

ABSTRACT

Income of indonesia's handicraft has many enthusiasts from abroad or in the country. To make it not difficult and does not need a large capital employed. Cause of that handicraft business Has a good prospect to be developed by MSMEs. For increasing product marketing made by MSMEs, on this final project created application of content management system handicraft where this application give facilities for UMKM to build their own marketplace for doing selling online, ticketing, managing product's data and providing information from income and transactions. The methodology used in the development of this application is waterfall model. For programming language used to develop this application is PHP with the codeigniter framework and MySQL as the database used for data storage. In the process of building this applications supported by these tools then created an application content management system marketplace handicraft for MSMEs module seller and manager web-based. With this application is expected to facilitate MSMEs in managing their marketplace, management of product data and provide information of transaction report.

Keywords: MSMEs, Marketplace, Web.