ABSTRACT

The public's need for access to cheap and quality books is an important key to improving the level of national literacy, gebbuk is an ecommerce startup in the form of a marketplace that people can use to buy used books. This study aims to develop mobile applications that are directly integrated with gebbuk.com web app.Gebbuk mobile application developed with hybrid method by relying on ionic framework so that gebbuk mobile application can cover some mobile OS platform like Android and iOS, in application development is done approached with conceptual model of 3P model and Model of science and behavior science design and also with the method of iterative incremental developmentThe results of the application development is expected to be an application that facilitates users in searching, buying, and selling used books on the marketplace gebbuk.com

Keywords: Marketplace. Mobile application, Iterative Incremental, Ionic Framework. **Total words: 135**