

ABSTRACT

SMEC is one of the sectors that have an important role of the economy of a country or region, as well as country Indonesia SMEC has an important role in its economy of the community. The problem until now is still a constraint in the UMKM business development is the limitation of capital owned. In addition small medium enterprises have difficulty in doing the marketing of the products produced. Another problem faced by small medium enterprises to do marketing namely due to competition and the lack of channels owned by the SMEC. Small medium enterprises thus need a container that can help small medium enterprises product marketing to increase sales. The selection of the dissemination of information by using the marketplace will make it easier for SMES to interact as well as marketed products that have been produced. Marketplace is an online outlet that is part of e-commerce and acts as a liaison between the seller and the buyer can use to conduct transactions online outlet is, in General a marketplace will manage customer data, order process, and process transactions before the order is sent to the buyer. Small medium enterprises that become the focus at penilitian is social entrepreneur.

This website apply waterfall method that could accommodate if there are changes in the stages of development that have been carried out. Analysis and design of this website using the UML. Website design is tested by doing testing using an interactive mockup to the user to figure out the alignment requirement of design and comfort as well as obtain feedback from the user. The test results showed that the system was built in accordance with the design of systems and user needs.

The results of this research is the website that can facilitate small medium enterprises in conducting product marketing, and can make it easier for small medium enterprises in product and transaction processing more effective and well documented.

Keyword — Marketplace, Social Entrepreneur, mockup, Waterfall