ABSTRACT

Small and Medium Enterprises (SMEs) is a form of community effort whose establishment is based on the initiative of a person. The development of SMEs in Indonesia is very rapid. The number of sme practitioners indonesia including most numerous in between other countries, so that SMEs become one of the sectors that contribute greatly to the economic growth of Indonesia. However, in order to increase market coverage, SMEs need to utilize information technology that can bridge between producers and distributors. In addition, effective and efficient sales and financial data management is required by SMEs. Therefore, this final project built the application of Pasar Virtual Indonesia for SME Development, especially cash processing module and sales of producer side. In this module, applications can help manufacturers to monitor distributor sales, process sales reports, and document income and outcome. In this module The making of this application is done by Rapid Application Develepement (RAD) method. Web-based application and implemented with Codeigniter framework, PHP programming language, and MySQL database as data storage media. After testing the application using black box testing method and User Acceptance Test (UAT) on each system unit, can be proven that the application has fulfil the needs of the manufacturer. The conclution is this application can assist producers in managing sales and financial data effectively and efficiently.

Keywords: SME, Producer, distributor