

## **ABSTRACT**

Handicrafts in Indonesia have many domestic and foreign enthusiasts, especially in the cities of Jakarta and Medan. Therefore, handicrafts have some good prospects to be developed by Micro, Small and Medium Enterprises (MSMEs). To increase the marketing and sales of handicrafts in the cities of Jakarta and Medan produced by MSMEs, in this Final Project the MSME Handicraft Application is built in the cities of Jakarta and Medan. Website-based that facilitates MSMEs opening their own businesses for online buying and selling activities, product data managers who have provided report information and types of handicrafts in Jakarta and Medan, can prove that the application has made it easier for buyers to process transactions, make it easier for buyers to process payments, and makes it easy to manage orders without time and place restrictions. The methodology in development uses the waterfall. Website-based application that uses the PHP programming language and MySQL database as data storage media. After testing the application using the black box testing method and questionnaires on each system unit. In the application development process supported by several of these tools, resulted in a website-based SME Craft Application.

**Keywords:** MSME (Micro, Small and Medium Enterprises), Crafts, Website