

ABSTRACT

Indonesia is one of the countries that has many MSMEs in the handicraft sector. Handicraft is a product in the form of handicrafts used for daily activities or enjoying elements of artistic value, but handicraft products are often imitated by plagiarism which can harm consumers and handicraft product owners. This is very dangerous because it can lead to a loss of trust in consumers and the loss of authenticity of a product. To increase trust in consumers from the products they buy and maintain the authenticity of the products, Niuniq is a website application designed to validate and check the authenticity of a product. The Niuniq website application is designed using an iterative incremental method. The iterative incremental development model is iterative, which means that development can return to the initial part of development when there is a development error at that time. This development will produce a REST API as a backend system on the Niuniq website. The system that has been developed will then be tested for functionality with black-box testing of the REST API that has been created using unit testing and scenario testing. The test scenario results obtained are 100% worth the REST API for the store and product modules that have been implemented on the Niuniq website which shows that the features of the Niuniq website for the store and product sections are in accordance with the needs of sellers and buyers.

Keywords: *MSMEs, handicraft, REST API, website, iterative incremental*