

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have an important role in the Indonesian economy, but there are still many MSME players, especially suppliers, who experience difficulties in finding consistent and trusted business partners such as resellers. So, in this era of digitalization, liaison media is needed to carry out business collaboration interactions between suppliers and resellers, so that they can increase income and operational efficiency in business collaboration using the buying and selling model. Surveys show that 80% need a platform that connects suppliers with resellers. This research aims to provide a solution to this problem by developing a business collaboration platform with the name Mitra.id using the Extreme Programming (XP) method because of its flexibility and ability to quickly adapt to changes, features developed to help suppliers include product management, managing orders, and monitoring sales and product stock. This platform was tested using User Acceptance Test (UAT). Test results on the platform show that this platform is able to meet the needs and overcome obstacles faced by MSME players, especially suppliers, and this platform can also help in increasing the sustainability of MSME businesses amidst increasingly tight business competition.

Keywords: MSMEs, Platform, Business Collaboration, Supplier, Reseller, Extreme Programming (XP), User Acceptance Test (UAT).