

## **ABSTRACT**

EKRAF is one of the sectors that is expected to be a new national economic power in the future, because EKRAF itself becomes one of the factors of increasing gross of domestic product (GDP). EKRAF in Indonesia itself is dominated by 3 major industry sub-sectors namely culinary industry, fashion industry and handicraft industry. There are several challenges faced in the process of human resource development, one of which is technology and internet. Effectiveness and global competition must be faced with a proper and efficient network system. Meanwhile, the quality of Indonesian human resources in the craft field is still low. This causes the craftsmen are not able to compete with a better market. This research aims to solve the problem of EKRAF Indonesia especially in the craft sub-sector. One of the problems of the craft subsector in Indonesia is the difficulty in modern market penetration due to the lack of marketing knowledge and not yet implementing information technology. HARDCRAFT as a bridge or liaison of Indonesian craft businessmen wherever and whenever. The HARDCRAFT e-commerce website is expected to assist local artisans in villages with the potential to sell their work to EKRAF enthusiasts throughout Indonesia with HARDCRAFT startup.

Keywords: EKRAF, website, e-commerce, artisans