

ABSTRACT

Agriculture is the activities of managing natural resources with the help of technology, capital, labor, and management to produce agricultural commodities that include food crops, horticulture, plantation, and / or farms in an agro-ecosystem. Currently the chain of commerce for agricultural product can be up to seven (7) different chain of commerce, this is the cause agricultural product become more expensive, although the farmers sell them more relatively cheaper. To help decrease the chain of commerce for agricultural product they need a system that can give information as well as a place of efficient agricultural marketing and effective and provide purchase by consumers or farmers. Systems that can fulfill these needs is e-commerce. E-Commerce Marketplace is designed based on the so-called "PASAR HEJO" MARKETPLACE APPLICATION FOR AGRICULTURAL PRODUCT WITH ANDROID BASE will provide information of agricultural products in Indonesia and provide transaction processing. Marketplace Application for agricultural product is built for Android device-based to facilitate farmers or middlemen to market their agricultural products so as to facilitate the middlemen or farmers dealing with consumers. This application features a simplified user interface, bargaining between the seller and the buyer. Applications built with the Java programming language and XML with the MySQL database system.

Keywords: Marketplace, Android, E-Commerce, Agricultural.