# ABSTRACT

*Micro, Small and Medium Enterprises (MSMEs) one of the sectors that contribute greatly to the economic growth of Indonesia. However, to be able to increase sales and widen the market reach need to utilize infomation technology. Therefore, this final project built the application Content Management System Marketplace Handicraft for MSMEs, especially customer module and customer support. This application can help customer manage orders, manage payment and delivery, manage users, and manage ticketing. Making this application is done by Waterfall method. Web-based application and implemented with Codeigniter framework, PHP programming language, and MySQL database as data storage media. With this application, is expected to facilitate customer in order to order the products of handicrafts so that can save time and cost compared with the traditional commerce that comes to the store directly. After application has been tested using black box testing method and User Acceptance Test (UAT) on each system unit, it can be proved that the application has been able to facilitate the customer in the process of purchase transaction of handicraft production, facilitate customer to process payment, facilitate customer to manage and track order without limitation of time and place and also facilitate the customer in conveying problems or complaints.*

*Keywords: Marketplace, Micro, Micro, Small and Medium Enterprises (MSMEs) Handicraft, Content Management System (CMS)*