ABSTRACT

Bandung Techno Park (BTP) is one of the IT project with the Ministry of Industry of the Republic of Telkom Indonesia (Deperind RI), which became a catalyst in economic growth as well as encourage the growth of knowledge-based economy and technology. One goal is to foster BTP Small and Medium Industries (SMI) in the field of ICT in order to be able to create products that are competent and competitive. However, in realizing the above objectives, SMEs do not have a proper media campaign and in accordance with the development of globalization, namely trade freely online.

To overcome this problem, it takes an effective medium to reach that goal. Media is a web of information effectively. At the end of this project has been made **APPLICATION OF SOCIAL NETWORK OF SMALL AND MEDIUM INDUSTRIES IN WEB-BASED TECHNO PARK BANDUNG.** With this web application, the SMEs in the field of ICT can have a personal web without having to have a special ability in making a web so that SMEs can be more interactive in promoting their products. In order to achieve the purpose of the BTP. To build this web application, the first built is a server system that consists of database, web, and media servers that need hardware and software to certain specifications.

Testing web applications is divided into two kinds, namely the functional testing and performance testing system. Fungisonal testing is done by test functions while application performance testing conducted by measuring the MOS system, and the maximum kemampua accommodate server user.

Keywords: *Social Networking Web, IKM, Bandung Techno Park, PHP*