

ABSTRACT

BUILDING ANDROID MARKETPLACE USE ITERATIVE AND INCREMENTAL METODE IN BORONGAJAYUK STARTUP

By

ROBBY DWI HARTANTO

1202150024

Food crops and horticultural plants in Indonesia are still being developed by the government to date. Many farmers depend on the sale of food crops and horticultural crops. However, the development of horticultural crops and plants is not matched by the development of agricultural supply chain lines. This results in a mismatch of prices of agricultural products from farmers to consumers. Therefore, BorongAjaYuk innovates to create a system that can cut supply chain lines so that farmers can sell agricultural products at the right price. App innovation designed to help farmers and consumers is an Android-based app system. This app is expected to help farmers sell agricultural products, manage shops, goods, and transactions and help consumers buy agricultural products. The development method used in this study is an iterative incremental method so that it is expected that the system requirements in this study can be fulfilled. The results of this study are to create a system of agricultural produce marketplace that runs on Android. In addition, the researcher conducted an app testing using blackbox testing, with the test it is expected that the system can run as needed.

Keyword : marketplace, android, iterative incremental