ABSTRACT

Cibodas Village Community Lembang has a *business* fields such as *agribusiness* and *tourism*. The *business* actors still use manual way in running its operations. Dissemination of in*form*ation about the *business* activities are limited only by notice mouth. So many potential customers are difficult to obtain in*form*ation about *products* or services that are there.

This study intends to deal with the problem by creating *mobile*-based applications with a *business model* in the *form* of electronic marketplace (*e-marketplace*). The method used in this research is *iterative increment*al method. *Increment*al *iterative* method is used because it has benefits, such as low cost, and responsiveness to *change*. This method is also suitable for the project, who has a long development schedule. From the results of the data obtained, it was decided that the design of the application using the Operating System (OS) based on Android.

Results from this study is an android-based *e-marketplace* that can facilitate customers to obtain in*form*ation and conduct transactions with *business*es in *agribusiness* and *tourism* Cibodas Village Lembang.

Keywords: *agribusiness*, *tourism*, *e-marketplace*, *e-commerce*, *iterative increment*al, *mobile* applications, android