

ABSTRACT

The developed application aims to overcome the problem of the lack of utilization of digital media based on mobile applications in managing information on Micro, Small and Medium Enterprises (MSMEs) and village services in the Cyber Village of Citeureup Village. The main objective of this application is to fulfill the needs of MSMEs in terms of marketing their products and managing their stores. In addition, it seeks to improve the integration of digital-based village services. The app provides support in the digital transformation of village services. Through the various features available, information regarding village services can be accessed and managed more efficiently, improving the quality and accessibility of village services for local residents. The app aims to revive the digital marketing of MSME products. With this platform, MSMEs can market their products more effectively. Special features have been designed to assist MSMEs in managing the marketing of their products, including product stock tracking, thereby increasing the competitiveness of MSMEs in the digital market.

This application also serves as the official information media of the village government. Villagers can access the latest information on village policies, programs, and news through this platform, which supports community participation in the village development process. The development uses a method that includes analyzing the needs of MSMEs and villages, designing appropriate features, and developing and implementing the application. We also integrated the latest technology and good design principles throughout the development process. This application is a digital solution that focuses on marketing and managing MSME information, as well as digital-based village services. With relevant features and careful integration, the app is expected to support the growth of MSMEs, improve the quality of village services, and stimulate community participation in village development.

Keywords: MSMEs, Services, Digital.