital-related problems, such as the need for funds to complete a project in the creative industry. Because of these factors, a solution emerged to connect filmmakers with the public in realizing their work, so researchers wanted to create a crowdfunding platform for filmmaking. This crowdfunding platform is website-based. This website is created using React and Node.js. The system architecture model used in creating this website is a client-server architecture where the client is a user device and the server is a MySQL database stored on Virtual Private Server. The result of this research is that an application has been produced by applying the concept of crowdfunding. The test results show that the crowdfunding website works as expected, although there are still some errors found. Based on the analysis of the Likert Scale calculation results, in terms of appearance and website design an average value of 83%, in terms of overall services on the menus in the application can be recognized and understood by users getting an average value of 86%, in terms of efficiency in using the website get an average value of 85%, and for still there are errors on the website get an average value of 56%. With the crowdfunding website, it is expected that it can help to make it more easier for filmmakers in getting funding to do filmmaking based on their ideas.*

Keywords: *Web, Crowdfunding, Film, React, Node.js*