

## ABSTRACT

*Internet users in Indonesia continue to grow every year. Utilization of the internet by the people are also expanding, one of them is for sale-purchase transactions. With the growing potential of the digital economy, the government should making rapid programs for the development of the digital economy. To be useful for the domestic economy, especially in Small-Medium Enterprise (SMEs), as many as 8 thousand SMEs in order to "go online" to carry out the digital economy. But considering that every SMEs has different characteristics in each product and sales, no web service that can meet them. Therefore, this research will analyze the existing business process of SME and create a recommendation of sales system that match the needs of characteristics of SME using System Development Life Cycle method with the tools are flowmap diagram, context diagrams, data flow diagrams, and entity relationship diagrams. Method of collecting data applies primary data in the form of interviews to informants from Sentra Kaos Suci Bandung. As well as secondary data in the form of books, articles, previous research, and reference journals related to research problems. Based on the results of the research, Sentra Kaos Suci Bandung has not done much on online sales, due to limited capabilities and no service which meet the needs of the SME. Researcher also provide a recommendation of sales system that match with the needs of SME and design a web prototype using wordpress as open source e-commerce.*

*Keyword: sales system, flowmap diagram, context diagram, data flow diagram, entity relationship diagram, system development life cycle (SDLC), and open source e-commerce.*