

CHAPTER I

INTRODUCTION

I.1 Research Background

Indonesia is a develop country with a diversity of natural resources, flora and fauna thrive spread from Sabang to Merauke. Indonesia is also supported by the climate stability that has fertile land and used to plant various plants. Therefore, Indonesia is known as an agricultural country with many of the people work in agriculture field.

Based on the Strategic Plan of the Agriculture Ministry (RENSTRA), from 2015 to 2019, one of the efforts made to support the growth of the agricultural economy is to utilize information and communication technology. In order to utilize the information and communication technology, in the next five years, efforts will be made are as the following:

1. Infrastructure management of information and communication technology.
2. Management and services of data and information.
3. Application management in supporting the development management.
4. Security management of information and communication technology.

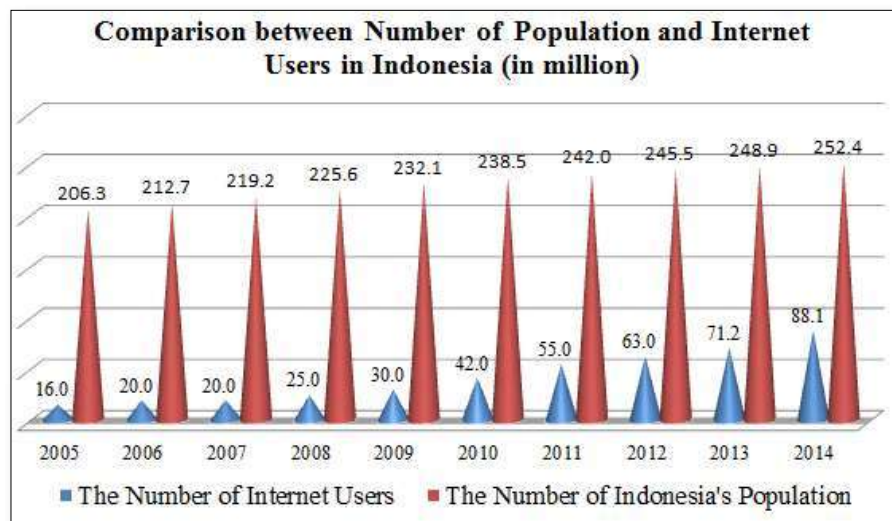


Figure I-1 Graphics of Comparison between Population and Internet Users Number in Indonesia (APJII, 2014)

According to the survey conducted by the Association of Indonesian Internet Service Provider (APJII) in 2014 showed that the graph data of Internet users in Indonesia is growing every year. This is in line with the RENSTRA above that the internet as one of the efforts in raising agricultural economic growth in Indonesia.

E-commerce is a new concept that can be described as the process of buying and selling goods or services on the World Wide Web of the Internet or the process of buying and selling or exchanging products, services, and information through information networks including the Internet (Suyanto, 2003). The increased of Internet users every year, fast rate progressing of e-commerce in Indonesia, is likely become a trend in society that makes online business becomes an option in business. This has an impact on the number of online stores website-based that have spread up on the internet, thus it makes the agriculture actors like customers, farmers and suppliers of agricultural products should compare the information first from one website to another ones before finally deciding to choose one of them. Not to mention there are some websites that are not user friendly, the plot is also not easy to understand that makes the actors overwhelmed to deal with it.

Here is a comparison of the features of some of the existing farm sites:

Table I-1 Comparison of Agriculture Features

Features	Agrosukses.com	Pusatagro.com	Tanipedia.com
Selling product from many shops	√	√	x
Free registration	x	√	x
Have a shopping chart	x	x	√
Transaction in the website	x	x	√
Can find the investor	x	x	x

Based on backgrounds above, this research focuses on designing an e-commerce which later was named Tanduran. Tanduran is a marketplace-based as a media that brings together buyers and sellers of agricultural products throughout Indonesia in one site. Not only can do the transaction between actors, but also farmers can seek investment funds from sites Tanduran. When built a website, admin certainly needed as the manager of the website. Admin in here has function controlling the system of registration and payment. Admin are divided into three, namely admin registration of farmers, suppliers and investors. Each admin will check on the incoming data in order to guarantee its security. Tanduran also provides transaction on the website using a *rekber* which aims to improve the safety and comfort in the payment process. Notification of new products ordering will deliver to the seller when the payment process has been completed by the buyer. Tanduran will be built using Incremental Iterative methods and PHP programming language CodeIgniter framework. Hopefully, Tanduran can provide features that correspond to the needs of customers, so the convenience and user satisfaction will be fulfilled.

I.2 Problem Formulation

Based on this background, problem formulations of this research are:

1. How to design e-commerce Tanduran as a media to combine interactions of Indonesian agriculture actors in one site?
2. How to design registration and payment features in e-commerce Tanduran to increase satisfaction of service for Indonesian agriculture actors?

I.3 Research Objective

Research objectiveness from this research as follows:

1. Design e-commerce Tanduran as a media to combine interactions of Indonesian agriculture actors in one site.
2. Design registration and payment features in e-commerce Tanduran to increase satisfaction of service for Indonesian agriculture actors.

I.4 Research Limitation

This research has some problem limitations to have a clear scope of research, they are:

1. Testing data used to test Tanduran e-commerce is dummy datas.
2. Do not explain about the technology infrastructure used in this research.
3. The distribution process done by the third parties.
4. This research focused on admin of registration and payment.
5. The research end in testing stage.

I.5 Research Benefit

I.5.1 Theoretical Benefit

Theoretical benefit of this research is as a requirement to graduate Information System Bachelor Degree Major, Industrial Engineering Faculty, Telkom University.

I.5.2 Practical Benefit

The practical benefits of this research are:

1. With Tanduran e-commerce, the agriculture actors can interact with each other just in this one site.
2. With registration and payment features of Tanduran e-commerce, can increase the users satisfaction of the service.

I.6 Writing Systematic

This research described with the systematic writing as follows:

Chapter I Introduction

The content of this chapter are the description of the research from the background research, problem formulation, research objective, research limitation, benefit of research until writing systematics.

Chapter II Literature Review

The contents of this chapter are theories and literature that relevant to the issues, topic research and previous research that proper to this research. Then, the second part describes the reasons for selecting the methodology.

Chapter III Research Methodology

This chapter contains a description of the steps the research in detail, include: the stage of formulating the research problem, formulating hypotheses, and develop research models, identify and conduct research, compile variable operasionalisasi questionnaire research, designing the collection and processing of data, do analysis, designing instrument test data processing.

Chapter IV Analysis and Design

This chapter describes analysis and design for the research application that will be developed. It contains of business requirement, functional requirement, and data requirement. Specifically, this chapter shows how this research application works.

Chapter V Testing and Implementation

This chapter describes implementation and testing in which it will show implementation and black-box testing. By this chapter, this application can be known whether it works well or not.

Chapter VI Conclusion

This chapter describes conclusion for all this application and suggestion for next related application development.