

ABSTRACT

***Electronic Market Information System Design
(Marketplace) UMKM Web Based
(Study Case: UMKM District Negeri Katon)***

By

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The existence of an innovative concept of information technology development in business processes in the form of a marketplace will be able to help improve the business processes of business actors, because they are able to expand the marketing area and efforts to increase sales volume by building interactive communication relationships with consumers. Application of Responsive Web for UMKM Marketplace in Negeri Katon District, using Extreme Programming system development methods and implemented with Usecase Diagrams, Activity Diagrams, Sequence Diagrams and using the PHP programming language and MySQL Database, as a database that is designed to be better. The application of the MSME Marketplace in the Negeri Katon District can make it easier to expand the marketing area, facilitate access to financing and provide information that is response time from UMKM in the Negeri Katon District in the Lampung area regarding the businesses they have.

Kata Kunci : *Technology, Web, UMKM, Marketplace.*