

ABSTRACT

Indonesia is famous for its variety of arts and culture scattered archipelago. It can be seen from the large number of artists or cultural, stores or art galleries, and high public interest to purchase or own it. Art itself is kind of Indonesia's largest export commodity after textile, furniture, oil and gas. However, to export, promote, and sell art abroad requires substantial capital and the risk is high, so there are still many stores or art galleries, most of which are type of small and medium enterprises (SMEs) and an even more simply form a group of artists who do not think the promotion and sale carefully, not being able to promote and sell their production overseas despite very high production quality.

Therefore, the required design web portal for booking and sale of goods in the art gallery to facilitate the promotion and sale of goods in the art gallery. In addition, by using a web portal as a media promotion and sales, art galleries can now reach international markets and exporting effective with less risk due directly to adjust to customer demand abroad through ordering and purchasing features within the web portal. By using PHP as the programming language and MySQL as the database center, the website is designed to meet the needs and without prejudice to the role of the existing art craftsmen so that the website can be implemented.

After doing some testing and implementation, obtained several conclusions including: websites have considerable benefits in terms of both the buyer or the seller, and the website has a complete view and allows users to order and purchase art, and quite easy to access. It is based on functional testing, Subjective testing, and testing speed of access that has been done before.

Keywords : *Application , web portal, Art, Database*