ABSTRACT

Agriculture is the activity of utilizing biological resources carried out by humans to produce food, industrial raw materials, or energy sources, as well as to manage the environment. In the agricultural sector, there are many farmers who want to sell their agricultural products to consumers online, but this has not been realized. Internet access and lack of understanding of the internet are obstacles for farmers. With a web-based product selling application, farmers will no longer bother to sell agricultural products taken directly from fertile agricultural sources. Products to be sold include vegetables and fruits. The system in this application is run like a warehouse that accommodates products from farmers which will later be traded via the web online. This application will also cooperate with marketplaces that are widespread in Bandung. This application development method uses the Rapid Application Development (RAD) model. The programming language used to build this application is PHP, uses the CI framework, and the database used is MYSQL. With this application, it is hoped that it can facilitate farmers who will trade products online and can work together with farmers and also the existing marketplace.

Keywords: Agriculture, Consumers, Transactions