

ABSTRACT

The development of digital technology has encouraged Micro, Small, and Medium Enterprises (MSMEs) to integrate information systems into their business operations. MSMEs engaged in Pekunden Ceramic Crafts in Pematang Regency face challenges in reaching a wider market due to limitations in the use of digital technology for promotion and transactions. This study aims to design and build a website as a solution to support the development of Pekunden Ceramic MSMEs. The development method used in this research is Extreme Programming (XP), which consists of four stages: planning, design, programming, and testing. Testing was conducted using the Blackbox Testing method to ensure that all system functions operate according to user needs. The test results showed that the system had a success rate of 97.29%, indicating that the system meets user functional needs and is considered suitable for use. This website system is expected to address the issues faced by Pekunden Ceramic Craft SMEs.

Keywords: Website, Extreme Programming, MSMEs, Pottery Craft