ABSTRACT

The Office of Cooperatives, Small and Medium Enterprises (KUKM) operates in the sector of cooperatives, small businesses, micro and medium enterprises. In the Office of Cooperative and Small and Medium Enterprises there is one field of Small Business which is tasked with managing UMKM data and promoting products produced by UMKM. At present, the Small Business sector still relies on Microsoft Excel in managing UMKM data, and still uses paper media in the process of registering UMKM carried out by an entrepreneur. In addition, facilities in promoting UMKM products to local, regional and national scope still rely on exhibitions held once a year. To solve these problems the Small Business sector felt the need to use technology in the process of registering, managing and promoting UMKM products, by implementing UMKM Management Applications and UMKM Product Marketing, which were named Gerai Web. The method in making the Gerai Web Application uses object-oriented methods using the Waterfall model in application development. The method of collecting data used is observation and interview. The author uses tools and workmanship techniques such as use case diagrams, class diagrams, sequence diagrams and entity relationship diagrams (ERD). The manufacturing process using sublime software, web browsers with CSS programming languages, PHP, MySQL databases and Apache web servers. The Gerai Web Application was built to facilitate the Small Business field in managing UMKM data. And help entrepreneurs in the registration process and promote their products to local, regional and national scopes.

Keywords: application, web, service, entrepreneurship, and marketing