ABSTRACT

The use of marketplace in Indonesia has increased over time due to the growing rapidly with the existing technology. Marketplace utilization is done by various retail companies as a form of business so as not to be eroded with companies that use marketplace first, no exception UKM. UKM utilize marketplace as a medium of sales support by UKM to sell their products. However, to expand the market reach, UKM need marketplace that can bridge between producers and distributors. In addition, product and order management is required by UKM. So this final project builds Virtual Market Application for UKM Development Sales Module Product Producers. In this module, applications can assist producers in registering, managing products, managing incoming orders, and communicating with distributors. The Rapid Application Development (RAD) method is used as a research methodology in its preparation and Unified Model Language (UML) to describe the system model. Web-generated applications that can be accessed anywhere, in the coding using PHP with CodeIgniter framework and MySQL as data storage media. After testing the application using black box testing method and User Acceptance Test (UAT) on each system unit, it can be proved that the application has fulfilled the needs of the producers. The conclution is this application can help producers in registration process, manage products and orders, and communicate with distributors.

Keywords: Producers, UKM, Distributor, Product, RAD