

## ABSTRACT

MSMEs are productive businesses owned by individuals and business entities that have met the criteria based on Law no. 20 of 2008 which is divided into 3 namely Micro, Small and Medium Enterprises. The Covid-19 pandemic in Indonesia has caused many MSME businesses to be forced to go out of business due to the decline in people's purchasing power and still rely on direct sales. As a solution, MSME actors are also required to develop their business in the digital era as it is today. Therefore, an application was made to assist MSME actors in running their business and assisting in selling their products.

This application is an application for selling and purchasing MSME products called MSME Connect based on Android that makes it easy for buyers to purchase MSME products by providing a method online payment for payment for their products. As well as assisting SMEs in selling their products. This application is made using Android Studio. The development of this application is carried out using the Waterfall/SDLC software development method where there are several stages, starting from the literature study stage, conducting data searches and collecting, analyzing and designing the system, then starting the implementation process of the system design results. with what was planned. After the application is evaluated and is suitable for use, the application is ready for publication.

From the results of the analysis and testing that have been carried out, the MSME Connect application can help make it easier for users to make sales and purchases of products. This is reinforced by the results of an average score of 84.98% from 20 respondents, each of which 10 buyers and 10 sellers stated that they strongly agreed with the application made.

**Keywords:** trade media, android application, MSME