

## ABSTRACT

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*Small and Medium Enterprises (SMEs) is one of the sectors that give a big and significant impact for the growth of some countries, especially small and developing countries like Indonesia. Where the people are given the opportunity to become business owners, who do not have to compete with thousands of people to get very limited employment. And of course this could be a business solution for the people. But in the implementation required an information system technology to increase sales and increase market reach. Therefore built an application of Indonesian Virtual Market for the development of SMEs in particular by utilizing the concept of Content Management System (CMS). This application also allows consumers in the ordering, see the recapitulation of purchases, track shipment, and provide testimonials. In building this application used Rapid Application Development (RAD) method. Web-based application and implemented with Codeigniter framework, PHP programming language, and MySQL as data storage media. After testing the application with black box testing method and User Acceptance Test (UAT) on each unit of the system, it can be concluded that the application can be an alternative solution in making sale and purchase transactions on SMEs because it has facilitated consumers in the transaction process, facilitate consumers in making the payment process, facilitate the consumer in tracking the shipment and calculate postage without any limit of time, and facilitate the distributor in choosing their respective design store.*

*Keywords: Small and Medium Enterprises (SMEs), Content Management System (CMS).*