

Abstract

The development of information and communication technology has had a positive impact on the business world, especially for Micro, Small and Medium Enterprises (MSMEs). MSMEs are increasingly aware of the importance of using technology to improve operational efficiency and reach a wider market. In this effort, website-based applications have become one of the popular solutions used to support MSME activities. This study aims to design a website-based back end application for the MSME module using an iterative incremental method. This method was chosen because it allows gradual system development and can adapt to changing user needs and minimize project risk. This study aims to create a collaboration media between UMKM and resellers to reach an agreement. The end result of this research is the design of a website-based application back end on the MSME module which can be integrated with the front end module to form a comprehensive collaboration application between MSME and resellers and according to the needs of the users. It is hoped that the Mitra.ID application will be able to increase the operational efficiency of MSMEs and help MSME players reach a wider market through the use of appropriate information technology.

Keywords: Mitra.ID, Back-end Design, MSME, Iterative Incremental Method, Website Development, Collaboration, Flexibility.