

ABSTRACT

Indonesia is well known as an agricultural country with most of its population works in agriculture field. On the other hand, the development of e-commerce in Indonesia is also being increased quite rapidly, it as become a trend in society that online business becomes an option in business. These days, the trend of buying and selling via online in the form of a website in term of agriculture has growing rapidly. It makes the actors of Indonesian agriculture, such as farmers, suppliers and customers, should compare the information first which available from various websites. Sometimes there are some e-commerce websites that implement a paid registration. As for the non-paid, there are a lot of frauds in it. Not to mention of the payment transaction. Therefore, this study aimed to design an e-commerce website that is cozy, with secure funds based on marketplace which later would be named Tanduran. Tanduran will be built with Incremental Iterative methods using the PHP programming language and CodeIgniter framework. Tanduran will be tested with black box testing by the users. The results of this study are in the form of e-commerce Tanduran based on marketplace to assist agricultural actors to not only easier to find information in agriculture, but also easy to register to secure payment transactions. Payment transactions process in Tanduran using a shared virtual account, the payment will be hold by admin until the product is received to the buyer. It aims to reduce fraud, so the convenience and user satisfaction will be fulfilled.

Keywords— agriculture, e-commerce, marketplace, PHP, iterrative incremental