

ABSTRACT

This project aims to support the digitalization of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia through the development of the Synchronmatech.id platform. This platform provides efficient digital printing services, enabling MSMEs to easily order printed products online. The developed system includes several key features such as product ordering, product category browsing, admin account management, product search functionality, and payment integration using Midtrans. The web-based application was developed using HTML, CSS, JavaScript, PHP, and the Laravel framework, and is designed to be fully responsive across multiple devices. Based on functionality testing and usability testing results, the platform successfully meets user needs, with 96.6% of respondents stating that the application is easy to use, the features are accessible, and it improves the efficiency of the digital printing service process. Therefore, Synchronmatech.id has achieved its objective of enhancing the efficiency of printing services for MSMEs while supporting a practical and accessible approach to business digitalization..

Keywords: MSMEs, printing, synchronmatech.id, website