

ABSTRACT

Graphic design is a form of visual communication that uses images to convey information or messages as effectively as possible. Graphic design in Yogyakarta City is still difficult to develop in terms of services due to the lack of media such as an E-marketplace Website that accommodates all producers to market their work in the graphic design field, therefore a graphic design service E-marketplace Website was built to improve services in the field. graphic design. The research used is a qualitative field. Data collection methods used in research for the design of this E-marketplace are observation and interview methods as primary data sources. This E-marketplace design method uses DFD (Data Flow Diagram). The analysis used is the ongoing analysis and the proposed analysis. This system includes the main menu, login menu, transaction process menu, and order process menu. The results of this study are all successful and meet the requirements desired by the user. In conclusion, creating a web-based graphic design E-marketplace is very helpful for graphic design service providers in the city of Yogyakarta.

Keywords: E-marketplace, Graphic Design, Services / Services, Payment gateway.