

## **ABSTRACT**

*EKRAF is one of the sectors that is expected to be a new national economic power in the future, EKRAF becomes one of the factors of increasing gross domestic product (GDP). In Indonesia, EKRAF is dominated by 3 major industry sub-sectors namely culinary industry, fashion industry and handicraft industry.*

*There are several challenges faced in the process of human resource development, that are technology and internet. Global competition must be faced with proper and efficient works. Meanwhile, the quality of Indonesian human resources in technology is still low. This causes the craftsmen are not able to compete in a better market.*

*This research aims to solve the problem of EKRAF Indonesia, especially in the craft sub-sector. One of the problems of the craft subsector in Indonesia is the difficulty in modern market penetration due to the lack of marketing knowledge and not yet implementing information technology.*

*HARDCRAFT as a bridge for Indonesian craftsmen to get a more promising market. HARDCRAFT E-Commerce is expected to assist local Craftsmen with a potential to sell their work to EKRAF enthusiasts throughout Indonesia with HARDCRAFT.*

*Keyword: EKRAF, website, e-commerce, mobile application, Craftsmen*