

## **ABSTRACT**

This study aims to design and develop a web-based e-commerce system to support Small and Medium Enterprises (SMEs) in the Pasar Online GNI (POG). The system is designed to address issues related to product marketing, inventory management, and unstructured order processing faced by SMEs in the Grand Nusa Indah housing complex, Cileungsi. The system development method used is the SDLC Waterfall, which involves five stages: Requirement, Design, Implementation, Verification, and Maintenance. This system will enhance operational efficiency, expand market reach, and simplify transactions. The study also tests the system using two testing methods: Blackbox Testing and User Acceptance Testing (UAT) to ensure functionality and user satisfaction. Therefore, it is expected that this system can make a positive contribution to the economic growth of SMEs and optimize digital product marketing.

**Keywords** – E-Commerce System, SMEs, Pasar Online GNI (POG), SDLC Waterfall, System Development, System Testing, Blackbox Testing, User Acceptance Testing (UAT).