ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have made a significant contribution to the Indonesian economy. One of the biggest issues experienced by many MSMEs is product marketing. To overcome this problem, MSMEs can use reseller services. Apart from expanding marketing, collaboration with resellers can increase sales and expand the buyer segment. However, one of the main concerns of both MSMEs and resellers when they want to collaborate is security and trust. For this reason, the role of an intermediary or admin is needed who becomes a bridge for both parties to work together safely. The solution offered to this problem is the development of a platform that can facilitate business collaboration between MSMEs and resellers in the form of an application called Mitra.id which uses a reseller buy sell model where resellers need to buy goods from MSMEs before reselling them. The development of this application uses the Extreme Programming (XP) method which prioritizes collaboration and adaptation to frequently changing system requirements. The features developed in the Mitra.id admin module application is payment verification, chat with users, content creation for education, account suspension, sales dashboard, and payment transfers to MSMEs. This application was tested using User Acceptance Test (UAT) and unit testing. Test results using UAT show positive results from users. With this application, we hoped that business collaboration between MSMEs and resellers can run smoothly.

Keywords: MSMEs, Resellers, Admin, Collaboration, Business, Website, Extreme Programming (XP).