

## **ABSTRACT**

### **THE IMPLEMENTATION OF A BRUTE FORCE ALGORITHM TO SEARCH MSME THAT SELLS SNACKS IN THE GEDONG TATAAN DISTRICT**

**By**

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UMKM (Micro, Small and Medium Enterprises) is a productive business usually called private ownership. The diversity of MSME businesses in Indonesia is excellent, particularly in the snack food sector and the Gedong Tataan sub-district, which is the location of this research. Gedong Tataan is a sub-district in Pesawaran Regency, Lampung, Indonesia. Several villages include Bagelen, Bernung, Bogorejo, Gedong Tataan, Karanganyar, and Kebagusan. However, many of these businesses still need to be evenly distributed in the use of technology in disseminating information about these MSMEs, which results in consumers not knowing where to sell their products, stock, operating hours, and store location. Therefore, the search for MSMEs in Gedong Tataan District is needed to help consumers/go-betweens find the site of the MSME snack shops & products they are looking for.

The method in this study uses the Brute Force Algorithm, an algorithm whose operation is simple but can be used to solve problems related to text- or string-based searches; this algorithm works from left to right processing. The system development uses the prototype method, as well as the design of the system by designing DFD and ERD. Software requirements in this study use the PHP & HTML programming language for the database using MySQL. The results achieved in searching for various MSME snacks with the Brute Force Algorithm in the Gedong Tataan Subdistrict, namely users & go-betweens can find out the location, hours of operation, MSME's name, prices, stock, and variants of products in the Gedong Tataan District.

**Keywords:** Search, UMKM, Brute Force Algorithm, Snack