

Analysis and Development of Market Place Application System for Web-Based SMEs

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Abstract

During the current pandemic, buying and selling transactions for the products offered are difficult to carry out due to restrictions on social interaction between humans, which makes it difficult for SMEs to sell their products. The development of information technology, especially the internet, can certainly be used as a medium to overcome these problems. The existence of a website-based information system is expected to help marketing, especially in delivering detailed product and price information to consumers.

Seeing such conditions, it is necessary to have a communicative web-based information system which is of course expected to be able to solve problems, especially the delivery of information on superior MSME products in the city of Bogor.

Keywords: Internet, SMEs, Information Systems.

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