ABSTRACT

Investment is the investment of funds to finance in an effort to develop. In Indonesia, one of the sectors of the national economic development that requires venture funds are Small and Medium Enterprises (SMEs). One of the problems faced by SMEs is the difficulty in finding investment funds because of the lack of information as well as the influence of the desire of investors to invest funds in investment. The funds have been invested by the investor should be accounted in accordance with the intended use of investment funds and can be shown transparently by investors in the form of periodic financial statements to be done and the control of monitoring. Selection of the dissemination of information by using the website will facilitate SMEs and investors to interact and share the information they need at the moment.

A large number of SMEs and investors as well as the need for the availability of funding, crowdfunding become a model that can be applied in the search for investment funds. A short definition of crowdfunding is where a large number of people (the crowd) to financially support an effort that will be executed. This website also apply iterative incremental method that can accommodate if there is a change at this stage of development that has been done. Analysis and design of this website using UML and programming languages PHP framework CodeIgniter. Website is tested by testing blackbox testing to the user. The results show that the system is built in accordance with the system design and user needs.

Results of this research is the website which can facilitate the investors in the controlling and monitoring of investment funds in SMEs, can also facilitate SMEs in managing investment funds effectively and transparently.

Keywords— investment management, monitoring, crowdfunding, iterrative incremental