

ABSTRACT

FJA(Fahlevi Jaya Abadi) is a SME engaged in printing t-shirts and applying convection dropshipping as a business process model. Dropshipping becomes one of trending business , which is someone can be an enterpreuner but they don't need spend their money to do investasion.and only based on trust each other, beetween producer , reseller and end user in that model business process.

FJA's customer is still slightly dominated by the reseller itself and also sales still uses a manual system. In order to increase sales and provide an effective system to FJA then developed a web-based crowdsourcing to be a liaison between the course of this dropshipping business model can bring new ideas through a crowd of people who exist in a crowdsourcing and give effect to boost sales. Web-based crowdsourcing is also central of the new trend in society as an alternative to look for solutions the problems, because it is expected to filter out information that is necessary for the person looking for such information. One of them is about design, where design crowdsourcing can be an alternative person who liked the design you want to upload the designs with the aim of publication.

FJA Crowdsourcing site was developed using PHP programming language and uses research prototyping methodology. FJA crowdsourcing site provides the alternative for persons to publish their designs while providing the opportunity to buy the design if they are able to attract the attention of other people .

Keyword: dropshipping, crowdsourcing, prototyping