

ABSTRACT

In an effort to increase micro, small and medium enterprises (MSMEs) and entrepreneurship at the Telkom University Surabaya, as well as paying attention to the significant contribution of micro, small and medium enterprises (MSMEs) to gross domestic product (GDP) of 60.5%. the Telkom University Surabaya has identified opportunities to strengthen the entrepreneurial ecosystem. Currently, the micro, small and medium enterprise (MSME) sector on campus is still developing, so a micro, small and medium enterprise platform is needed as a forum to bring together students, investors and consultants. This platform will be a collaborative forum that facilitates the development of business ideas among students and the difficulty in getting funding for their business ideas if they are to be implemented, so it requires investors both within the Telkom University Surabaya and from outside parties. Apart from that, to develop a business idea there must also be a business consultant so that it can run well.

In system or platform development using the prototype method with identify needs, create a prototype, test the prototype, test the prototype, improve the prototype. This technology will use the Laravel framework to support various website devices and MySQL databases. Testing this system uses black box testing through the planned micro, small and medium enterprise platform, it is hoped that it can help increase graduates by creating more job opportunities through developing the micro, small and medium enterprise (MSME) sector in the campus environment.

Supported by consultants and investors, this platform will provide funding and business consulting to students who want to run their own business or startup. Thus, through this micro, small and medium enterprise platform, it is hoped that it can make a positive contribution in strengthening the entrepreneurial ecosystem on campus and create opportunities for students to develop their own businesses.

Keywords: *Business Incubator, Website, Prototype, Black Box Testing, MSME*