

ABSTRACT

The main problem that hinders the development of UKM owners in Cimanggu District is marketing. The marketing and promotion steps taken tend to be conventional, namely word of mouth or simply displaying their products in shops so that SME owners cannot do marketing well. It is not surprising that SMEs also cannot increase their sales and production capacity so that sales will stagnate. Advances in technology and information today can be used as a promotional medium with the aim of helping increase sales. E-commerce is a buying and selling transaction carried out electronically through the internet media. The e-commerce concept website is expected to help merchants promote goods and simplify the buying and selling transaction process. The solution proposed to solve the problem of SME owners in Cimanggu District is to develop marketing, namely e-commerce. By building web-based e-commerce applications, it can help SME owners in Cimanggu District and customers in making buying and selling transactions, it can also help companies promote products via the internet. The design method uses UML (Unified Modeling Language) modeling and web-based e-commerce application development using the CodeIgniter framework. Online transactions using e-commerce websites can help merchants introduce merchants' products to the wider community through e-commerce websites, which can get more consumers and can get more benefits compared to selling ordinary retail stores.

Keywords: e-commerce, framework, codeigniter, UKM.