

ABSTRACT

Internet growth in this era of globalization has been growing rapidly, in the business environment, the use of the Internet for activities, promotions and sales. Internet users in Indonesia reach 104 million people in 2017 and will continue to grow, this makes the potential to use the internet as a media buying and selling wide open. Buying and selling using internet media is called e-commerce.. Business opportunities can not only be used by large companies, but also one of the micro, small and medium enterprises (UMKM) to develop their business.

Bearpath is a UMKM who sell slippers, to deal with problems that exist in UMKM, in this Final Project will be designed e-commerce Bearpath with customized product features. To help complete the distribution, and promotion process, as well as to provide Customized Product features that customize the products they provide. Customized Product features allow customers to customize the model of the rope, model of soles, and colors of the product according to the choices provided. Customized products are one of the strategies to increase the level of customer satisfaction and to catch up with demand market. The design of e-commerce Bearpath uses Waterfall method. The selection of waterfall methods on the e-commerce acceleration Bearpath because of the clear requirements and defined at the beginning. The result of this research is the Bearpath website application which is expected to solve the problems faced by UMKM and develop the business run by Bearpath.

Keywords : *e-commerce, UMKM , waterfall, customized product*