

ABSTRACT

MSMEs play an important role in the Indonesian economy, creating jobs and utilizing local resources. The definition and limitations of MSMEs are regulated in Law No. 20/2008. The resilience of MSMEs can be seen in the 1998 economic crisis and the Covid-19 pandemic. During the pandemic, the adoption of digital technology greatly helped MSMEs survive and adapt. In the era of digitalization, MSMEs need to improve their competitiveness by leveraging technology to expand markets and operational efficiency. The reseller system is an effective strategy that allows individuals to start a business with minimal capital, reselling products from suppliers. This research develops a reseller module on the Mitra.id application, a platform that connects resellers and suppliers using the Laravel framework. Features in this module include authentication, profile management, product ordering and payment, membership, and real-time communication through the chat feature. The application development was carried out using the Extreme Programming (XP) method and tested through User Acceptance Testing (UAT). The results show that the application meets the expected standards and user needs. This research supports the digitalization of MSMEs in Indonesia, expands the MSME market, improves operational efficiency, and opens up opportunities for individuals to start businesses with limited capital, supporting job creation and economic growth.

Keywords: *MSMEs, Reseller, Supplier, Extreme Programming, User Acceptance Testing.*