

WEBSITE GEOGRAPHIC INFORMATION SYSTEM (GIS) FOR MAPPING MICRO, SMALL, AND MEDIUM-SIZED INDUSTRIES (MSMES) IN BENGKALIS REGENCY

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ABSTRACT

Small and Medium Enterprises, commonly known as SMEs, are involved in the production of various types of goods used in everyday human life. In Bengkalis itself, the role of the local government in collecting information about the location and profiles of SME units present and developing in Bengkalis Regency is still very low. This is indicated by the lack of digital information related to the growth and development of SME units in Bengkalis Regency. As a result, information about the existence of SME units in specific areas is difficult for the general public to obtain. To address this issue, a Geographic Information System (GIS) Website for Mapping Small and Medium Enterprises (SMEs) in Bengkalis Regency was developed to facilitate the public in accessing information related to SMEs. The creation of the Web GIS mapping for SMEs in Bengkalis Regency utilizes Leaflet as the base map, PHP programming language, and Laravel as the framework. The website was tested using the Black Box testing method, where testing of the Owner of SME and Public User interfaces was directly carried out by business owners and the general public. This involved testing each display or view to ensure that the data presentation on the view pages is functioning properly. From the conducted testing, it can be concluded that the developed features are successfully executed and functioning properly. This website facilitates the collection and management of data on small and medium industries in Bengkalis Regency, serving as a platform for SME actors to promote their businesses. On the public's side, it makes it easier to find information related to SMEs in Bengkalis Regency.

Keyword: *MSME, IKM, Website, Mapping, GIS*