

ABSTRACT

The era of the development of the digital world and the Internet gives a great impact to the community. Internet is a means to provide searching services. Based on the survey that was conducted on 395 correspondents that active in online buying and selling forum in Indonesia, 71% of correspondents having trouble finding the goods or services. On the other hand 62% of sellers said they had difficulties to promote goods or services.

Marketspot is Geo Social Commerce solution which is exclusive in the mobile phone to help sellers meet with customers. This is done by showing the customers that need something on a map, so that buyers and sellers can directly interact. This solution combines elements of social and e-commerce based Geographic Information System (GIS). Development of a GIS-based social commerce applications is based on iterative and incremental method. This method is done by using several iterations in its phases. The iteration purpose is to provide improvements to existing features or to add new features.

The result of this research is the Application Programming Interfaces (APIs) and a version of the website. API and website developed with a PHP-based framework, Laravel 5. The API development is to produce data in JSON.

Keywords : API, seller, website, social commerce, iterative, incremental