

*ABSTRACT*

**DESIGN AND CONSTRUCTION OF MARKETING  
INFORMATION SYSTEMS WEBSITE-BASED LEADING  
MSMEs PRODUCT AT TULANG BAWANG BARAT  
REGENCY**

*By:*

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*MSMEs are businesses owned by individuals or business entities that have met the criteria for being a business. MSMEs or Micro, Small, and Medium Enterprises (UMKM) are stand-alone productive business units, carried out by individuals or business entities in all economic sectors. MSMEs at Tulang Bawang Barat. In its sales and marketing, Tulang Bawang Barat has not yet utilized websites as a tool for promotional media and online ordering. Problems in the sales process MSME products were only made conventionally and processed using recording in books which could result in data loss, data damage, and data manipulation. The method used was Rapid Application Development with UML tools, such as use case diagrams, activity diagrams, class diagrams, and sequence diagrams. The database used is MySQL. The results of this research were an ordering and sales system that could be implemented online by the MSME owner to manage product data, confirmation orders, and print reports. The admin could view sales data and reports as well. The consumer also could carry out order and payment transactions.*

**Keywords:** *Information Systems, MSMEs, Websites.*

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