ABSTRACT

Indonesian batik products have a lot of interested people from domestic and abroad. Therefore, batik crafts have good prospects to be developed by Micro, Small and Medium Enterprises (MSMEs). In order to improve the marketing of products produced by MSMEs, in this final project a content management system for the batik craft marketplace was developed that facilitated MSMEs to open their own marketplace to conduct online buying and selling activities, manage existing product data and provide information on income from transactions has been carried out as well as assisting the UMKM Service as a manager to find out the graphics of the MSMEs themselves. The methodology in developing this application is the waterfall model. The programming language used to develop the application is PHP with framework codeiteriter and MySQL as the database used for data storage media needed. In the application development process supported by these tools, a content management system marketplace for batik crafts for web-based MSMEs was produced. With this application, it is expected to be able to facilitate MSMEs in managing their marketplace, managing product data and providing transaction report information.

Keywords: MSMEs (Micro, Small and Medium Enterprises), Marketplace, Web