

## ABSTRACT

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*Digital Printing is a picture printing techniques and digital-based text, from a file then we can directly print it with various media, instantly and quickly. Digital Printing is an innovation of the development from conventional printing methods into digital. Many printing shops have high quality goods but it is difficult to market their goods because they are far from the reach of the market. The lack of a sales catalog also affects the marketing of goods. To overcome this problem, web-based printing management applications are used to market goods by online. The methodology in working this application use a waterfall model. The programming language used to build this application is PHP, CI framework, and the database used is MySQL. With this application, it is expected that the target market for printing shops can increase properly.*

*Keywords: sales applications, web*