

## ABSTRACT

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Small and Medium Enterprises (SMEs) one of the sectors that contribute greatly to the economic growth of Indonesia. However, to be able to improve the distribution of products without spending capital and market to reach large enough to utilize information technology. Therefore, the Indonesian Virtual Market Application Development for Small and Medium Enterprise Development (Product Inventory Module and Producer Monitoring for Distributor) is used as the information media for distributors in obtaining the data of the producers who become partners, monitoring the producers, viewing the product list, view product orders and chats as a communication medium between manufacturers and distributors. The Indonesian Virtual Market Application for Small and Medium Enterprise Development (Product Inventory Module and Producer Monitoring for Distributors) in this Final Project uses Rapid Application Development (RAD), Business modeling, Data modeling, Process modeling, Application generation, Testing and turnover. The creation of this application also uses the PHP programming language with the CodeIgniter Framework and uses the MySQL database. As for the design of the program using use case, class diagram, sequence, scenario and ERD. From the test results using Black Box and User Acceptance Test can be concluded that the application successfully assisted distributors in providing information about the manufacturer list, the application succeeded in knowing the producer activity, the application successfully displays the list of products that have been selected and distributed, the application successfully displays each consumer order and application successfully provides communication facilities between manufacturers and distributors

*Keywords: Pasar Virtual, UKM, RAD, MySQL, CodeIgniter*