

ABSTRACT

As reported by the Ministry of Communication and Information (Kominfo) in 2020, out of a total of more than 64 million MSME actors in Indonesia, only around 9.4 million who already use technology in their business activities [1]. See from Based on these data, efforts need to be made to further increase the productivity of MSMEs by utilizing technology in order to encourage economic growth in Indonesia. According to data from a digital report published by We Are Social and Hootsuite regarding data on internet usage in Indonesia in 2020, it is explained that the results of user research there are more than 175.4 million internet users through various devices. Further explained that as many as 93 of the total internet users aged 16-64 years do search and purchase of products or services online [3]. Therefore, It's a shame if conventional MSMEs, especially service providers, squander the opportunity to go digital. From the survey that has been carried out, the majority of MSMEs want to have aor platforms that can market their products or services online in order to reach a wider market share, namely to more people everywhere and anytime and service-seeking consumers can more easily find services that according to their needs and desires. A website-based application platform Infineeds is a solution to bring together service seekers and MSME service providers. Through Infineeds, MSMEs in the service sector can join as partners and can maximize the marketing of its services online in order to create market segmentation segment wider area by attracting more users so that the productivity of their business can increase.

Keywords: *platform, application, partners, service, MSME, online.*