

## **ABSTRACT**

*Painting Gallery is business sample that uses Internet and e-commerce technology. For some painting galleries that already well known and always visited by painting collectors, marketing may be not a big problem. However, there are many small painting gallery, and they count on websites or social networking pages to market their paintings. To overcome these problems, the painting galleries would require a sistem for the sustainability of its business. Sistem is required not only to accommodate the sales process, but also needed a Web Portal Art Gallery can accommodate the sale of many painting galleries. This portal will also have feature that accommodates auctions where customers will be able to haggle the paintings that have been put in the category of painting auction.*

*The business model that adopted by Web Portal Art Gallery is a brokerage business model, where the portal also acts as intermediary and as a marketplace that conduct the sale. Portal also will receive a percentage of commissions every painting sold. Gallery paintings can also withdraw of money for each sale painting.*

*The method that used in this portal is waterfall method which conducted an analysis of existing business processes, and portal needs requirement analysis and user needs, design in the form of Business Process Modelling Notation (BPMN) and UML diagrams, coding, and testing. Testin on this portal takes the form of test scenarios User Acceptance Test (UAT) to 15 users, which showed that users can use the portal properly, and features within it are also considered good for a painting gallery portal. Portal built using Code Igniter framework that will facilitate the further development of the portal.*

*As the result of this research, Portal Web Art Gallery can be used for marketing and selling paintings, also give easiness for customer for purchase the paintings. For further portal development, portal should be able to provide more features to make rich media portal as very useful for the customers as well as painting gallery.*

*Keywords: E-commerce, Painting, web application*