

## **ABSTRACT**

**Nevi Yudianthi (2018081072)**

### **PRODUCT MARKETING INFORMATION SYSTEM IN MSMEs IN SECOND BICYCLE SALES BUSINESS**

*Micro, Small and Medium Enterprises (MSMEs) are an important source of economic growth during this pandemic. Mivyu Berkah is included in the activities of an individual owned business. Mivyu Berkah is one of the businesses with low-risk activities that was established during the COVID-19 pandemic, taking advantage of business opportunities by selling bicycles that have been or have been used. However, not a few business actors take advantage of business opportunities in the same field, thus requiring Mivyu Berkah to continue to improve product promotions. So this Professional Study/Independent Project is an urgent matter for research as a solution to anticipate these problems. This research also helps MSMEs to develop product marketing information systems in order to compete and market products with a wider range and increase product sales. In addition, the existence of a product marketing information system aims to improve service to customers by providing information related to product information quickly and accurately. The implementation of this research was carried out by the method of developing a web-based product marketing information system for the business. The results of this Professional Study/Independent Project can be seen according to its purpose, through a web-based online shop with the address <https://www.mivyuberkah.com>.*

**Keywords:** Information Systems, MSMEs, Web.