# ABSTRACT

In people's lives, technological development is an important part. In today's era, technology and the Internet seem to be icons in this era of globalization, many internet users use it for social networking, information retrieval, and other needs. In today's business world, many people use information technology to develop their business. So many create websites to promote goods and services such as startup Roll which aims as a market place in marketing the services of photographers specifically for weddings or pre weddings. In looking for wedding and pre-wedding photographers, many brides-to-be have difficulty in choosing the right photographer. Therefore, the author and the team decided to develop a website-based application called Roll. In development the author is responsible for the creation of special websites for the Welcome, Login, Register, Home, Subscriber Gallery, Subscriber Notification sections and Logout. This application development applies iterative and incremental methods. Additional development provides an opportunity to improve the development process as well as adjust the requirements. Iterative development helps in improving the quality of the product. The result of this research is a web-based Roll e-commerce application to assist the marketing and sales of photographers in the city of Bandung.

*Keyword* : **Roll,** *website, Iterative, Incremental, photographer.*