

## ABSTRACT

*Agriculture is one of the primary sector in the economy of Indonesia. It means that agriculture is the main sector which contribute highly for half of Indonesian economy. Individuals or organizations who involved in agricultural activities was known as business person agricultural. They consist of farmer, supplier of supporting materials, and processing industries. In fact, there are some obstacle in the process of agricultural practices. The business person agricultural don't understand agricultural trading activity. So that the distribution of commodities and materials hampered and exploited by some unscrupulous person. It have been caused by lack of equality of the market price information for agricultural business. Therefore, researchers help to facilitate business networking to increase production by developing a national strategic e-commerce Tanduran using PHP and codeigniter to assists the creation of applications. E-commerce Tanduran is a marketplace business model. So seller and buyer can meet directly in one place. E-commerce Tanduran helped to modernize the sector of agricultural sales. So that, the products able to access to the national market widely. Therefore, with the spread of information about agriculture would increase benefit and profit for business person agricultural.*

*Keywords— Agriculture, E-commerce, Marketplace, Iterative Incremental*