

ABSTRACT

Rembang Regency is a Regency in Central Java which one of its characteristics is Batik Tulis Lasem. Lasem Batik is one of the leading products or industries from Rembang Regency. However, the Batik Tulis Lasem industry in Rembang Regency did not experience rapid development due to several problems such as irregular financial records and periodic financial reports. Therefore, a process of monitoring and evaluation is needed on a regular basis. The current monitoring and evaluation process takes a long time and does not integrate the Rembang Regency government (INDAGKOP), the MSME management community of Rembang Regency and business actors. So, the process of monitoring the development of UMKM Batik Tulis Lasem in Rembang Regency can use e-Commerce media as a tool that is able to integrate all entities.

The monitoring system design uses the Scrum framework which consists of 6 steps. The Scrum framework is a method that is suitable for complex Final Project problems. The system verification process uses the greybox testing method which is a combination of black box testing and white box testing methods. While the validation process uses the User Test Acceptance (UAT) method. The output of this Final Project is a monitoring system that integrates the Rembang Regency government, the SME management community and business actors using *e-Commerce* media and product marketing media with the aim of targeting markets outside the Rembang Regency community.

The existence of *e-Commerce* as a proposed monitoring and evaluation business process is expected to increase the economic growth of Rembang Regency in the creative industry sector and increase the effectiveness and efficiency of the data submission, monitoring and evaluation process.

Keyword — [*Batik Tulis Lasem, Evaluation, E-Commerce, Monitoring, Small and Medium Enterprise (SME)*]